

# World Theme Parks Market to Reach \$28.7 Billion by 2012

As the market recovers poise in the upcoming years, growing popularity of mass entertainment, and the tendency of families to spend a large portion of their discretionary free time on outdoor fun will continue to drive growth. With governments in developing countries focusing on promoting tourism and entertainment, the upcoming years are expected to witness growth in attendance and per capita spending on theme parks in countries such as Korea, Taiwan, Hong Kong, India and China. Growth in attendance is also expected to stem from entertainment-related technology development and sophistication, which help offer visitors cutting-edge amusement, and fun.



Future growth will stand enthused by the numerous advancements made in entertainment technologies such as real life simulations, virtual reality, and high quality visual imagery, among others. Examples of innovative simulations include intergalactic space races, runaway sports cars in the Italian Alps, river rafting in New Zealand, and aquariums with acrylic tunnel concepts involving underwater rides with a scuba diver's view. While the United States dominates the world theme parks market, Asia-Pacific is expected to drive future growth, followed by Eastern Europe, and Middle East.

Rationale for growth in the developing countries is the anticipated rise in tourism, and a parallel rise in the number of foreign tourists visiting these destinations. Other factors expected to impact the market include spike in aging population, persistent park modernization and continuous improvements in facilities, and services provided. Player-knit strategies, which are designed to magnetize visitors, and increase repeat visitations, include providing clear and green parks, and easy online ticketing, among others. The concept of indoor theme parks combined with retail shopping centers is expected to help the market score huge gains in the upcoming years. Examples of this type of theme parks include Mall of America located in Minneapolis USA, Lotte World in South Korea, and West Edmonton Mall in Canada.



As stated by the recent report published by Global Industry Analysts, Inc., world theme parks market is dominated by the United States with a share of over 50% estimated in the year 2008. Emerging markets of Asia–Pacific, and Middle East/Africa are expected to offer the highest potential for growth. Theme parks market in Latin America is expected to rise by US\$53.2 million between 2008 and 2012. In Europe, Germany, France and United Kingdom, together, collar close to 62% of the market. Revenues in the Russian theme parks market are projected to reach US\$154.4 million by the year 2015.



Leading theme parks worldwide include The Adventuredome, Blackpool Pleasure Beach, Busch Gardens Europe, Cedar Fair L.P., Disneyland, Disneyland Paris, Disney–MGM Studios Theme Park, Disney's Animal Kingdom, Samsung Everland Inc, Islands of Adventure, Lotte World, Magic Kingdom, Six Flags Inc, Tokyo Disneyland, Tokyo Disneysea, Universal Studios, Universal Studios Hollywood, and Yokohama Hakkeijima Sea Paradise, among others.

### **Top 5 Worldwide Amusement/Theme Parks in 2008**

1. Magic Kingdom at Walt Disney World, Lake Buena Vista, Florida, USA (17.063.000 visitors)
2. Disneyland, Anaheim, California, USA (14.721.000 visitors)
3. Tokyo Disneyland, Tokyo, Japan (14.293.000 visitors)
4. Disneyland Park at Disneyland Paris, Marne–La–Vallee, France (12.688.000 visitors)
5. Tokyo Disney Sea, Tokyo, Japan (12.498.000)

TEA/ERA Attraction Attendance Report 2008

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