



Asia's Most Attended* Theme Park, Universal Studios Japan Wins Industry's Highest Honor: The Prestigious “2025 Applause Award”

(* According to the TEA/AECOM Global Attraction Attendance Report <https://aecom.com/theme-index/>)

(May 1, 2025) OSAKA—Universal Studios Japan, one of Universal Destinations & Experiences five global destinations, has been presented the prestigious “2025 Applause Award”, praising it as an outstanding theme park.



The annual award was announced today, during the “IAAPA Honors 2025” held in Rust, Germany. IAAPA is the International Association of Amusement Parks and Attractions. Applause Award winners are selected by a committee of industry professionals who recognize, “an amusement park or theme park whose management, operations and creative accomplishments have inspired the industry through leadership, foresight, originality and sound business development.”

The award recognizes our team members' commitment to excellence and our collective efforts to provide "NO LIMIT!" experiences every day through powerful IP, technologically advanced attractions, and innovative entertainment experiences.

"Universal Studios Japan was chosen for its exceptional achievements in creating immersive and innovative guest experiences, and consistently setting new standards for theme park entertainment. The park's dedication to excellence in every aspect, from attractions and shows to customer service and interrelation with Japanese culture and traditions, is an inspiration for the global attractions industry", says Andreas Veilstrup Andersen, President and CEO, Liseberg Group and Chairman of The Applause Award Board of Governors.

"Receiving the 2025 Applause Award is an honor and a testament to the remarkable work our team does to make Universal Studios Japan a destination of choice for guests," said Mark Woodbury, Chairman and CEO, Universal Destinations & Experiences. "We're proud to be recognized for consistently pushing boundaries with new attractions and experiences that blend Universal's immersive brand of storytelling with cutting-edge technology and unparalleled guest service,"

"We are honored to have been awarded the Applause Award, which is considered by many to be the Academy Award of the theme park industry and we share it with all of our dedicated team members. Universal Studios Japan will celebrate its 25th anniversary next year and together with our team members, we will continue to provide super-exciting and super-emotional experiences that energize people and society." said JL Bonnier, President and CEO, Universal Studios Japan, in his speech at the award ceremony.

About The Applause Award (presented by Liseberg)

The Applause Award is the theme- and amusement parks industry's oldest and most prestigious award, first presented in 1980. The award's aim is to recognize excellence and inspiration in the amusement and theme park industry. So far, 21 outstanding parks have received the award over a 45-year span.

About IAAPA

IAAPA is a diverse and dynamic community of global attractions professionals. As the largest international trade association for permanently located attractions, IAAPA unifies the attractions community, connects people to learn and grow together, and strives to promote the highest professional standards for excellence and safety around the world.

Founded in 1918, IAAPA represents leading industry attractions and supplier companies, consultants, 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, cruise lines, manufacturers, and suppliers.

The association's global headquarters and North America office are in Orlando, Florida, U.S. IAAPA also maintains offices in Brussels, Belgium; Dubai, United Arab Emirates; Hong Kong SAR, China; Shanghai, China; and, Mexico City, Mexico.

Visit IAAPA.org or connect through IAAPA's social media channels: @IAAPAHQ #IAAPA.

About Universal Destinations & Experiences (UDX)

Universal Destinations & Experiences, a unit of Comcast NBCUniversal, offers guests around the world the most innovative, immersive and popular entertainment experiences. Our portfolio is comprised of world-class theme parks featuring the industry's most thrilling and technologically advanced attractions, exceptional hotels and resorts, unique merchandise, games, virtual and live entertainment experiences. We use our rich collection of stories and franchises – from Universal Pictures, Illumination, DreamWorks Animation and more – to take people to places they couldn't imagine while creating memorable and emotionally fulfilling moments for people of all ages. Learn more [here](#).

About Universal Studios Japan

Universal Studios Japan is wholly owned by Comcast NBCUniversal. Universal Studios Japan, located in Osaka Japan, has succeeded in establishing its position as a prominent entertainment and leisure landmark – drawing many guests from Japan as well as overseas. The park offers some of the world's most exciting and innovative experiences – high quality attractions, shows, and seasonal events based on Hollywood blockbusters, Japanese anime and entertainment brands popular around the globe. Guests can let loose and enjoy unforgettable, super energetic experiences throughout the park. Universal Studios Japan has continued to evolve since its opening in 2001. It most recently launched SUPER NINTENDO WORLD, where guests can unleash their passion to play in an immersive environment based on iconic Nintendo characters and their worlds. It also offers premier entertainment experiences such as the magical The Wizarding World of Harry Potter featuring Harry Potter and the Forbidden Journey, the breathtaking Jurassic Park area with its state-of-the-art Flying Dinosaur coaster, and Minion Park, where guests will encounter Minions causing mischief on Despicable Me Minion Mayhem.

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