

MEDIA INFORMATION

Great honour for Europa-Park:

As the first German in the over 90 years history, Roland Mack takes over as Chairman of the International Association of Amusement Parks and Attractions (IAAPA). In the course of the industry's largest trade show, Roland Mack assumed office on Tuesday, 15th of November 2011 in Orlando, USA.

Together with his colleagues on the Board of Directors, he will work on the strategic development of the industry, the international exchange of experiences and ideas and, in particular, on the harmonization of safety standards. "For me personally, the worldwide harmonization of safety standards in the leisure industry will be a crucial part of my work" emphasises Roland Mack.

With over a million employees, about a billion visitors a year and estimated total sales of over 30 billion US dollars, amusement parks have developed into a major commercial sector worldwide. As the international association of amusement parks, the IAAPA attends to all concerns of the leisure industry. Some 4,500 companies in over 90 countries are represented in the organisation, including over 1,000 well-known amusement parks. The objectives of the IAAPA focus not only on safety, effectiveness, marketing and economic efficiency of its members, but also on ensuring that its members maintain and continually upgrade the best possible standards in the leisure industry.

Besides his duties as Chairman of IAAPA, Roland Mack will continue as managing partner of Europa-Park. But his appointment as Chairman has come at the right time: His sons Michael and Thomas have been working in the family business for several years. "Without this support such a task would not be possible" said Roland Mack. "My sons have shown that they can support my brother Jürgen and myself with the management of the park."

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