

# Theme Park Vacations - US - 2022

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## This report looks at the following areas:

- The demographic targets theme parks should focus on for attendance
- The types of intellectual property that parkgoers want to see
- What guests are willing to pay a premium for
- The pain points of planning a theme park vacation
- How the expectations of theme park vacationers compare to broader travel expectations

Though video games have long been considered solely the purview of kids, 39% of theme park vacationing adults nonetheless say they want to see more video-game related content at theme parks, second only to movie-related IPs (47%). This is just one way in which the demands of potential theme park vacationers have evolved, and bringing gaming-inspired attractions into a park is one way to attract visitors.

Destination parks will have to do what they can to be competitive, too, as travelers are scrutinizing their travel options, making travel destinations a very hot topic in household vacation discussions. Not only are travelers considering the cost of theme parks in light of inflation, but also their other options for vacations. Relaxing settings and bucket list travel are popular options, working against theme parks as a vacation destination. However, by pivoting some of a park's attractions and business practices, such as by enhancing the dining experience and placing more emphasis on attractions, parks can meet the changing demands of vacationing families and adult travelers.



“Theme parks will have to balance improving revenue with the tough economic decisions that consumers are making with regards to travel. In this vein, tactics like enriching the in-park dining experience, using tech to improve vacation planning and introducing new IPs to the parks can solidify interest and growth in the future.”

– **Mike Gallinari, Senior Travel & Leisure Analyst**

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