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US Collection



Amusement Parks: United States

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About This Report

Scope

This report forecasts to 2024 the number of US amusement park visits and revenues in nominal US dollars. Average revenues per visit in nominal US dollars are also forecast to 2024. Total visits are segmented by park type in terms of:

- theme parks
- water parks

Total revenues are segmented by source as follows:

- admission
- other sources such as beverages, food, and merchandise

To illustrate historical trends, total visits, total revenue, average revenues per visit, and the various segments are provided in annual series from 2009 to 2019.

Venues such as arcades, carnivals, fairs, family entertainment centers, laser tag facilities, museums, pools, ski resorts, and zoos operated independently of an amusement park are excluded from the scope of this report. In addition, operating rides on a concession basis in amusement parks or fairs and carnivals, or operating a single attraction, is outside the scope of this report. Also excluded are the revenues from park-affiliated hotels.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Amusement Parks: United States (FF95017) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- proprietary national consumer data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

About This Report

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 8 | NAICS & SIC Codes Related to Amusement Parks

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
713110	Amusement and Theme Parks	7996	Amusement Parks

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of

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1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

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Freedonia Industry Studies

Recreational Boating in the US

Recreational Vehicles in the US

Freedonia Focus Reports

Architectural Services: United States

Co-Branded & Affinity Cards: United States

Construction: United States

E-Commerce: United States

Engineering Services: United States

Hardscaping Products: United States

Insurance: United States

Landscaping Products: United States

Landscaping Services: United States

Private Security Services: United States

Recreation: United States

Freedonia Custom Research

Trade Publications

Amusement Today

Attractions Magazine

InPark Magazine

Park World

Theme Park Insider

ThrillNetwork

Agencies & Associations

Amusement Industry Manufacturers & Suppliers International

ASTM International

Bureau of Labor Statistics

International Association of Amusement Parks and Attractions

National Association of Amusement Ride Safety Officials

Themed Entertainment Association

United States Department of Commerce

Bureau of Economic Analysis

United States Census Bureau

World Waterpark Association