



THE  
**HAUNTED  
ATTRACTION**  
ASSOCIATION

THE OFFICIAL ASSOCIATION OF THE HAUNTED HOUSE INDUSTRY

**2026-2029**  
**STRATEGIC PLAN REVIEW**

Presented March @ State of the Industry  
By Incoming Board of Directors



**Mike Quill**  
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**Kevin Donovan**  
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Everhaunt



**STRATEGIC  
PLAN  
COMMITTEE**

**3 YEAR PLAN STEERING  
COMMITTEE MEMBERS**

# Introduction



Over the past month, we have worked to develop a strategic plan focused on moving our organization, our members, and the haunted attraction industry forward.

We want to thank the hundreds of haunts, vendors, and industry professionals who took the time to complete our survey and provide the insight needed to shape this plan.

We also want to recognize the members of the strategic planning committee for their time, effort, and commitment to building this plan, driven by a shared belief in strengthening the industry.

Thank you to our current and our future Board Members for their leadership, dedication, and commitment to bringing this vision to life. We are excited to establish chairs aligned with our mission to **Protect, Educate, and Promote**, along with a dedicated vendor committee to better support our vendor members. Each one of our board members will be involved in this plan and part of the committees.

We will review this plan regularly to ensure that we are achieving our goals and re-evaluate it each year to update as necessary.

Lastly, thank you to our members and the industry for your trust and belief in the HAA as we work to drive meaningful and positive change.

# Plan Development



# Plan-Overview

## (HAA's Mission)



### PROMOTE

- **Elevate Industry Visibility:** Increase public awareness of haunted attractions through coordinated marketing initiatives, seasonal campaigns, and industry promotion.
- **Advance Marketing Education and Support for Attractions:** Provide marketing education, resources and promotional toolkits to help haunted attractions improve outreach, ticket sales and marketing effectiveness.
- **Strengthen Industry Collaboration and Professional Community:** Encourage networking, regional collaboration and shared promotions between haunted attractions to strengthen the industry and support collective growth.

### PROTECT

- **Safety Standards:** Strengthen safety standards across the haunted attraction industry by providing training, guidance and certification programs that help operators protect their guests, actors and business.
- **Insurance and Risk Management:** Provide education, resources, and collaboration with industry professionals to improve risk management practices and support safe attraction operations protecting the industry as a whole.

### EDUCATE

- **Industry Education Platform:** Expand accessible education and professional development opportunities for the haunted attraction industry through training programs, certifications and year-round learning platforms
- **C.H.A.O.S Expansion:** Expand the reach of the C.H.A.O.S safety training program through additional locations, increased accessibility and continued curriculum development.
- **Actor Education and Certification:** Create structured training and certification opportunities focused on actor safety, performance training and professional development.
- **Makeup Education:** Develop sanitation standards, resources, and education programming to support professional makeup artists working in haunted attractions.

Additionally, a renewed focus on our vendor members with the goal to Support our Vendor Members by better understanding their needs, delivering meaningful value, and expanding opportunities for vendor visibility and promotion across the industry.

# Plan-Overview



## PROMOTE

### Elevate Industry Visibility and Public Awareness

#### YEAR 1: FOUNDATION

- Create a marketing & promotion committee led by the marketing chair to lead marketing, awareness & visibility. (and all areas of the PROMOTE section of the plan)
- Create an HAA industry promotional toolkit for members including graphics, messaging and social media templates they can use in their marketing.
- Create an industry social media promotion campaign highlighting HAA Award Winning Haunt members during the fall season and Top Vendor members during the off-season.
- Create a rotating member spotlight program highlighting attractions, vendors within our industry through our media channels.

#### YEAR 2: IMPLEMENTATION

- Expand social media campaigns with coordinated participation from member attractions.
- Develop press and media outreach resources that our member haunts can use as well as seasonal templates.
- Continue promoting Award Winning Haunts and Top Vendors programs each and every fall.

#### YEAR 3: INDUSTRY BENCHMARK

- Work to establish partnerships with tourism organizations, entertainment media to increase visibility and help position haunted attractions as the main seasonal entertainment for Fall.

### Objective

Elevate the visibility, collaboration, and marketing effectiveness of the haunted attraction industry through coordinated promotion and industry outreach.

# Plan-Overview



PROMOTE  
(Continued)

## Advance Marketing Education and Support for Attractions

### YEAR 1: FOUNDATION

- Introduce several educational resources based upon topics such as social media marketing, influencer partnerships, seasonal promotion planning and advertising fundamentals.
- Expand such materials to our resource library.

### YEAR 2: IMPLEMENTATION

- Advanced Marketing Workshops with our partners.
- Offer best practices program in our resource library for member haunts.
- Publish marketing results from our annual surveys to help educate members.

### YEAR 3: INDUSTRY BENCHMARK

- Marketing Education program established.
- Marketing knowledge library developed.
- Marketing strategies highlighted annually.

## Strengthen Industry Collaboration and Professional Community

### YEAR 1: FOUNDATION

- Create more opportunities for industry networking and collaboration.
- Create regional haunt online mixers and roundtable discussions where owners can exchange ideas and experiences
- Update the Oscars Industry Awards process from nomination process to category awards and beyond utilizing our broad network of industry partners.

### YEAR 2: IMPLEMENTATION

- Expand industry networking events continuing to grow off of year 1 initiatives.

### YEAR 3: INDUSTRY NETWORK

- Continue to help build a strong collaborative culture across the industry.
- Expand the regional roundtables to national roundtables
- Offer industry collaboration recognition through social media campaigns, etc.

### Objective

Elevate the visibility, collaboration, and marketing effectiveness of the haunted attraction industry through coordinated promotion and industry outreach.

# Plan-Overview



## PROTECT

### Safety Standards

#### YEAR 1: FOUNDATION

- Form a Safety & Protect Advisory Board & Committee (owners, insurance professionals, legal, security experts) led by a protect chair to help lead all areas of the PROTECT part of the strategic plan.
- Develop minimum industry safety standards
- Create core safety training modules and haunt safety checklists.

#### YEAR 2: IMPLEMENTATION

- Launch official industry safety certification program
- Introduce “Certified Safe Haunt” designation
- Offer online certification program
- Encourage certification for all HAA member-owned attractions

#### YEAR 3: INDUSTRY BENCHMARK

- Customer Language/Rules/Signage
- 10+ Human Resources Templates and Policies for Staff

### Insurance & Risk Management

#### YEAR 1: EDUCATION

- Host insurance education mixers and webinars with industry brokers
- Provide Risk Management Workshops
- Teach operators how to develop SOP documentation for insurance carriers
- Begin collaboration with industry professionals on industry safety standards
- Work toward an industry wide insurance program with the help of industry professionals

#### YEAR 2: DOCUMENTATION & IMPROVEMENT

- Track safety improvements with before/after documentation
- Provide standardized documentation templates for insurance carriers
- Work to secure discounts for professional risk assessments
- Implement industry safety standards. (noted above)
- Work toward an industry wide insurance program with the help of industry professionals

#### YEAR 3: DOCUMENTATION & IMPROVEMENT

- Work toward an industry wide insurance program with the help of industry professionals.

### Objective

Strengthen safety standards and risk management across the haunted attraction industry by providing training, guidance and certification programs that help operators protect their guests, actors and business.

# Plan-Overview



## EDUCATE

### Educate – Industry Education Platform & C.H.A.O.S Expansion

#### INDUSTRY EDUCATION PLATFORM

##### YEAR 1: FOUNDATION

- Create an EDUCATE committee led by an education chair to lead all sections of the educate strategic plan.
- Launch initial educational content outside of industry shows. Increase online by 50% and add 1 to 2 in person events.
- Identify industry experts and contributors for educational programming.

##### YEAR 2: EXPANSION

- Launch 10+ educational offerings outside of industry events.
- Expand topic coverage including AI, insurance, marketing and operations.
- Work with convention partners to ensure HAA-led safety education at major events.
- Encourage certification for all HAA member-owned attractions

##### YEAR 3: ONGOING EDUCATION

- Continue delivering 10+ education offerings annually.
- Maintain a consistent education calendar for the industry.

#### C.H.A.O.S TRAINING EXPANSION & ACCESSIBILITY

##### YEAR 1: FOUNDATION

- Evaluate trainer capacity.
- Recruit and train additional C.H.A.O.S leaders.
- Launch regional C.H.A.O.S classes in 2 locations.

##### YEAR 2: EXPANSION

- Offer regional C.H.A.O.S classes in 3 locations

##### YEAR 3: ONGOING EXPANSION

- Continue to expand and develop the curriculum and offer in 3+ locations annually.

#### Objective

Expand accessible education and professional development opportunities for the haunted attraction industry through training programs, certifications and year-round learning platforms.

# Plan-Overview



## EDUCATE (CONTINUED)

### Educate – Actor & Make-up

#### ACTOR EDUCATION & CERTIFICATION

##### YEAR 1: FOUNDATION & DEVELOPMENT

- Identify industry leaders and resources to support the education committee and create and develop Actor Safety Certification standards for haunt actors as well as education to support .

##### YEAR 2: LAUNCH

- Launch Actor Safety Certification Program
- Continue on-going education and review of curriculum.

##### YEAR 3: ONGOING EXPANSION

- Promote adoption across HAA member attractions.

#### MAKEUP EDUCATION

##### YEAR 1: FOUNDATION

- Identify industry leaders and resources to support the education committee and create and develop universal sanitation and safety training standards for haunt makeup artists.

##### YEAR 2: EXPANSION

- Launch makeup artist resources and certification program for our industry.

##### YEAR 3: ONGOING EXPANSION

- Promote adoption across HAA member attractions.

#### Objective

Expand accessible education and professional development opportunities for the haunted attraction industry through training programs, certifications and year round learning platforms.

# Plan-Overview



## VENDOR SUPPORT

### Vendor Engagement & Industry Feedback

#### YEAR 1: FOUNDATION

- Re-establish the vendor support committee to lead all processes.
- Develop and launch an annual vendor survey (no less than 50 responses)
- Use results to identify vendor priorities and industry challenges.

#### YEAR 2: IMPLEMENTATION

- Use survey insights to develop targeted vendor support initiatives.

#### YEAR 3: ONGOING EXPANSION

- Continue the annual vendor survey, and track trends of evolving vendors needs across the industry and continue support initiatives.

### Vendor Member Benefits

#### YEAR 1: INITIAL BENEFITS

- With results from above survey, evaluate current benefits and adjust as needed as well as introduce at least one new vendor-specific member benefit.
- Create a TOP VENDORS list like top haunts with meaningful criteria, timelines and promotion.

#### YEAR 2: EXPANSION

- Introduce 2+ more new vendor member specific benefits.

#### YEAR 3: ONGOING EXPANSION

- Introduce 2+ more new vendor member specific benefits. Resulting in 5+ new benefits over the next 3 years.

### Vendor Promotion & Visibility

#### YEAR 1: PROMOTIONAL EXPANSION

- Launch new promotional opportunities for vendors using eblast, website, social media and other areas designated by vendor committee.

#### YEAR 2: PROMOTIONAL GROWTH

- Expand vendor promotion opportunities based on feedback and engagement.

#### YEAR 3: ONGOING EXPANSION

- Continue expanding vendor promotion & recognition across platforms.

### Objective

Support our Vendor Members by better understanding their needs, delivering meaningful value, and expanding opportunities for vendor visibility and promotion across the industry.

# Accountability & The Future



- Board Leadership & Commitment
  - The entire HAA Board of Directors is committed to actively supporting and advancing this strategic plan.
  - Chairs and committees will be created for each section of our mission to drive this plan forward. Each board member will be on one of these committees.
  - Board members will work collaboratively to champion initiatives, monitor progress and ensure the plan continues to serve the needs of all of our members (attractions and vendors) and our industry as a whole.
  - Through consistent engagement, accountability and leadership, the board will help ensure these initiatives translate into real progress for our industry.
- End of year surveys continued yearly, not just strategic plan years.
  - Listen to our members and industry professionals to measure:
    - Did we accomplish what we said we would?
    - What more can we do?
    - Reinvent Continuously to ensure we are focusing on new emerging challenges.
    - Industry data, insights, measurable priorities for the upcoming year.
- State of the Industry to monitor and be accountable.
  - Annual presentation to summarize met goals & next year plans
  - Post all results on our website and social media

# HAA's Future



- Feedback
  - + Listening
  - + SMART goals
  - + Action
  - + **Accountability**
- 

= Results

**HAA v2.0**



**Thanks for your support & membership!**

**Q&A?**

**2026-2029**

**STRATEGIC PLAN REVIEW**

Presented March 27, 2026  
by the HAA Board of Directors