

Global Theme Park Industry: Trends and Opportunities (2014-19)



June 2014

Global Theme Park Market

Scope of the Report

The report titled "Global Theme Park Market: Trends and Opportunities (2014-2019)" provides an insight into the market dynamics and various trends and opportunities associated with the theme park market. It covers the global market size and growth dynamics of the theme park market in past five years. The report further forecasts the market size for the coming five years along with factors that could influence the market dynamics in the projected period. The report also captures the market share based on major players in the market. Further, the report also analyzes the regional market of North America, Europe, Asia Pacific and Latin America. The report concludes with a brief discussion of key factors driving the global theme park market and profiles major players like Disney, Universal Studios, Six Flag and Merlin Entertainment.

Geographical Coverage

- Global
- North America
- Europe
- Latin America

Company Coverage

- Disney
- Universal Studios
- Merlin Entertainment
- Six Flag

Executive Summary

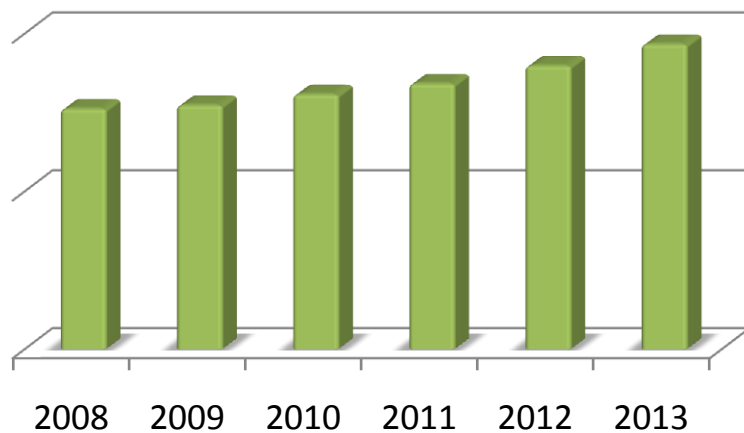
The theme park industry has recovered from the recessionary phase at a much faster rate in comparison to various other leisure activities. The industry recorded high visitor attendance in the last two years, drawn by elaborate number of new attractions and pricing strategies to match up with a variety of budgets. Today major operators in theme park industry continue to upgrade their parks as 2013 shaped into another record breaking year. The theme park industry could also incorporate various other forms of leisure activities like gaming session and internet in the coming period.

The growth of the theme park or the amusement industry is driven by large integrated projects in the United States, and the growing middle class base with rising disposable incomes in emerging countries of Asia-Pacific. Also, the players in the theme park industry are adopting various advertising and promotional strategies to target the domestic as well as international visitors. Among the various strategies, the companies are using social media in some of the most diverse and active ways to retain their customers for a long time.

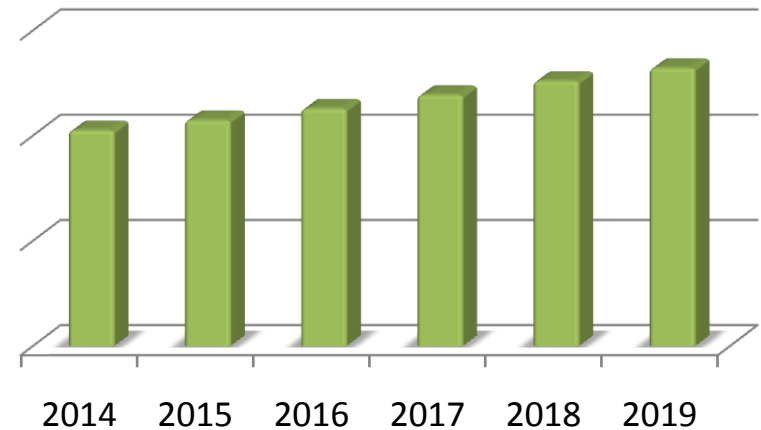
Global Theme Park Market: An Overview

Since 1980s, the theme park industry has developed into an organized global phenomenon with everything ranging from large worldwide theme (amusement) parks to countless smaller ventures. The business has recovered from the recession phase at a much faster rate in comparison to various other leisure activities.

Global Theme Park Market Size, By Attendance, 2008-2013 (Million)



Global Theme Park Market Size Forecast, By Attendance, 2014-19 (Million)

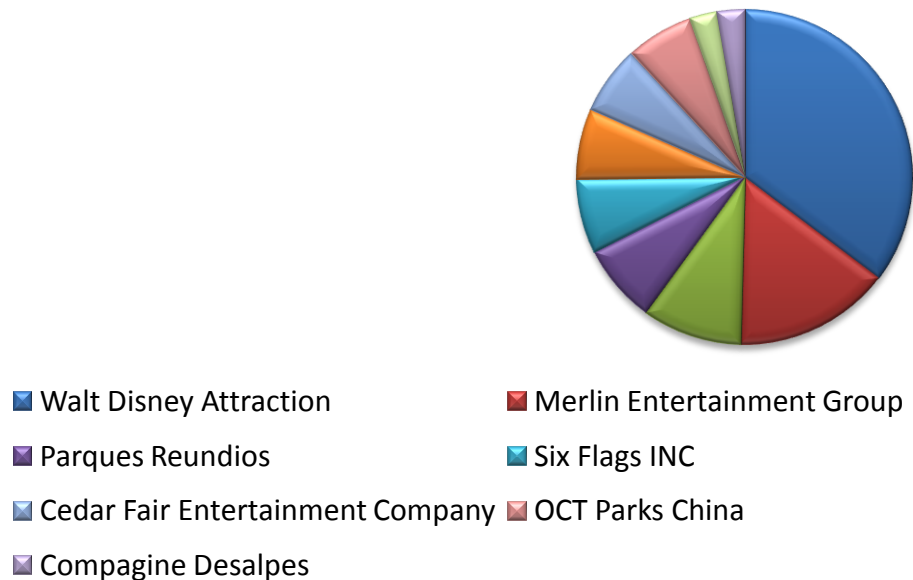


- The Global theme park market grew CAGR of% during 2008-2013.
- The Global theme park market is projected to grow at a CAGR of% during 2014-19, reaching attendance of In 2019.

Global Theme Park Market

The global theme park industry is highly capital intensive and technology driven. Due to which the market is very concentrated and dominated by large amusement park operators such as Disney, Merlin, Universal Studios, Seaworld, Six Flags and few others.

Global Theme Park Market Share, By Major Players, 2012



In 2012, Walt Disney witnessed the highest attendance turnout with share of.....%