

Monterey Bay Aquarium Vice President David Rosenberg to Chair International Association of Amusement Parks and Attractions

Rosenberg Will Head the Global Attractions Industry's Largest Trade Association Throughout 20

David Rosenberg, vice president of guest experience for the Monterey Bay Aquarium, has been elected chairman of the International Association of Amusement Parks and Attractions (IAAPA) - the largest trade association serving the global attractions industry.

Rosenberg will be installed on November 13, during the annual IAAPA Expo in Orlando, Florida. He is the first representative of an aquarium, zoo or museum to head the global association.

"We are thrilled to have David leading IAAPA into the next century," said Hal McEvoy, President and CEO, IAAPA. "As the first chairman from the zoo and aquarium community, David represents the great diversity of our membership and the global attractions industry. David has been a dedicated member and leader with IAAPA for more than 10 years, chairing committees and serving on the board of directors. With his guidance and forward-thinking leadership, and almost 30 years in the travel and tourism industry, David is poised to guide the association and to set the course for its future and the success of its members."

"I'm humbled to be selected to help lead our global association during this exciting time for the worldwide attractions industry," said Rosenberg. "Our world is changing faster than ever - socially, technologically and environmentally. Just as I've been inspired by my colleagues in the attractions industry, I believe those of us in the zoo and aquarium world have perspectives that will benefit other attractions. I hope that, by sharing insights we've gained about the expectations of a new generation of visitors, we can help our peers step up their business practices in ways that advance environmental stewardship as well as offer great guest experiences. "

In his decade at Monterey Bay Aquarium, Rosenberg has been responsible for strategic planning and implementation of all aspects of the aquarium visit for more than 2 million annual guests - from frontline staff and guest programs, to security, foodservice and retail operations. He has helped the nonprofit aquarium, whose mission is to inspire conservation of the ocean, become the most admired aquarium in the United States and a benchmark for excellence in the global attractions industry.

The aquarium is a top tourism destination in California, and supports free education programs for 80,000 schoolchildren a year, conducts scientific research, facilitates the most recognized sustainable seafood program in the world, and advocates for science-based ocean protection policies in the U.S. and globally.

A graduate of the University of Arizona, Rosenberg's career in the attractions industry began when he worked as a lifeguard at Typhoon Lagoon at Walt Disney World in Orlando, Florida. He trained in the Disney Management Development Program, and took on a range of positions in Florida, including positions in casting, attractions and resorts. Subsequently, he was in the executive ranks of Hyatt Hotels Corporation at some of its top U.S. properties before joining the Monterey Bay Aquarium in 2007.

With IAAPA, Rosenberg serves on the Board of Directors, the Executive Finance Committee and chaired the association's Global Membership Committee. He also chaired the IAAPA Zoos and Aquariums Committee and served on many other committees and task forces. In 2015, he was awarded the prestigious IAAPA Outstanding Service Award for his contributions to the global attractions industry.

He recently served on the executive committee for Monterey County Hospitality Association, and as a member of the academic advisory committee for the sustainable hospitality program at California State University, Monterey Bay. He is a past member of the board of directors for Voices for Children in Monterey. Rosenberg has authored articles on methods to enhance the visitor experience and is a sought-after speaker at industry conferences and symposiums throughout the world.

IAAPA represents more than 5,600 facility, supplier and individual members from more than 100 countries, including professionals from amusement parks, theme parks and attractions; family entertainment centers; museums and science centers; water parks and resorts; zoos and aquariums; and industry manufacturers and suppliers.

About the Monterey Bay Aquarium

With a mission to inspire conservation of the ocean, the Monterey Bay Aquarium is the most admired aquarium in the United States, a leader in science education, and a voice for ocean conservation through comprehensive programs in marine science and public policy. Everything we do works in concert to protect the future of our blue planet. More information at montereybayaquarium.org.

About IAAPA

Celebrating its 100th anniversary in 2018, the International Association of Amusement Parks and Attractions (IAAPA) began as an advocacy office in 1918. Since that time, IAAPA has become the largest international trade association for permanently located attractions. The organization is dedicated to the preservation and prosperity of the global attractions industry. As a non-profit entity, IAAPA represents more than 5,600 attraction, supplier, and individual members from more than 100 countries. Members include professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centers, zoos, aquariums, science centers, museums, manufacturers, and suppliers. IAAPA helps members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the industry worldwide. The association's global headquarters is in Orlando, Florida. IAAPA also maintains offices in Brussels, Belgium; Hong Kong, China; Shanghai, China; Mexico City, Mexico; and Alexandria, Virginia. To learn more, visit www.IAAPA.org or connect through social media channels: @IAAPAHQ #IAAPA100.