

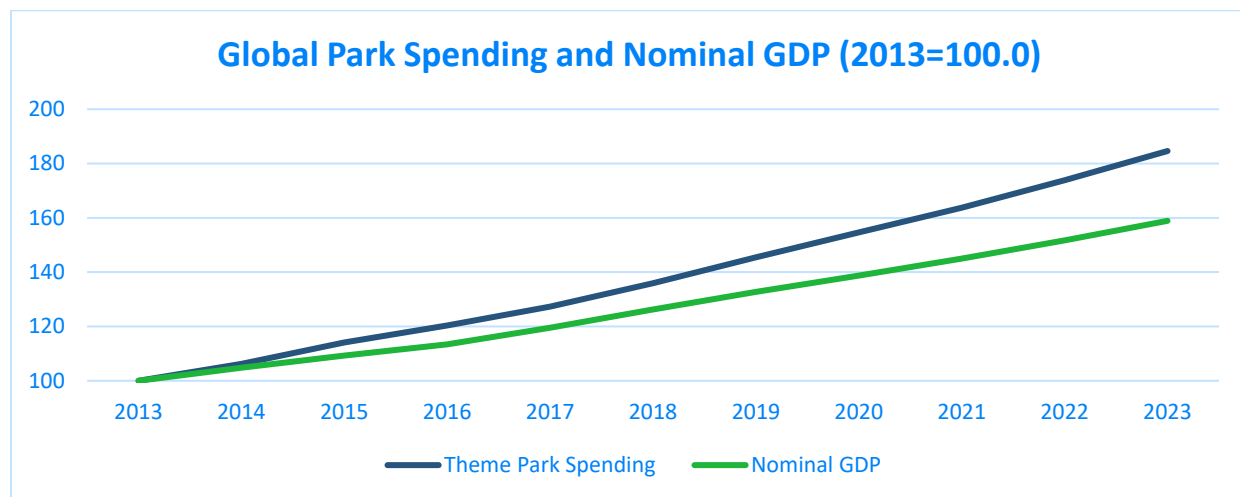
# 2019 – 2023 Global Theme and Amusement Park Outlook

PREPARED FOR THE 2019 MARKETING OUTLOOK FORUM

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

The global theme and amusement park market rose 6.8 percent in 2018, the largest increase since 2015. While attendance growth remained the principal driver, a pickup in per capita spending growth to 3.2 percent from 1.5 percent in 2017 contributed to the improvement in overall spending growth. Attendance rose 3.4 percent in 2018, down from the 4.2 percent increase in 2017, principally reflecting slower growth in Asia Pacific.

The global theme and amusement park market outpaced global GDP growth by 1.1 percentage points in 2018 and by 1.5 percentage points over the past five years as theme and amusement parks are attracting a growing share of consumer spending. We expect that pattern to continue during the next five years with theme and amusement parks expanding at a projected 6.3 percent compound annual rate, 1.6 percentage points faster than the 4.7 percent compound annual increase in global GDP.



Source: IAAPA Global Theme and Amusement Park Outlook: 2019-2023

The projected growth in theme and amusement park spending over the next five years matches the compound annual increase during the past five years. We expect attendance to grow a bit slower and per capita spending to grow a bit faster during the next five years than during the past five years with attendance rising at a 4.6 percent compound annual rate and per capita spending growing by 2.7 percent compounded annually.

We expect global theme and amusement park attendance to increase by 213.8 million cumulatively over the next five years, 12 percent larger than the 190.6 million increase during the past five years as more parks and attractions support attendance growth. Per capita spending will average an estimated \$49.46 in 2023 compared with \$43.36 in 2018, just over a \$6 increase. While some parks are posting large single-day rate increases, the proliferation of season passes and off-peak discounts will restrain overall

growth in per capita spending. Total spending will reach an estimated \$66 billion in 2023, more than \$17 billion higher than the \$48.6 billion total in 2018.

<b>Global Theme and Amusement Park Market by Category</b>						
<b>Category</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2018–2023 CAGR</b>
<b>Attendance (Millions)</b>	1,157.2	1,199.7	1,243.5	1,290.3	1,335.4	
<b>% change</b>	3.2	3.7	3.7	3.8	3.5	3.6
<b>Per Capita Spending† (US\$)</b>	45.00	46.12	47.12	48.20	49.46	
<b>% change</b>	3.8	2.5	2.2	2.3	2.6	2.7
<b>Total Spending† (US\$ Millions)</b>	52,071	55,331	58,588	62,196	66,047	
<b>% change</b>	7.1	6.3	5.9	6.2	6.2	6.3

†At average 2018 exchange rates.

Total Spending is defined as Per Cap multiplied by attendance and represents only in-park spending

Source: IAAPA Global Theme and Amusement Park Outlook: 2019-2023

Going forward, Asia Pacific will account for 54 percent of the projected global growth in attendance but only 29 percent of the global increase in spending as per capita spending in that region is below the global average. North America, by contrast, will generate 58 percent of the projected growth in global spending but only 31 percent of expected increase in global attendance as per capita spending is relatively high in that region.

On a percentage basis, MidEast & Africa will again be the fastest-growing region in overall spending with a projected 18.0 percent compound annual increase. Although falling short of expectations, that region is expanding from a small base as new parks open. Spending will more than double from \$266 million in 2018 to a projected \$609 million by 2023.

Latin America will be the next-fastest-growing region with an estimated 8.7 percent compound annual increase as low prices will spur attendance and new parks in Mexico will contribute to growth. The Latin America market will rise from \$336 million in 2018 to \$511 million in 2023.

Europe was the slowest-growing region during the past five years with a 4.5 percent compound annual increase and we expect it will continue to be the slowest-growing region over the next five years, again rising by 4.5 percent compounded annually. A new park in Turkey and new attractions and special events that are proving to be popular in the region will boost the market. We project spending to reach \$8.9 billion in 2023 from \$7.2 billion in 2018.

For any questions please email Melissa Teates, IAAPA’s Director of Research, at [RESEARCH@IAAPA.ORG](mailto:RESEARCH@IAAPA.ORG).

Additional detail by region and country is available in IAAPA’s Global Theme and Amusement Park Outlook: 2019-2023 published in IAAPA.org at

[WWW.IAAPA.ORG/RESEARCH](http://WWW.IAAPA.ORG/RESEARCH).

## ABOUT IAAPA

IAAPA is the premier trade association representing the diverse and ever-changing attractions industry. For over a century we have connected companies of all sizes, and people of all levels, to provide meaningful experiences for their guests around the world.

IAAPA hosts global events and conferences that spread successful ideas and practices. We also provide valuable tools and resources that make all of our businesses smarter, safer, and more profitable while delivering guest experiences that surprise and delight.

With over 6,000 member companies from over 100 countries, IAAPA is the sum of its unique perspectives. And when we inspire each other, we move the attractions industry forward.

The association's global headquarters is in Orlando, Florida, United States, and it maintains regional offices in Brussels, Hong Kong, Shanghai, Mexico City, and Alexandria, Virginia.

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