



IAAPA 2022 Global Research Projects

Frequently I'm asked by members of our community how they can help to support the growth and future of the global attractions industry in a meaningful way, and many times the answer is by sharing your passion, knowledge, and experiences with others. Our networks around the world, operating businesses of all sizes and specialties is what makes this the industry of fun! Today I'd like to extend the invitation to you - to share your expertise and participate in some very important research projects we at IAAPA have underway in the coming weeks and months. We need your help with the three research surveys described below.

IAAPA Survey for All Members and Nonmembers (from Radius) – March 2022

Beginning this week, March 16, IAAPA will launch the 2022 Membership Survey. We've partnered with Radius Global Market Research to conduct this survey on our behalf to learn about how we can best serve our members. We need your open and honest feedback on what services we offer that you find useful, how satisfied you are with the products and services we provide and identify areas where we can improve. We want to ensure that we are offering the best possible value for your membership dues and receiving your feedback is a critical component to our shared success.

Attractions Operators Benchmark Survey (from Euromonitor) – April 2022

Following the Membership Survey, attractions operators from multiple regions will have the opportunity to participate in our Global Benchmark Survey, and the IAAPA Economic Impact Study. Each of these research projects will allow us to better understand growth opportunities around the world and allow us to ensure that we have the necessary information to make a case for policies that support the attractions industry with our elected officials.

IAAPA publishes several resources and research studies periodically to help our members conduct their businesses safely, efficiently, and profitably. Once finalized each of these studies will be added to our library online at <https://www.iaapa.org/research-resources>. Should you have questions about any of the projects we're working on this year, please contact our director of global research, Kelly Repass at krepass@iaapa.org.

I recognize the time investment these surveys require, but I encourage each of you to participate in these important studies. The quality of our reports is wholly dependent upon the number of participants we receive. We're committed to conducting each of these projects over the spring and summer months and will report on our findings as soon as we're able. I thank you in advance for your attention to this, and please be on the lookout for the survey emails/links, reminders, and deadlines!

Sincerely,
Hal McEvoy
President and CEO
IAAPA