

## Theme Parks - China - November 2017

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“In China theme park market, 2016 is the marker year when international theme park brands and domestic brands began to compete directly with the opening of Shanghai Disneyland. Faced with this game-changing competition, domestic brands need to further consolidate their existing advantages, but on the other hand, they also need to develop unique competitiveness to fight back.”

– Alice Li, Research Analyst

This report looks at the following areas:

- What international park operators should know about Chinese visitors
- How domestic park operators respond to international competitors
- In-park dining experience is an innovation opportunity

In the next few years, more international brands coming into the Chinese market will further boost the market and inevitably intensify the competition. Domestic players could explore potential markets in lower tier cities, improve in-park food and dining experiences, develop domestic IP (Intellectual Property) and adopt flexible pricing systems to drive attendance in off-season, in order to remain competitive.

This Report provides an overview of the Chinese theme park market, and Chinese consumers' previous theme park visiting experience, in terms of visiting frequency, theme parks visited, visiting companions and in-park spending. It also discusses the reasons and barriers for Chinese consumers to visit theme 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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Rapid growth expected in the next five years

## Market Size and Forecast

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