

Global Theme Park Market: Trends & Opportunities (2015 Edition)

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Abstracts

Scope of the Report

This report named "Global Theme Park Market: Trends and Opportunities (2015 Edition)" provides the detailed analysis of global theme park market. Global theme park market is analyzed by both value and volume terms. Analysis by value includes global theme park market by revenue, market share and revenue mix of theme parks. Analysis by volume includes global theme park market by attendance, market share by attendance, top 25 global theme parks by attendance and top 10 theme park groups worldwide. The details of ongoing and new projects worldwide in theme park industry are also provided.

This report also includes a vast regional/country analysis of theme park market. The regions included are North America, Latin America, Asia Pacific and Europe, Middle East & Africa (EMEA). The theme park market by attendance and top 10 theme parks by attendance are analyzed for each of these regions. Also, the analysis of theme park market by country (India and UAE) is done in this report.

This report also includes global theme park market dynamics. Description and analysis of major growth drivers, market trend and challenges to global theme park market is included in this section.

Forecasting of global theme park market by value and by volume over the years 2015-2020 is done in this report. This section also includes forecasting of theme park market of North America, Latin America, Asia Pacific, EMEA, India and UAE.

Company profiling of three major companies: Walt Disney, Merlin Entertainment and Six

Flags is also done in this report. This section includes the business overview, financial overview and business strategies of all the three companies.

Country Coverage

North Americas

Latin America

Asia Pacific

EMEA (Europe, Middle East & Africa)

Company Coverage

Walt Disney

Merlin Entertainment

Six Flags

Executive Summary

A theme park is a kind of amusement parks whose landscape, attractions, rides and other entertainment is based on a single or multiple themes. Theme parks can be either categorized as national or international based on their target visitors or as educational parks (Disney's Epcot), family owned parks (Knott's Berry Farm) and regional parks (Six Flag, Texas).

The idea of amusement parks was developed in nineteenth century when trolley parks or pleasure gardens were opened in United States and Europe, which were features with very basic yet unsafe rides and attractions like wild animals, strongman, etc. But in 1955, Disney changed the entire landscape of amusement park industry by opening completely different and innovative parks. Following Disney, many other amusement/theme parks started to open worldwide. Today's amusement park industry ranges from large, worldwide type theme parks such as Walt Disney World and Universal Studios Hollywood to smaller and medium-sized theme parks such as the Six

Flags parks and Cedar Fair parks.

In 2014, the global theme park industry has increased with a healthy growth rate. This growth was contributed by all major regions. Latin America recorded the highest growth in volume of theme parks, followed by Asia and Europe. Among the top amusement park groups, Universal has recorded exceptional double digit growth rate in 2014.

The global theme park industry has the potential to grow further over the coming years. The main factors driving this growth would be increasing tourism spending, increasing urban population, growing middle class population, rising GDP worldwide and continuous technological up-gradation in amusement/theme parks. The majority of future growth lies in Asia Pacific region, due to poor park-population ratio, rising income levels and increasing expenditure on leisure activities in this region. Yet global theme park industry faces some challenges such as availability of alternatives, adverse effect of slow economic growth and seasonality.

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