



The Mack family with members of the IAAPA Board of Directors

Three awards at the prestigious Brass Ring Awards

Europa-Park hosts IAAPA Honors for the first time

May 2, 2025

For the first time, the annual meeting of the International Association of Amusement Parks and Attractions (IAAPA) took place outside North America. Following last year's event in Las Vegas, Europa-Park had the honour of hosting this year's industry summit for the first time. From 28 to 30 April 2025, experts from the global leisure industry gathered at Europa-Park. The three-day programme offered exclusive insights into park operations, exciting specialist presentations and first-class entertainment. The IAAPA Brass Ring Awards were also presented during the event. In its anniversary year, Germany's largest theme park not only impressed as the host of the IAAPA Honors 2025, but also received three prestigious IAAPA Brass Ring Awards. Europa-Park has long-standing close ties with IAAPA. In 2011, Roland Mack, owner of Europa-Park, was the first German to be elected President of the association.

The IAAPA Honors are among the most prestigious awards in the international attractions industry. They bring together leading experts and industry representatives from around the world to recognise innovative concepts and evaluate current developments.

"Over 200 representatives of the amusement park industry from more than 30 countries come together to exchange ideas and learn from each other," says Jakob Wahl, Chairman of IAAPA, who worked at Europa-Park until 2017. "This dialogue is crucial for shaping the future of the industry together and gaining new perspectives." According to the Global Outlook Report 2023–2027, almost 1 billion visits to theme parks are expected worldwide in 2025, a clear sign of the growing importance of the leisure and experience industry.

In the year of its 50th anniversary, hosting the IAAPA Honors is a special recognition for Europa-Park. Through this event, Europa-Park provides a valuable platform for professional exchange that benefits both the region and the entire leisure industry. Roland Mack: "We are proud to host the first IAAPA Honors outside North America. Whenever experts from the leisure industry come together, inspiring ideas and valuable exchanges take place that enrich the entire industry. The fact that this special event is now taking place in Europe and at Europa-Park fills us with pride and once again confirms our international significance. As a former IAAPA chairman, it is a personal pleasure for me to welcome the global industry to our park, especially in the year of Europa-Park's 50th anniversary. Innovation, quality, sustainability and, above all, safety have been at the heart of our family business for 250 years and are values that continue to distinguish Europa-Park and MACK Rides today. It is an honour for us to be an internationally respected part of this extraordinary industry. Together, we look to the future with optimism and wish all IAAPA members many satisfied guests, creative ideas and shared success for the new

season."

Awards at the prestigious Brass Ring Awards

Germany's largest theme park received three awards at the ceremony. In the Human Resources Excellence category, the company impressed with its modern onboarding concept centred around the MACK Academy and Welcome Centre 75. Frederik Mack, Director of HR, played a key role in developing these processes. New employees receive all the important information they need about starting at Europa-Park and living in Rust. The close connection to the company's own training platform enables efficient and standardised induction.

Europa-Park also scored highly in the area of health and well-being: the Feelgood Health Centre, founded by Miriam Mack, offers around 5,250 employees a wide range of preventive and health services. The IAAPA recognised this exemplary commitment in this category with the award for the best Health and Wellness Programme.

In the Live Entertainment Excellence category, the lavishly staged anniversary show '20 Years of Colosse' received the award for Most Creative Spectacular. With an impressive combination of acrobatics, music, dance and modern stage technology, the show thrilled guests and jury alike and underlines Europa-Park's high artistic standards. Thomas Mack, Managing Partner and responsible for entertainment, is delighted with this award, together with Matthias Reichle, Director of Entertainment.

About IAAPA

IAAPA is an international, dynamic community of professionals in the attraction industry. As the largest global trade association for permanent leisure attractions, IAAPA brings together companies, experts and individuals to promote the exchange of knowledge and jointly ensure the highest standards of



excellence and safety.

Since its founding in 1918, IAAPA has represented leading companies in the attraction and supplier industries, as well as consultants and individual members from more than 100 countries. Its

members include professionals from amusement parks, theme parks, water parks, resorts, zoos, aquariums, science centres, museums, cruise lines, and manufacturers and suppliers.

More information about the association: <https://iaapa.org>



Miriam Mack, Head of Corporate Health at the Mack Group, and Frederik Mack, Director of HR, receive the Brass Ring Awards in the Human Resources Excellence category



Mathias Reichle, Director of Entertainment, accepted the Most Creative Spectacular award on behalf of the company

