

2012 – 2022 Global Theme and Amusement Park Outlook

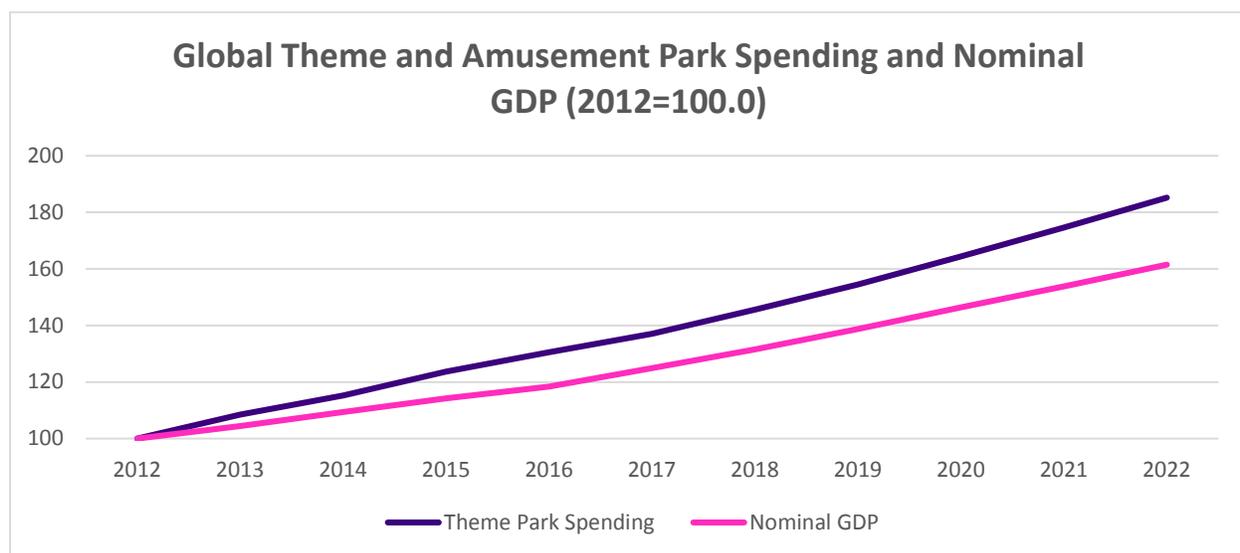
PREPARED FOR THE 2018 MARKETING OUTLOOK FORUM

BY THE INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS (IAAPA)

The global theme and amusement park market rose 5 percent in 2017 to an estimated \$44.8 billion in spending. While continuing its upward path, growth in 2017 did not keep pace with overall economic growth and represented the smallest increase during the past five years. The slowdown in 2017 was the result of moderating growth in Asia Pacific, North America, and Latin America. In Europe and Middle East/North Africa (MENA), by contrast, spending accelerated in 2017, with both regions recording their largest gains during the past five years.

Attendance continued to be the principal driver of global spending, with a 3 percent gain in 2017, a bit below the 3.7 percent compound annual increase since 2012. Per capita spending rose by a relatively modest 2 percent, matching 2016 as the smallest increase during the past five years. Per capita spending growth has slowed in recent years—not because of more moderate ticket price increases but because of North America’s declining share of global spending. Per capita spending is highest in North America, and its declining share reduced its impact on the global average.

Although theme and amusement park spending in 2017 grew more slowly than the 5.4 percent increase in nominal GDP, over the past five years the theme and amusement park market has outpaced global economic growth, averaging 6.5 percent compounded annually compared with 4.5 percent compound annual growth for nominal GDP. Theme park spending is expected to pick up beginning in 2018 and to expand at a projected 6.2 percent compound annual rate over the next five years—again outpacing global economic growth, which is projected to average 5.3 percent compounded annually.



Source: IAAPA Global Theme and Amusement Park Outlook: 2018-2023

Although the projected compound annual increase in percentage terms over the next five years will be a bit lower than the percentage increase compounded annually during the past five years, in absolute terms, the cumulative projected increase of \$15.7 billion during the next five years will be 30 percent larger than the \$12.1 billion cumulative increase during the past five years.

As during the past five years, most of the increase in global spending will be driven by gains in attendance, which is projected at 3.8 percent compounded annually, similar to the 3.7 percent compound annual increase during the past five years. Growth in disposable income, new park openings, new attractions at existing parks, and the ongoing appeal of parks as a shared family experience will drive attendance.

Global Theme and Amusement Park Market by Category

Category	2012	2013	2014	2015	2016	2017	2012-2017 CAGR	2018	2019	2020	2021	2022	2017-2022 CAGR
Attendance (Millions)	893.6	931.2	956.8	1,006.0	1,040.6	1,072.0		1,110.1	1,150.6	1,196.5	1,248.0	1,292.9	
% change	3.0	4.2	2.7	5.1	3.4	3.0	3.7	3.6	3.6	4.0	4.3	3.6	3.8
Per Capita Spending† (US\$)	36.57	38.07	39.34	40.18	40.99	41.79		42.86	43.87	44.89	45.75	46.82	
% change	3.6	4.1	3.3	2.1	2.0	2.0	2.7	2.6	2.4	2.3	1.9	2.3	2.3
Total Spending† (US\$ Millions)	32,679	35,450	37,643	40,424	42,652	44,803		47,582	50,474	53,712	57,095	60,534	
% change	6.7	8.5	6.2	7.4	5.5	5.0	6.5	6.2	6.1	6.4	6.3	6.0	6.2

†At average 2017 exchange rates.

Source: IAAPA Global Theme and Amusement Park Outlook: 2018-2022

Asia Pacific will account for 62 percent of the global growth in attendance, with a 5.3 percent compound annual increase as new parks and a growing middle class expand that market. Although a small market in absolute terms, MENA will be the fastest growing in percentage terms, with a projected 18.2 percent compound annual increase in attendance as several large parks have opened in a region with a small base of potential guests. New parks will also propel attendance in Latin America, with a projected 5.4 percent compound annual increase. In Europe and North America, where relatively few new parks are expected, growth will average a more modest 2.3 percent compounded annually. New attractions, longer seasons, and dynamic pricing that boosts attendance in slow periods will contribute to growth.

Per capita spending growth is expected to average 2.3 percent compounded annually, up a bit from increases in recent years but slower than the 2.7 percent rise compounded annually between 2012 and 2017. New high-cost attractions will put upward pressure on pricing, but growth in season passes with implicit discounts and lower prices for off-peak attendance will keep per capita spending growth in check. Per capita spending will average an estimated \$46.82 in 2022 compared with \$41.79 in 2017.

Overall spending will reach an estimated \$60.5 billion in 2022, a 6.2 percent compound annual increase from 2017 and an improvement compared with the 5 percent increase in 2017.

For any questions please email Melissa Teates, IAAPA's Director of Research, at RESEARCH@IAAPA.ORG.

Additional detail by region and country is available in IAAPA's Global Theme and Amusement Park Outlook: 2018-2022 published in IAAPA.org at WWW.IAAPA.ORG/RESEARCH.

ABOUT IAAPA

Founded in 1918, the International Association of Amusement Parks and Attractions (IAAPA) is the largest international trade association for permanently situated amusement facilities worldwide. The organization represents more than 5,300 facility, supplier, and individual members from 99 countries. IAAPA has offices in Orlando, Alexandria VA, Brussels, Mexico City, Shanghai, and Hong Kong.

IAAPA helps our members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the industry.

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