



8 October, 2020.

Prime Minister's Office  
Main Block, Perdana Putra Building  
Federal Government Administrative Centre  
62502 Putrajaya

YAB Tan Sri Dato' Haji Muhyiddin Bin Haji Mohd. Yassin,

On behalf of the International Association of Amusement Parks and Attractions (IAAPA), and our member – Malaysian Association of Amusement Theme Park and Family Attractions (MAAFTA), we would like to request for a consideration to review the Entertainment Duty Act (EDA) 1953 and the reclassification of attractions, theme parks and family entertainment centres.

During this troublesome year, businesses in every industry are already facing challenges which they had never been faced before. It is already difficult enough to keep attractions alive, and the Entertainment Duty Act certainly adds to the stress of sustaining jobs and businesses in the industry.

According to IAAPA's Economic Impact Study published in 2018, Malaysia's attractions industry representing 19 firms at the time, attracted 21.6 million visitors in 2016 alone and these numbers have increased annually. The estimated direct revenue of USD586.3 million of which 80% was attributed to attraction spending while 20% was attributed to off-site visitor spending. This created 13,160 jobs with a pay-out of USD129.0 million in employee compensation.

The attractions industry also indirectly supported the demand for goods and services as well as employment in other associated industries along its supply chain. The total revenue impact was estimated at USD975.3 million in 2016. The revenue supported 24,551 jobs along with a total employee compensation of USD240.7 million.



We ask for your support to ensure the voices of our community are heard, as attractions and indoor playgrounds are integral parts of the society. Families and schools rely on indoor playgrounds, attractions such as Genting Highlands Theme Park, Sunway Lagoon, Berjaya Times Square and Legoland and more for education and recreation. The economic impact of the attractions industry in Asia Pacific region accounts for a total revenue of USD53.6 billion. The attractions industry also indirectly supported the demand for goods and services as well as employment in other associated industries along its supply chain such as food and beverage, hospitality, entertainment.

IAAPA has provided the attractions industry with global guidelines and strategies on how to reopen safely, and this will ensure that our industry has the resilience to rebuild their revenue again.

Here is a document of the reopening guidance that many of our international members globally have joined in preparing. Governments from South Korea, Japan, Australia, India, China, many European countries, US, and Canada have approved gradual reopening of attractions based on the guidelines listed here.

<https://iaapa.org/sites/default/files/2020-07/2ndEditionIAAPACOVID-19ReopeningGuidanceDistribution.pdf>

There are many businesses in the attractions and indoor playground space that do not have support to sustain their businesses.

We look forward to your consideration and response. Should you need further information, we would be glad to connect via conference call also.

Best regards,

Harold (Hal) McEvoy  
President and CEO IAAPA



Cc:

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