

## Theme Parks - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The theme park industry is healthy and growth is forecast. However, theme parks can grow revenues further by incorporating other forms of leisure entertainment – namely, gaming and the internet – into their offering. Theme parks also can improve guest satisfaction by alleviating wait times through technology and providing a more pleasant experience while waiting.”  
– Fiona O’Donnell, Senior Lifestyles and Leisure

### In this report we answer the key questions:

- Fewer teens visiting theme parks compared with five years ago
- Gaming-based attractions could attract a new audience
- How should theme parks address waiting in lines?
- What regional parks can do to compete with destination parks

Unlike many other leisure markets that are just beginning to recover from the steep revenue declines experienced during the recession of 2008-09, the U.S. theme park industry has proven far more resilient. Despite a sluggish economy, revenues are estimated to have increased 17% from 2007-12 and are forecast to grow another 7.1% annually through 2017 to reach \$17.95 billion.

Consumers’ increased confidence in the economy, major parks’ investment in new themed areas or renovations of existing parks, as well as a plethora of new rides and attractions are drawing visitors in record numbers, which is driving revenue growth for the industry.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The issues:

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What regional parks can do to compete with destination parks

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