

IAAPA Expo Asia exceeds last year's attendance, showing continued growth in the APAC region

SHANGHAI, CHINA (3 JULY 2025) – IAAPA Expo Asia 2025 concluded today at the Shanghai New International Expo Center (SNIEC), bringing together the global attractions industry for three dynamic days of networking, innovation, and inspiration. The vibrant setting welcomed 7,093 verified attendees out of 8,016 registered, all eager to explore the future of attractions and entertainment. The trade show floor also welcomed 5,651 qualified buyers representing 85 countries.

With more than 350 exhibiting companies, the show floor served as a hub of activity and discovery, showcasing cutting-edge products, services, and technologies shaping the industry's future.

This year's theme, "Find Possible," came to life through thoughtfully curated programming designed to inspire creativity and push boundaries. Attendees took part in thought-provoking education sessions, exclusive networking events, and one-of-a-kind EDUTour experiences that fostered meaningful insights and forward-thinking ideas.

Notable highlights from the week included the high-energy Opening Ceremony, the unforgettable Opening Reception at Shanghai Disneyland, and a behind-the-scenes EDUTour of the newly built LEGOLAND Shanghai. The Expo also welcomed influential voices from the industry, including Jill Estorino, President and Managing Director, Disney Parks International, and Cecilia Qin, Vice President of Trip.com Group, the world's second-largest online travel agency.

"IAAPA Expo Asia 2025 delivered an impressive experience, said Jakob Wahl, President and Chief Executive Officer of IAAPA. "As an association, we take great pride in creating spaces where people and ideas come together. The connections made here in Shanghai—like those at all IAAPA events—are the foundation of lasting partnerships and continued collaboration across the global attractions industry."

"Shanghai continues to play a pivotal role in shaping the future of the attractions industry in the Asia-Pacific region," said Jack Chan, Executive Director and Vice President of IAAPA Asia-Pacific. "Hosting IAAPA Expo Asia 2025 here reinforces our commitment to supporting this dynamic market. Through the Expo, IAAPA brings together global expertise, local innovation, and unmatched opportunities for collaboration—strengthening the industry not just in China, but across the entire region."

Next year's IAAPA Expo Asia will take place 9-12 June in Hong Kong, China. So far, 206 companies have contracted 5,382 square meters of exhibit space.

Thank you to our IAAPA Expo Asia 2025 Sponsors:

accesso, Brogent Technologies Inc., DOF Robotics, Leisure Development Partners LLP, Outdoor Factory, Polin Waterparks, ProSlide Technology Inc., Storibox, Storyland Studios, Inc., TAIT, Vekoma Rides Manufacturing B.V., Water Technology Inc. (WTI).