

Theme Park Vacations - US - April 2018

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This report looks at the following areas:

- Vacation competition tough
- Spending on necessities, not extras
- Share of visitors steady



"Driven by an excited core audience willing to pay for admissions prices and beyond, theme parks are expected to grow significantly in the coming years. Still, theme park vacations face stiff competition from other vacation types. Theme parks can work to differentiate themselves by focusing on what sets them apart: rides and attractions."

- John Poelking, Leisure & Media Analyst

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