



## **PRESS RELEASE**

October 2<sup>nd</sup>, 2009

# **Euro Attractions Show in Amsterdam breaks all records**

## **More exhibitors - more visitors**

**Today was the final day of the Euro Attractions Show in Amsterdam. Over the last three days ( 30th September, 1st and 2nd October) EAS realised the highest number of exhibitors at the show and a record attendance by visitors.**

**The EAS is organized every year in a different European country and the Amsterdam show has been the most successful so far. Andreas Veilstrup Andersen, Director of the International Association of Amusement Parks and Attractions (IAAPA) in Europe said: “We are extremely pleased with the result of the show. Despite a very difficult economical context, we have a solid show with the greatest variety of exhibitors – and the highest attendance so far.”**

### **Busy exhibition floor**

Preliminary counts show that more than 8.000 visitors came to the event this year. In comparison to the EAS 2008 Munich this is an increase of 50%. The visitors came from more than a hundred countries and about a third came from The Netherlands. A record number of companies (278) showed their latest products, including roller coasters, attractions, ticket- and access systems, 3-D movies, games etc. The growth in interactivity is one of the most important trends among exhibited products.

### **Conference programme**

Parallel to the show ran educational seminars, with the main theme being ‘The Attractions Industry 2020’. The attendance was excellent – almost 1.000 people attended the seminars on consumer-trends, developments in leisure, digital communication, finance, and also safety and environmental development. In his presentation, trend-watcher Adjiedj Bakas mentioned Europe as the future world capital of entertainment, as it offers the authenticity that people are looking for.

## **EAS in 2010**

In 2010 all amusement- and theme park industry roads lead to Rome. The EAS will take place there from 6 - 8 October, 2010. The interest of exhibiting companies is already very high.

*The EAS is organized by the International Association of Amusement Parks and Attractions. The IAAPA, founded in 1918, is the largest international trade Union of the World for amusement companies with a fixed foothold . The organization represents over 4.000 providers, suppliers and individual members from over 90 countries. IAAPA Europe has 650 members.*

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