

SPANISH AMUSEMENT PARKS EXPECT 33 MILLION VISITORS IN 2014



Spanish amusement parks hope to record a business income of around 585 million euros, 2% more than in 2013, thanks to the close to 33 million people who are expected to visit them during 2014, according to a study published by DBK.

The report bases the growth in profits on the recovery of the private consumer along with the increase in the number of foreign tourist visits to Spain. Also, it is hoped that this positive tendency is prolonged into 2015, a time in which a rate of increase in profits is predicted to be around 2.5%, with a value of some 600 million euros.

In this way, theme park profits are starting to record increases again after two consecutive years of drops. In 2013, the net revenue of companies in this sector shrank by 3.4% compared to 2012, until reaching 575 million euros, the same as with visitors, who fell by 2.1%, to 31.9 million.

Theme parks were harmed the least, with a profit of 176 million euros, 0.6% less than in 2012, thanks to the increase in the arrival of foreign tourists. On the other hand, the amusement parks sector was the one that experienced a worse result in 2013, after taking in 38 million euros.

The net profit generated by the zoos, waterparks, and nature parks recorded a drop of 2.3%, until reaching 215 million euros, which is the same as water parks, which decreased by 5.9% in the amount of their business, with profits of 143 million euros.

Five Companies Hold 71.1% of the Market

In Spain, there are currently 127 amusement parks in operation, including 68 zoos, 47 water parks, seven amusement parks, and five theme parks.

According to how the company has explained it, the “adverse” economic situation has paralyzed plans to open new parks in recent years, which, added to the closing of some of them, has kept the number of parks that are functioning relatively stable.

Andalusia, the Canary Islands, the Valencia Community, Catalonia, and the Balearic Islands are the areas that are home to the most zoos, aquariums, and nature parks, representing more than 70% of them, while Andalusia houses the largest number of water parks, with 25.5% of the total.

The study also reflects an elevated degree of concentration in the sector through a reduced number of companies. In 2013, the top five companies had a total share of 71.1% of the market value, which rises to 79.5% when considering the top ten. For 2014, the report estimates an increase of 1.7% in market value.

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