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Amusement Parks: United States

June 2018



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About This Report

Scope & Method

This report forecasts to 2022 US amusement park visits in number of visits and revenues in nominal US dollars. Average revenues per visit in nominal US dollars are also forecast to 2022. 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 revenues, average revenues per visit, and the various segments are provided in annual series from 2007 to 2017.

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.

This report 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 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 primary, secondary, macroeconomic, and demographic sources including:

About This Report

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- 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

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

Industry Codes

Table 7 | Industry Codes Related to Amusement Parks

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
713110	Amusement and Theme Parks	7996	Amusement Parks

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Recreational Vehicles in the US, April 2018

Recreational Boating in the US, March 2018

Foodservice Single-Use Products in the US, December 2017

Freedonia Focus Reports

Advertising Services: United States

Air Transport Services: United States

Beer: United States

Bicycles: United States

Demographics: United States

Engineering Services: United States

Gambling: United States

Laundry & Linen Services: United States

Lodging Services: United States

Motion Pictures & Video: United States

Public Transport: United States

Recreation: United States

Recreational Boating: United States

Recreational Vehicles: United States

Restaurants & Foodservice: United States

Sports Equipment: United States

Toys & Games: United States

Travel Services: United States

Water Transport Services: United States

Freedonia Custom Research

Trade Publications

Amusement Today

InPark Magazine

Park World

Theme Park Insider

ThrillNetwork

Agencies & Associations

Amusement Industry Manufacturers & Suppliers International

ASTM International

About This Report

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