

Theme Parks - US - May 2015

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

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Most theme parks have benefited from increased attendance and guest spending in the past few years, driven in part by a healthy economy and consumers' desire to spend in experiential categories. Industry leaders drive attendance by regularly unveiling new attractions, many of which are based on popular movies and TV shows, ensuring a built-in audience.

This report looks at the following areas:

- Revenue generation the result of increases in attendance and guest spend
- Reputation management essential
- Attractions linked to popular media characters come with built-in audience
- Invest in attractions for family members of all ages
- Incorporate technology to streamline guest experience
- Strategic use of popular media characters provides continued returns

Theme parks are a popular leisure destination with almost half of American adults having made a visit in the past three years. Families are the core demographic, with higher visitation rates and in-park spending, and theme parks are investing in ways to attract kid, teen, and adult family members. This includes introducing new attractions built around popular movie characters, developing technological solutions to address pain points, and creating buzz around special events to give visitors a reason to return.

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DID YOU KNOW?

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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