

Theme Parks - US - April 2017

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"Theme park revenues are forecast to increase more rapidly over the next five years as rising attendance and per capita spend spur growth. Visitors seek balance between familiar attractions and new thrills. Theme parks should continue to grow with the help of an enthusiastic family crowd and key innovations in sensory immersion."

- John Poelking, Leisure Analyst

This report looks at the following areas:

- Most theme parks growing
- 18-34s, Hispanics, parents visit frequently
- Franchises, new tech have broad appeal
- Food and drinks dominate park spend

Definitions

For the purposes of this Report, Mintel uses the terms "theme park" and "amusement park" synonymously. Both terms refer to a commercially operated park which offers rides, games, and other forms of live entertainment in exchange for an admission fee.

National parks, nature reserves, and other municipally operated amusements, such as zoos, museums, and aquariums, are not included in this definition.

The Report includes analysis of "destination" as well as "regional" theme parks.

Destination parks

For the purposes of this Report, "destination" parks are described as parks which attract visitors from around the world; they are full of attractions and invest heavily in advertising and promotion across the US. These parks have multiple lodging choices on and off park property.

Destination parks include: Busch Gardens, Disneyland, Disney World, SeaWorld, and Universal Studios.

Regional parks

"Regional" parks generally attract visitors from local areas, have a single park location, do not offer lodgings on park property, and do not advertise outside of their region.

Regional parks include: Cedar Point, Dollywood, Hersheypark, Kings Island, Six Flags, Legoland, Knott's Berry Farm, and other local amusement parks.

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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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