



# IAAPA 2004

The combination of 1,185 exhibitors and 27,000 amusement industry professionals made IAAPA 2004 a resounding success. We review the highlights and the thoughts of some of the key exhibitors



**M**ore than 27,000 visitors attended the IAAPA Orlando 2004 at the Orange County Convention Center in November. After a four-year run for the show in Florida's theme park capital, the 87th show will be moving on to Atlanta in November 2005 as the re-branded IAAPA Attractions Expo.

- Highlights of the show included:
- SPiRiT OF EXCELLENCE AWARDS**
  - BEST EMPLOYEE RECOGNITION PROGRAM**  
WINNER Ontario Place Corporation, Toronto, Canada
  - BEST ORIENTATION PROGRAM WINNER**  
Cedar Point Amusement Park, Sandusky, Ohio, USA
  - BEST SAFETY AWARENESS PROGRAM**  
WINNER Ontario Place Corporation, Toronto, Canada
  - BEST GUEST SERVICES TRAINING PROGRAM**  
WINNER Sentosa Island Resort, Sentosa
  - BEST SUPERVISORY TRAINING PROGRAM**  
WINNER Wild Wadi Water Park, Dubai,



## JACK ROUSE JACK ROUSE ASSOCIATES



**"I** think there's much more attention paid to the way the venue relates to the community in which we live, in terms of the emotional content and economical development. In the US, the focus is all on cultural institutions and VACs, rather than on theme parks. Interaction between the private and business sectors has been increased to a higher level, so needs a higher level of sophistication by the people who service those industries.

Geographically, everyone's talking about Dubai. We're doing a major project with the Natural History Museum and BRC. Asia's also doing well. Europe's kind of quiet.

I think the global economy is still sitting on a knife-edge to any external threat we have no control over. The price of oil and the euro against the dollar are huge issues. The challenge and the opportunity is trying to understand what baby boomers (there are so many of us!) want to do. What are our values? Everyone who sells anything to the public is trying to figure out that one." ●