



AALARATM25

MAY 12-15, 2025 THE STAR GOLD COAST

Global Perspectives:
Trends,
Challenges &
Opportunities
for 2025 &
Beyond

TUESDAY
13 MAY 2025 9.25AM

WITH CHRIS PERRY
EXECUTIVE DIRECTOR & VICE PRESIDENT, IAAPA ASIA-PACIFIC



Chris Perry is the executive director of entertainment strategy at Qiddiya Investment Company in Saudi Arabia, contributing to the vision and strategic planning of one of the world's most prominent destinations for entertainment, sports, and culture.

With over two decades of experience in the attractions industry, Perry has held leadership positions at notable companies such as Baha Mar and Royal Caribbean, emphasising the development of immersive guest experiences. He has also been instrumental in the Middle East's entertainment landscape as a co-founder of MENALAC (the Middle East and North Africa Leisure and Attractions Council).

His career in the attractions industry began early, as his father ran aquatic facilities, and Perry would accompany him to pools from age five.

Perry's extensive industry knowledge has earned him worldwide acclaim, particularly as he prepares to assume a pivotal leadership position with the International Association of Amusement Parks and Attractions (IAAPA). He was chosen as IAAPA's second vice chair for 2025 and will then move to first vice chair in 2026, board chair in 2027, and immediate past chair in 2028. This milestone highlights his impact on the global attractions sector, including his significant contributions to IAAPA's leadership initiatives across the EMEA region and further afield.

What's working on the world stage – and how can Australian operators stay ahead of the curve?

In this must-attend session, IAAPA's Chris Perry brings a truly global lens to AALARA25, offering a high-level view of what's shaping the future of the amusement, leisure and attractions industry.

Drawing on insights from across Asia-Pacific and around the world, Chris will unpack:

- Emerging global trends that are driving innovation and guest engagement
- Common challenges faced by operators internationally – and how others are overcoming them
- Key opportunities for Australian businesses to grow, adapt, and lead in their markets

With a deep understanding of industry data, member experiences, and international case studies, Chris will also share his top takeaways and strategic advice for AALARA25 delegates – offering valuable guidance as you plan for success in 2025 and beyond.

Whether you're looking to innovate, grow your business, or simply gain a broader understanding of the industry landscape, this session will equip you with the knowledge, confidence, and global context to move forward with purpose.