

Theme Parks - China - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Market size and forecast of China's domestic theme park market as well as leading players' market share.
- Innovative practices and new products by theme park brands that can be inspirational to stakeholders in the industry.
- Detailed analysis on consumer visit rate and frequency of different theme parks in the last 12 months, deep diving into consumer demographics and user preferences.
- Future business opportunities in terms of consumers' interest in products and services of theme parks and theme park hotels.
- Explore consumers' budgets and attitudes towards exclusive services in-park to discover future opportunities for theme park operators.
- Discover current main issues in-park that consumers would like to see improvements on.

The theme park market visitor volume experienced significant decline during past three years' pandemic market conditions, dropping 51.8% in 2020 with short recovery in 2021 and a 20% decrease again in 2022 due to nationwide COVID-19 resurgence.

With the new easing of the COVID-19 pandemic prevention policy, the theme park market is forecast to have positive growth prospects starting in 2023. Besides, new openings of large-scale theme parks keep a gradual increase rate, which is around 2-3 per year and expected to encourage more consumer visiting.

With the rapid growth of the domestic theme park market, more and more international brands have joined in the game one after another, such as Disneyland, Universal Studio and LEGOLAND, which have high reputations, strong IP foundations and advanced operation mechanisms, leading high consumer spending per head by high admission ticket pricing and retailing revenue.



"The theme parks market is worth investment as it is forecast to have positive growth prospects from 2023 with the easing of COVID-19 pandemic prevention policy. Great enthusiasm of travel and leisure activities has been seen among consumers."

– Shannon Liu, Senior Research Analyst

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This phenomenon no doubt has brought pressure for local theme park brands when fighting for market share. But at the same time, it is an opportunity to motivate local brands to accelerate innovation and upgrade on current products, services, facilities and technologies, acquire more IPs, and create more attractive events. Looking forward, theme park brands are advised to continuously strengthen their membership program, offer exclusive personalised services and leverage the power of IPs to optimise earnings.



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