

Global Theme Park Market: Size, Trends & Forecasts with Impact Analysis of COVID-19 (2021-2025)

<https://marketpublishers.com/r/G03020C17A0DEN.html>

Date: December 2021

Pages: 77

Price: US\$ 850.00 (Single User License)

ID: G03020C17A0DEN

Abstracts

The report titled “Global Theme Park Market: Size, Trends & Forecasts with Impact Analysis of COVID-19 (2021-2025)”, provides an in depth analysis of the global theme park market by value, by ride type, by attendance, by region, etc. The report provides a regional analysis of the theme park market, including the following regions: The US, China and ROW. The report also provides a detailed analysis of the COVID-19 impact on the theme park market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global theme park market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global theme park market is highly concentrated with few major market players operating worldwide. The key players of the theme park market are The Walt Disney Company, Comcast Corporation, Oriental Land and Chimelong Group, are also profiled with their financial information and respective business strategies.

Country Coverage

The US

China

ROW

Company Coverage

The Walt Disney Company

Comcast Corporation

Oriental Land

Chimelong Group

Executive Summary

Theme Park defines an outdoor setting which consists of rides, shows, multiple attractions, theatrical performances, restaurants, retail shops, and various events for entertainment purposes. Theme Parks are structured around a central theme, often placing multiple theme in different areas of the park. Theme park can be classified into marine theme park, zoological theme park, historical theme park, regional theme park, pop-culture theme park, eco theme park, etc.

Theme park by category can be divided into International Destination Theme Parks and National/Regional Destination Theme Park. Theme parks follows two admission policies; Pay-as-you-go and pay-one-price. Characteristics of theme parks include family-friendly entertainment, great hospitality, multiple attractions including characters from popular movies, concept enable experience, etc.

The Theme park market can be segmented by ride type, by age, by traveler type, and by sales channel. Ride type segmentation include mechanical rides, water rides, and others. Age Type segmentation include Baby Boomers, Generation X, Millennials, Generation Z. Traveler type segmentation include Solo Traveler and Group Traveler. And, Sales channel segmentation include Online and Direct.

The global Theme Park market is projected to grow moderately during the period of 2021-2025. The global theme park market is expected to increase due to improved earning capacity, growing young population, growth in leisure tourism, larger number of attractions, increase in re-investment, rising demand of experience economy, and developing intellectual property experiences. Yet, the market faces some challenges like weather conditions, stringent regulations, and higher cost of maintaining theme parks.

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