

BESPOKE SURVEYS

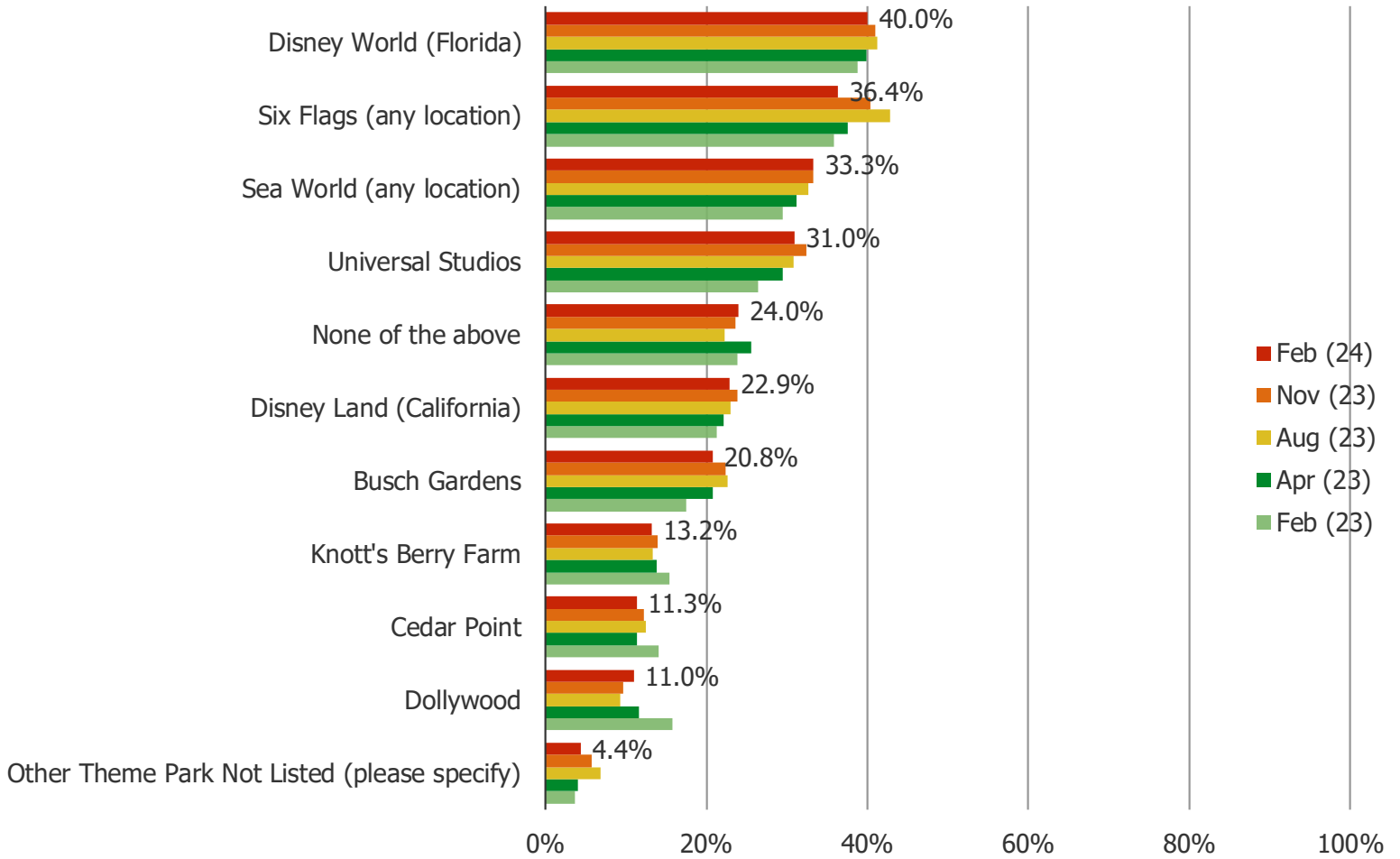
Theme Parks and Cruises | Vol 5

1,250 US Consumers Balanced to Census
Tickers Covered: DIS, SIX, FUN, SEAS

February 2024

HAVE YOU EVER VISITED ANY OF THE FOLLOWING THEME PARKS? SELECT ALL THAT APPLY

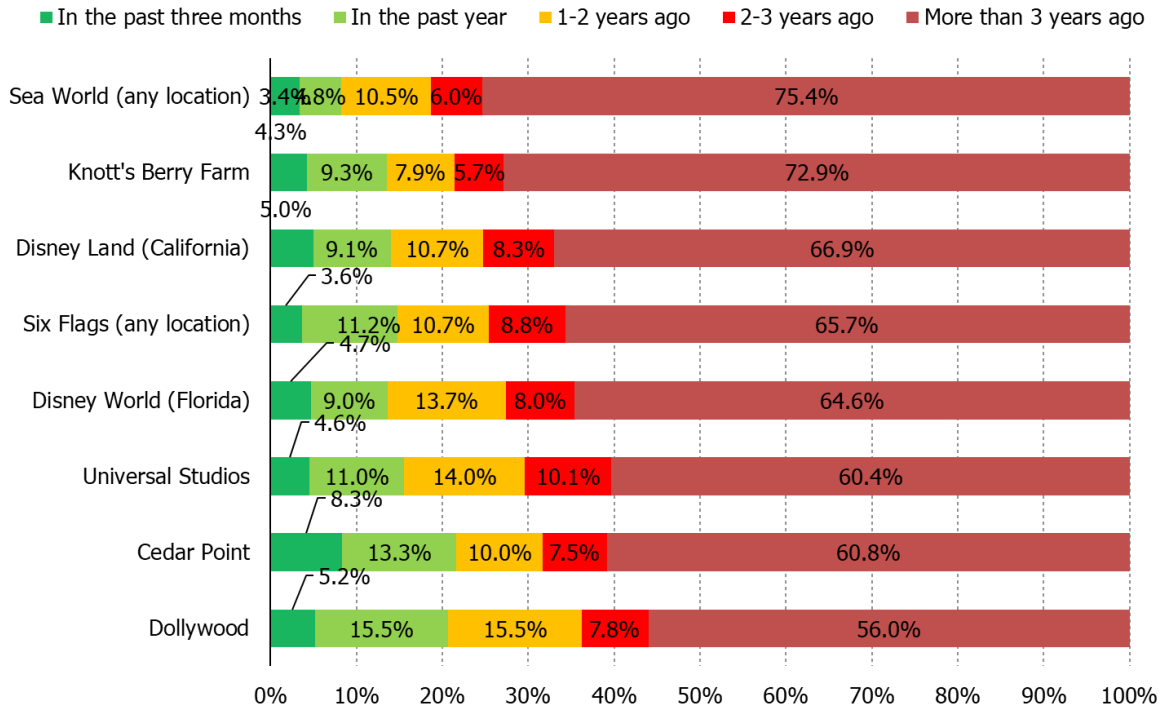
Posed to all respondents.



WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

Posed to all respondents who have visited each of the below.

February 2024

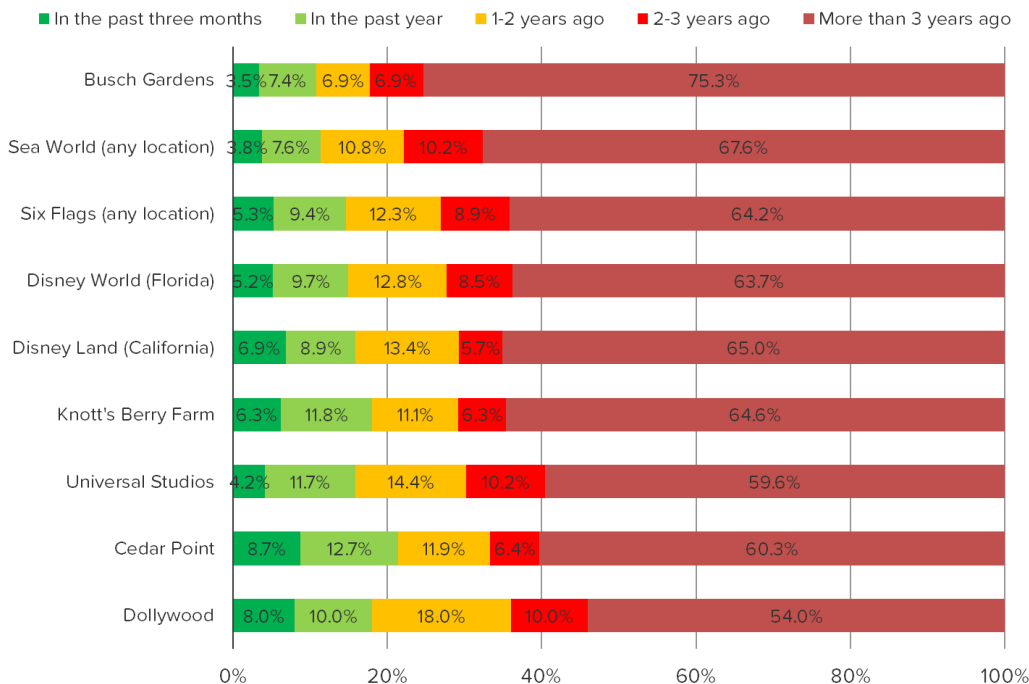


	N=
Dollywood	116
Cedar Point	120
Universal Studios	328
Disney World (Florida)	424
Six Flags (any location)	385
Disney Land (California)	242
Knott's Berry Farm	140
Sea World (any location)	353
Busch Gardens	220

WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

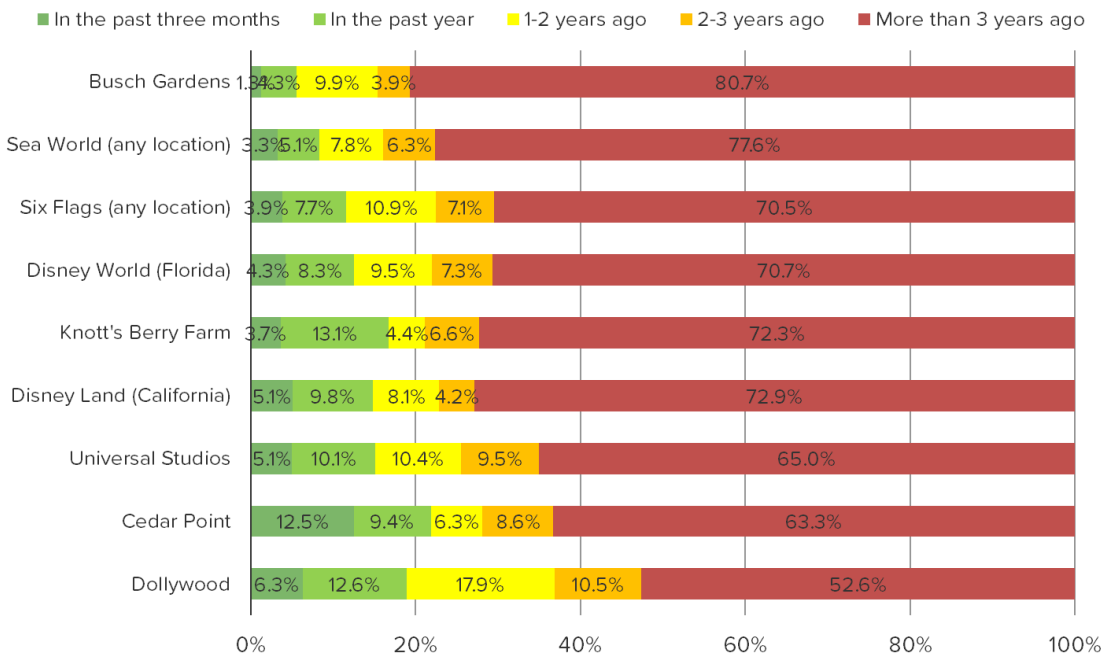
Posed to all respondents who have visited each of the below.

November 2023



	N=
Dollywood	100
Cedar Point	126
Universal Studios	334
Knott's Berry Farm	144
Disney Land (California)	246
Disney World (Florida)	422
Six Flags (any location)	416
Sea World (any location)	343
Busch Gardens	231

August 2023

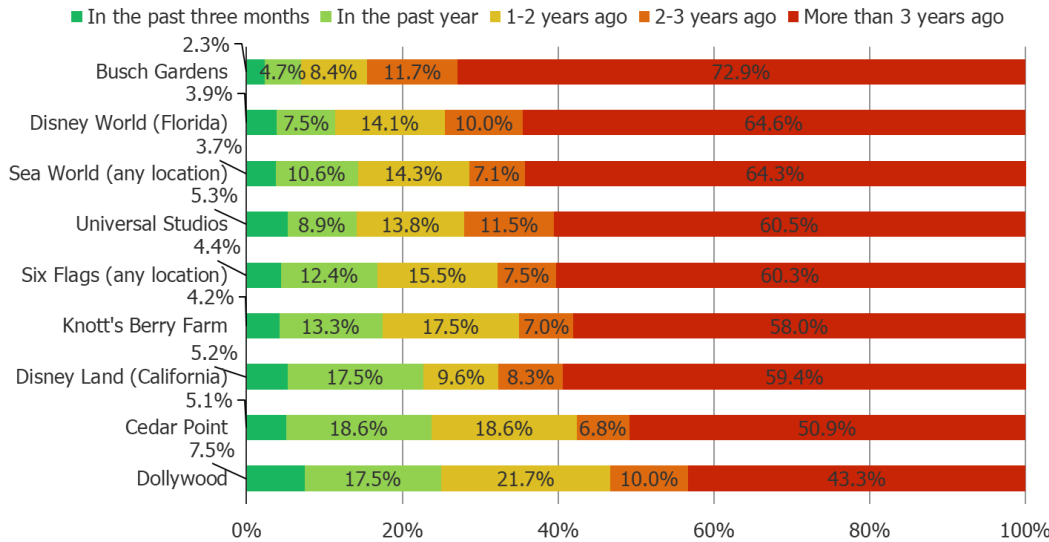


	N=
Dollywood	95
Cedar Point	128
Universal Studios	317
Disney Land (California)	236
Knott's Berry Farm	137
Disney World (Florida)	423
Six Flags (any location)	440
Sea World (any location)	335
Busch Gardens	233

WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

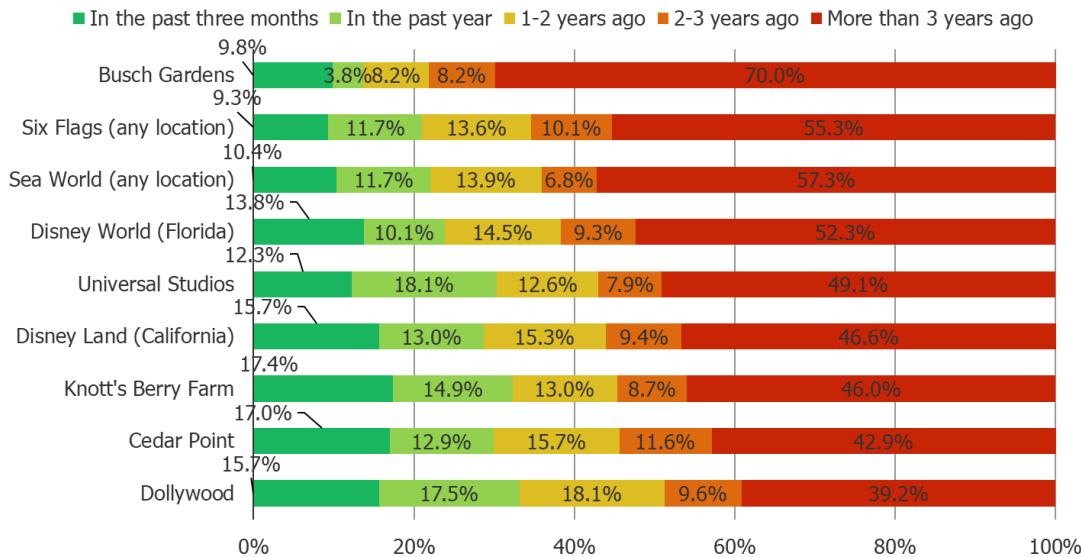
Posed to all respondents who have visited each of the below.

April 2023



	N=
Disney World (Florida)	412
Disney Land (California)	229
Six Flags (any location)	388
Universal Studios	304
Sea World (any location)	322
Cedar Point	118
Knott's Berry Farm	143
Dollywood	120
Busch Gardens	214

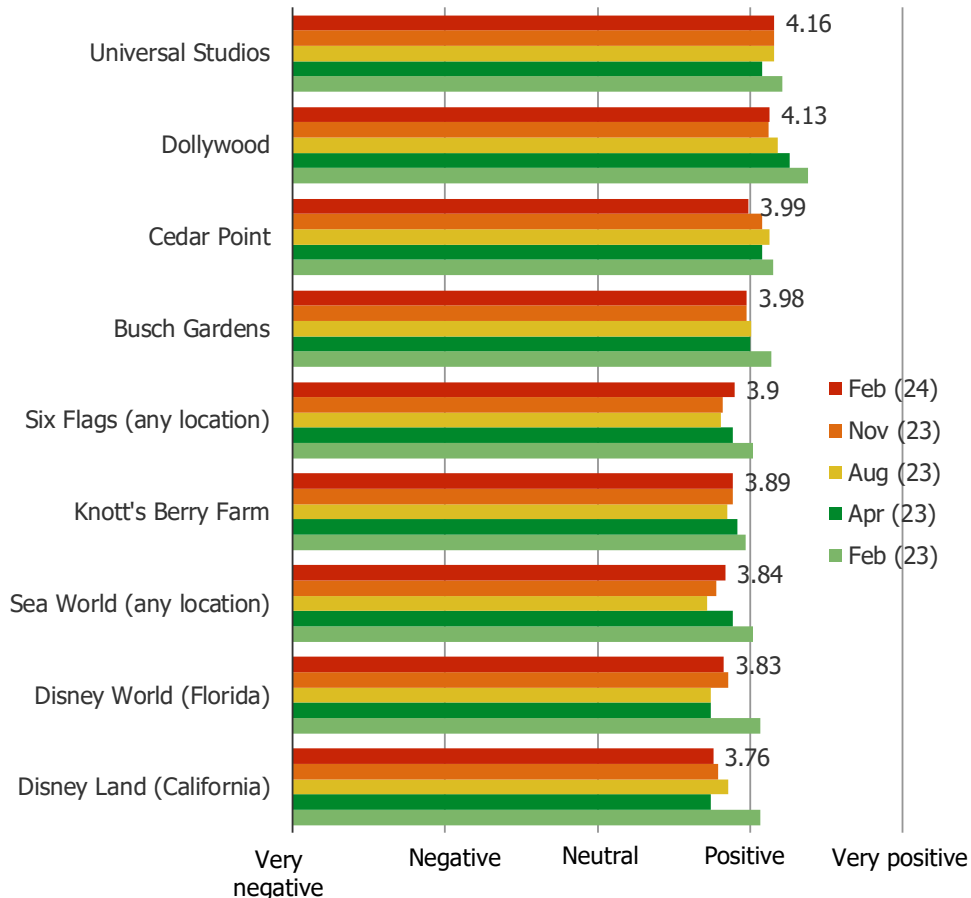
February 2023



	N =
Dollywood	166
Cedar Point	147
Knott's Berry Farm	161
Disney Land (California)	223
Universal Studios	277
Disney World (Florida)	407
Sea World (any location)	309
Six Flags (any location)	376
Busch Gardens	183

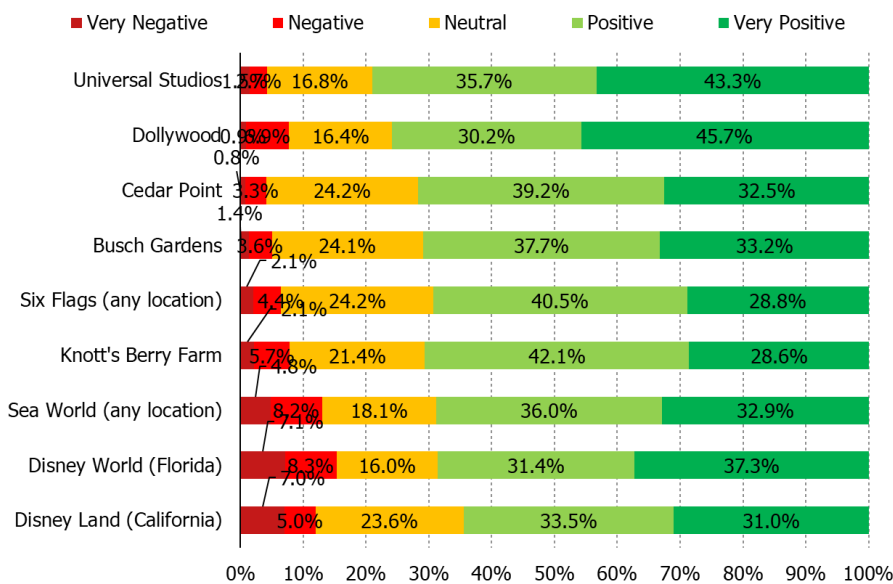
WHAT IS YOUR OPINION OF THE FOLLOWING:

Posed to all respondents who have visited the below.



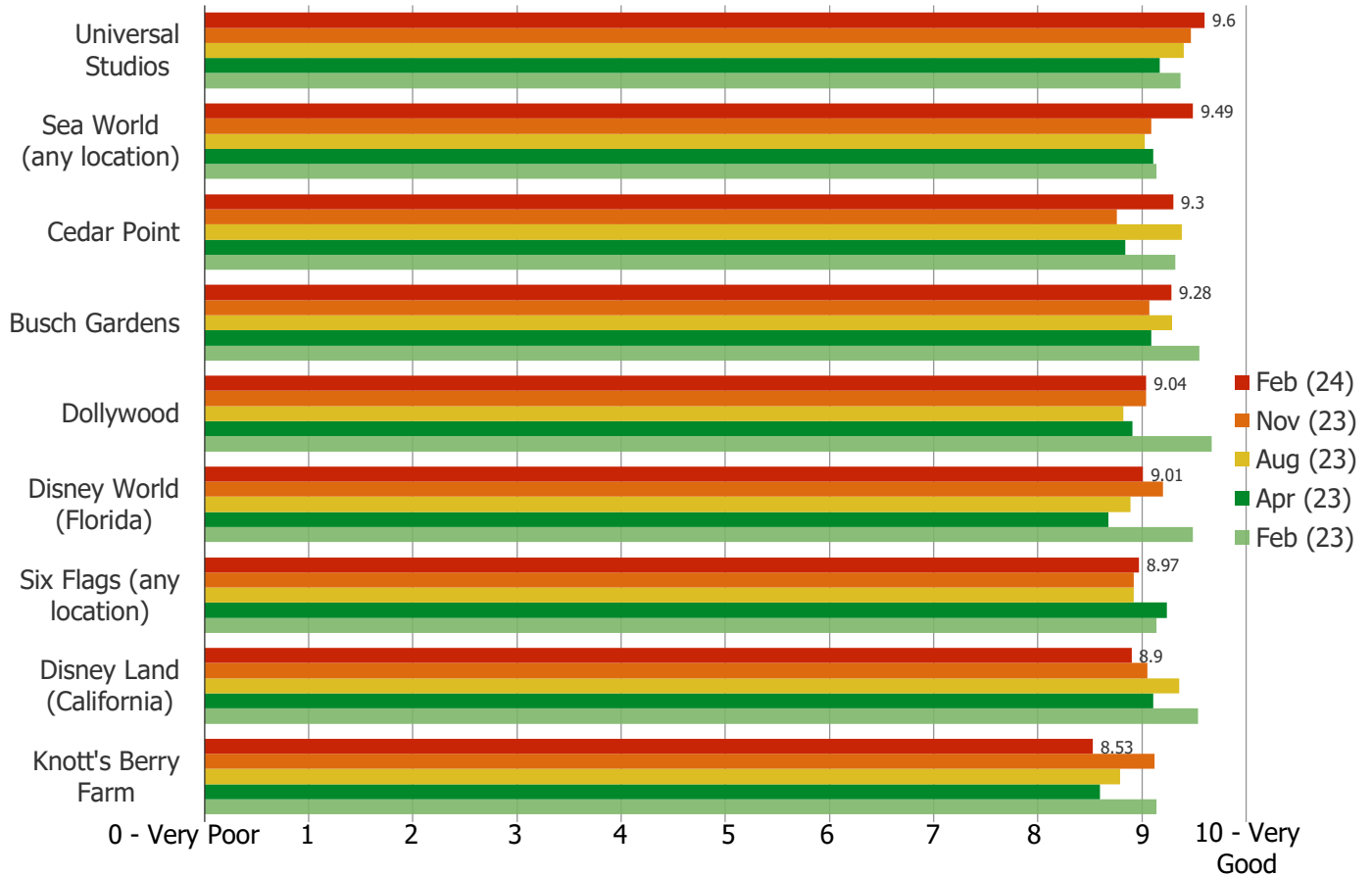
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Universal Studios	328

February 24 Data Breakout



THINKING ABOUT YOUR MOST RECENT VISIT, HOW WOULD YOU RATE THE EXPERIENCE YOU HAD IN THE THEME PARK?

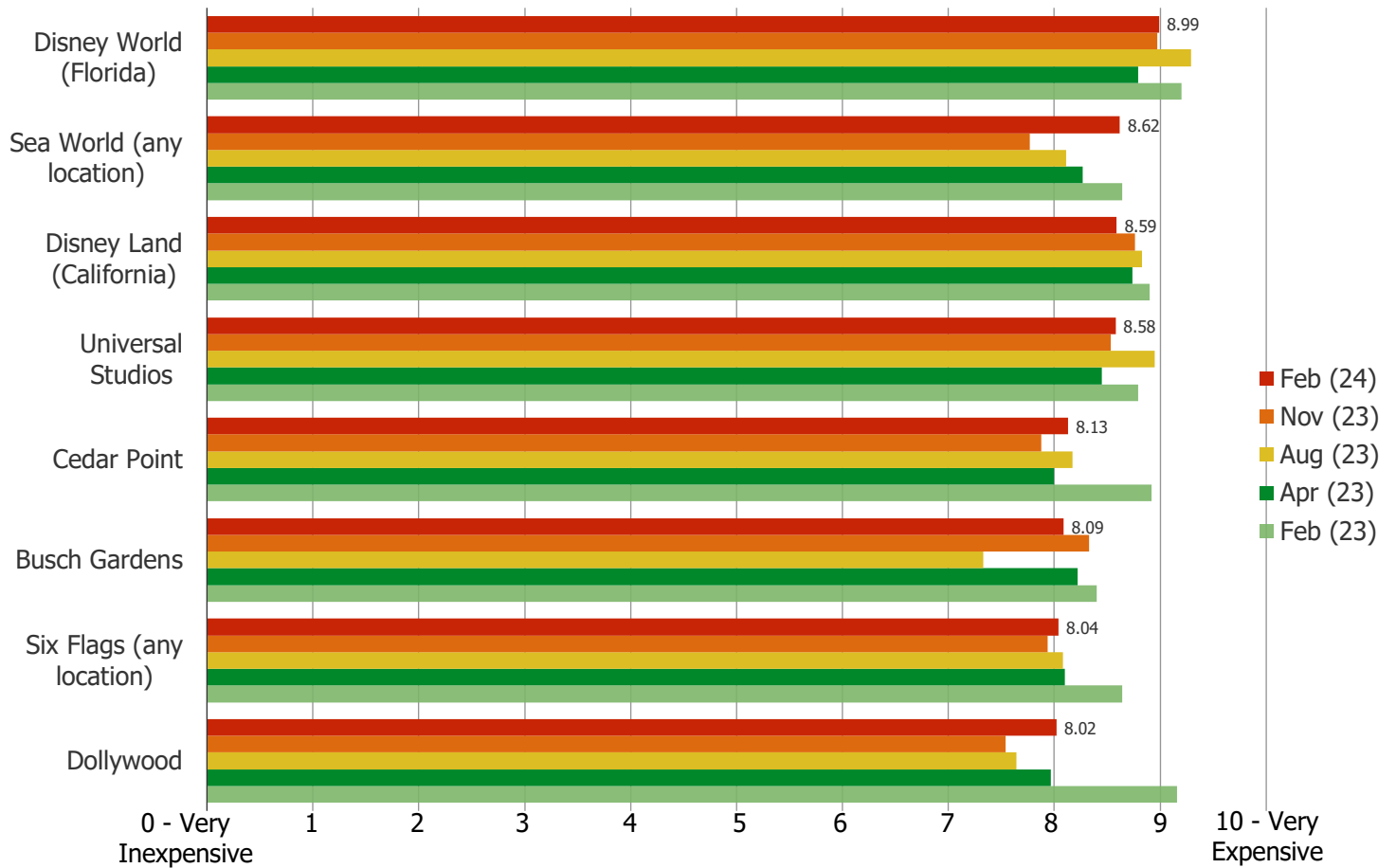
Posed to all respondents who have visited the below most recently in the past three years.



	N=
Disney World (Florida)	150
Disney Land (California)	80
Six Flags (any location)	132
Universal Studios	130
Sea World (any location)	87
Cedar Point	47
Knott's Berry Farm	38
Dollywood	51
Busch Gardens	54

THINKING ABOUT YOUR MOST RECENT VISIT, HOW WOULD YOU RATE THE PRICING OF VISITING THE THEME PARK?

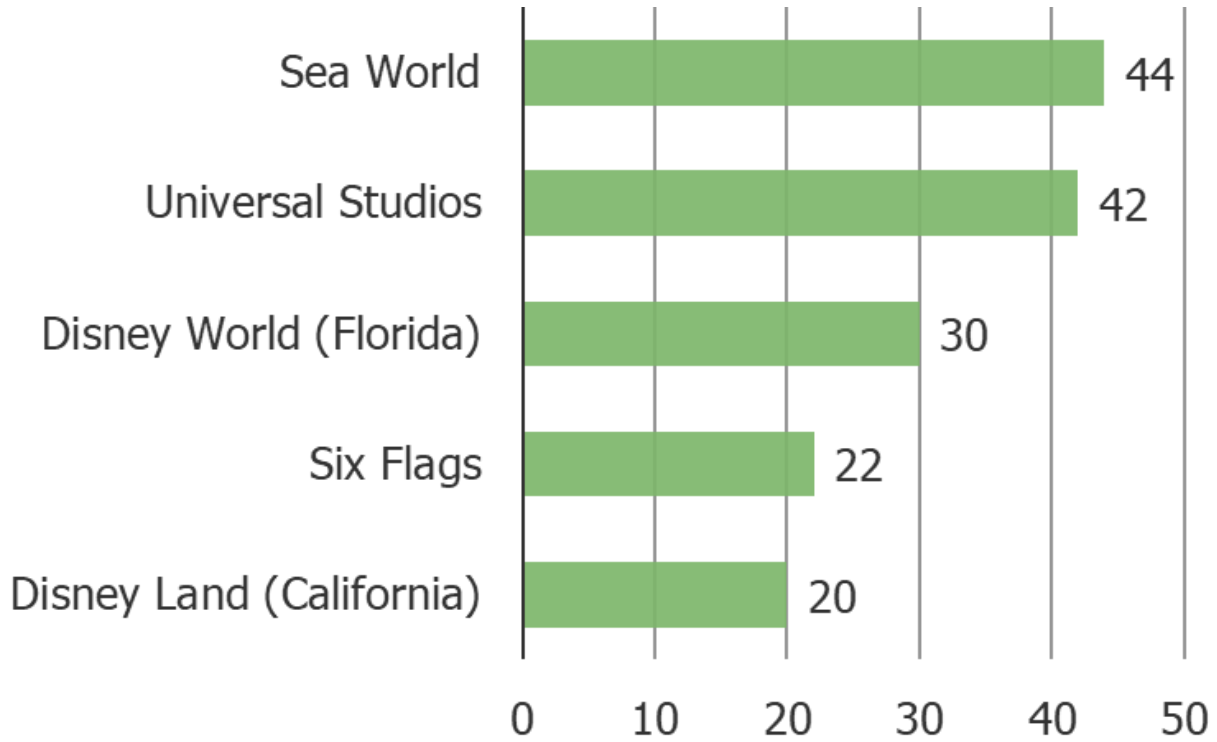
Posed to all respondents who have visited the below most recently in the past three years.



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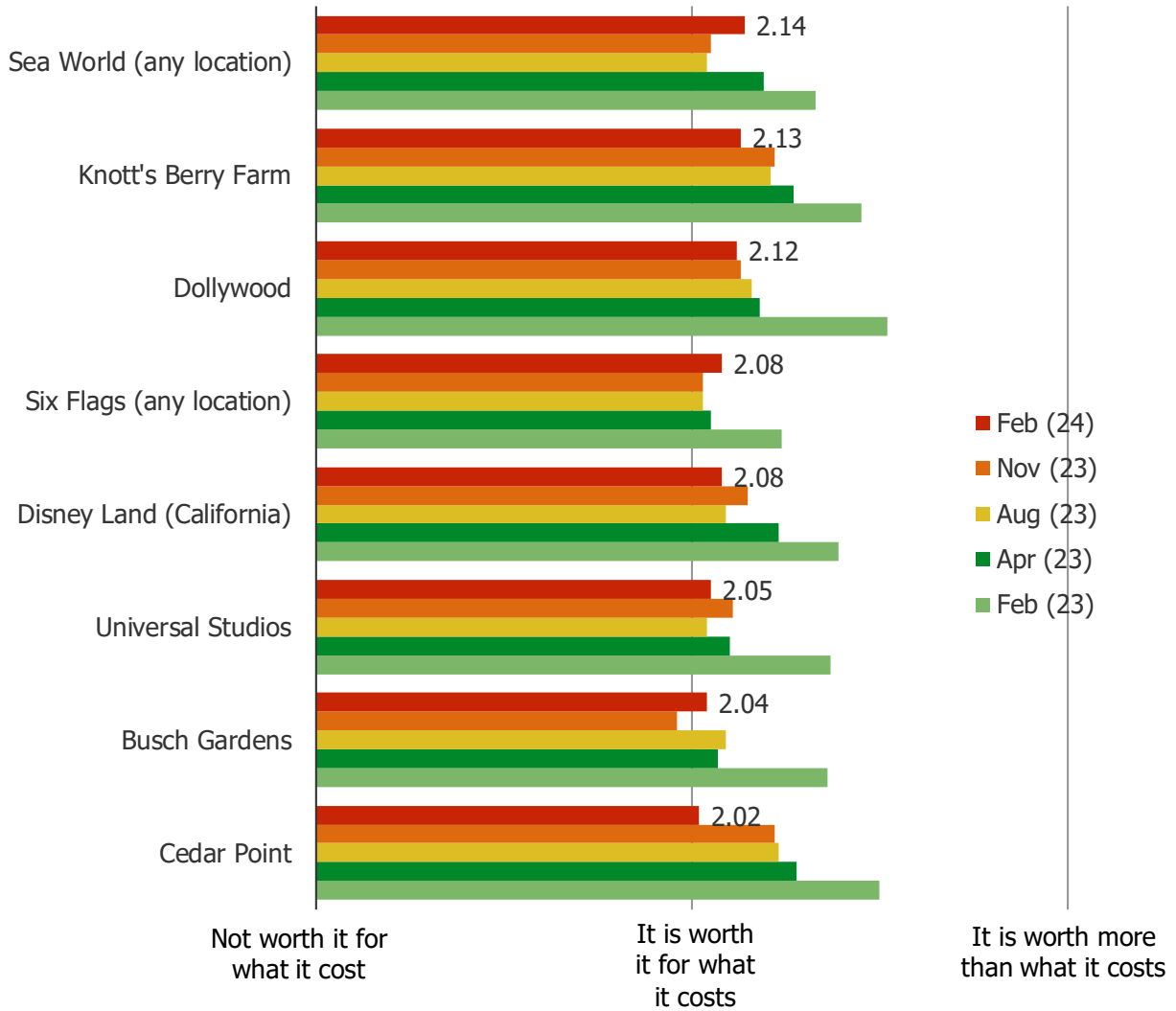
NPS – HOW LIKELY ARE YOU TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

Posed to all respondents who have visited the below most recently in the past three years.



IN YOUR OPINION, HOW WORTH IT IS THE EXPERIENCE FOR THE PRICE THAT IT COST TO VISIT THE THEME PARK?

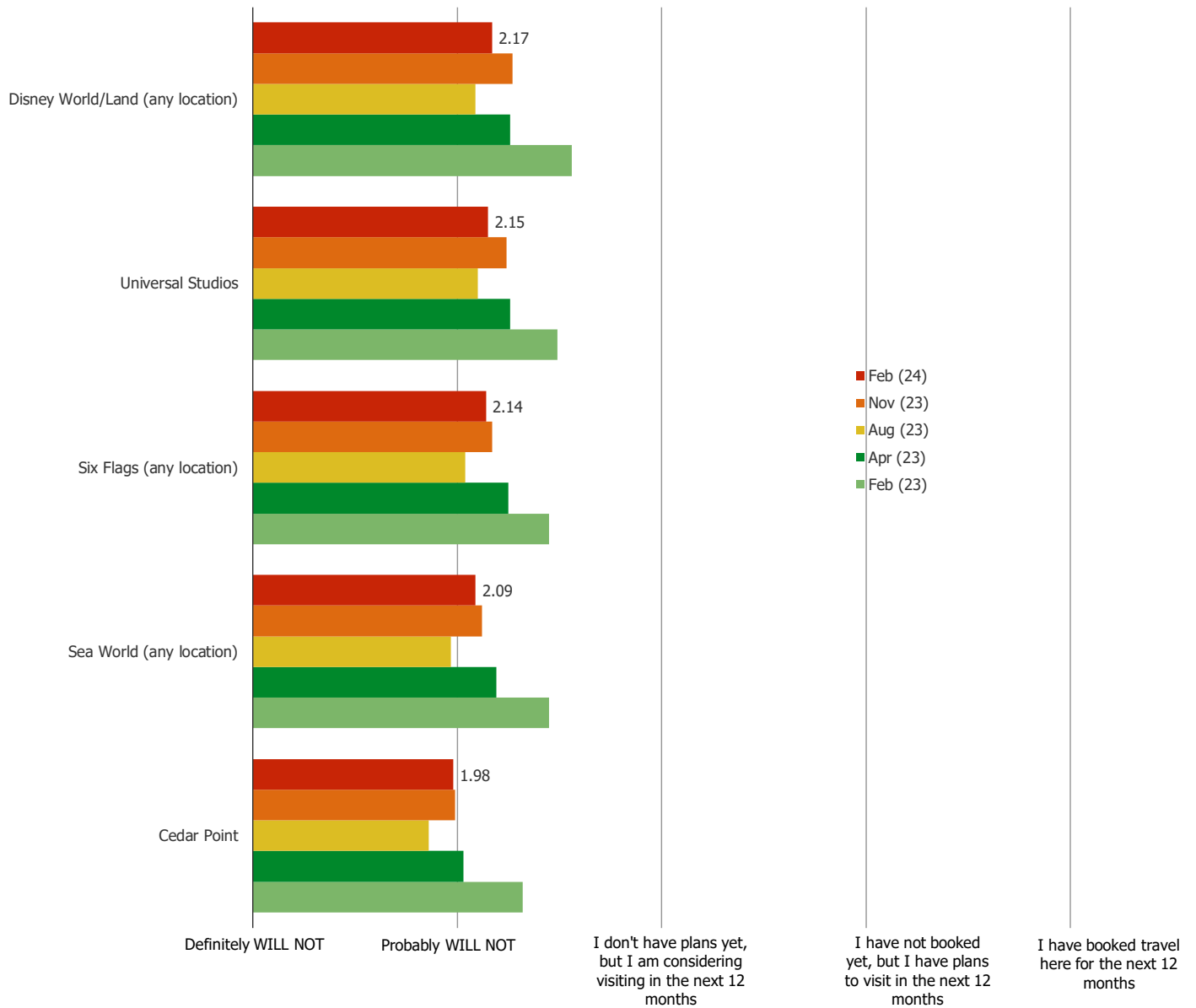
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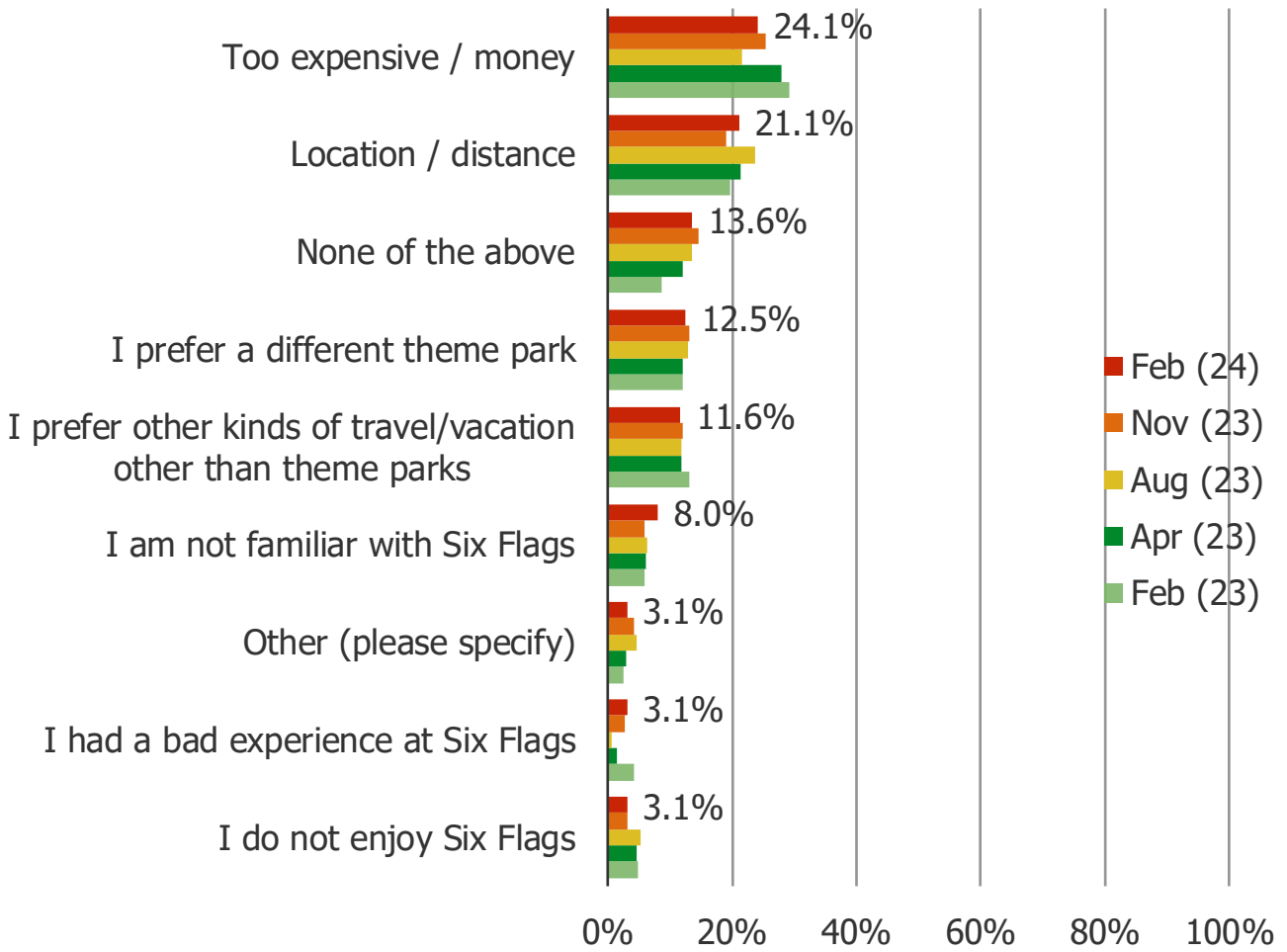
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to all respondents.



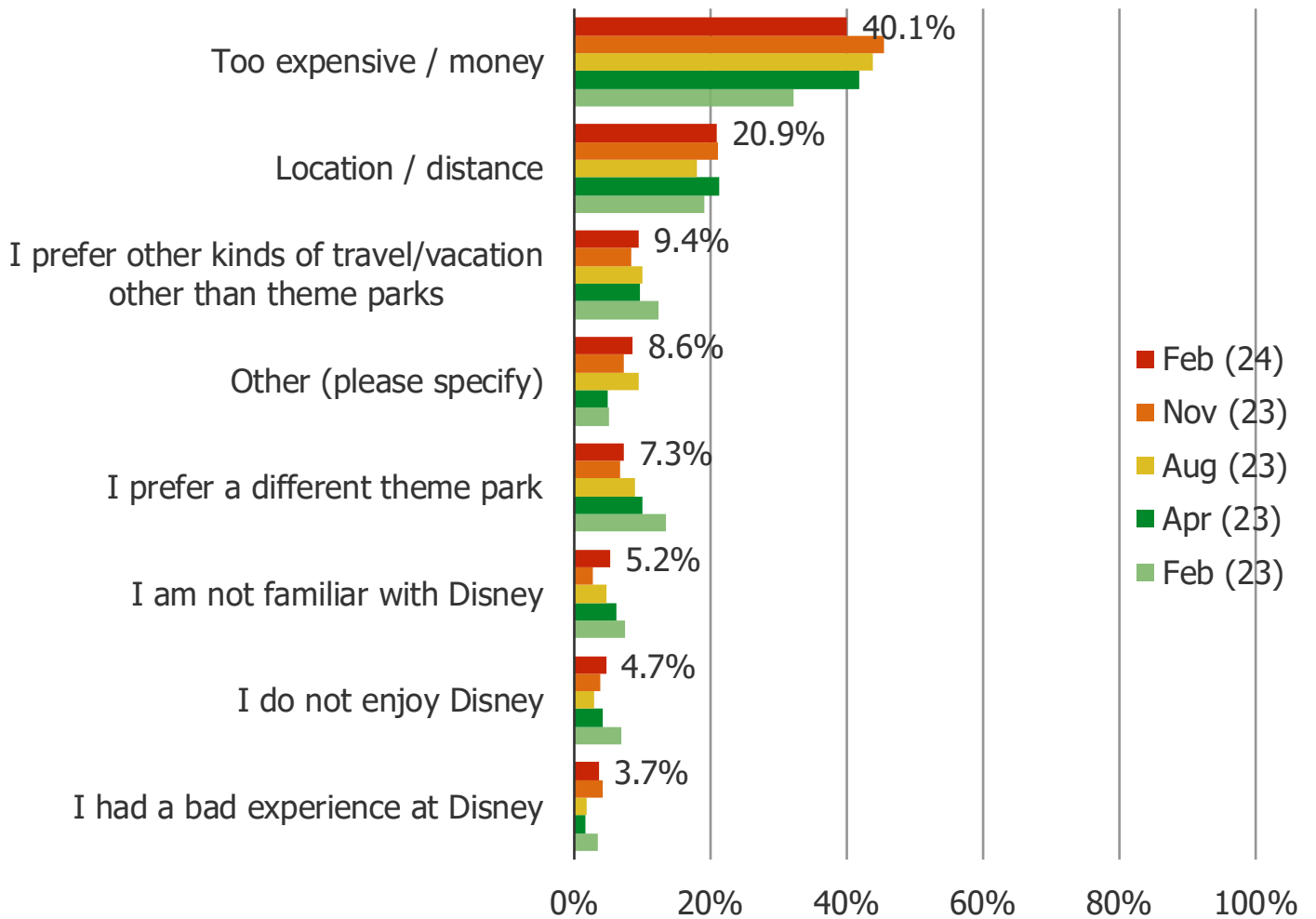
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SIX FLAGS THEME PARK IN THE NEXT 12 MONTHS?

Posed to all respondents who do not have plans to visit the above.



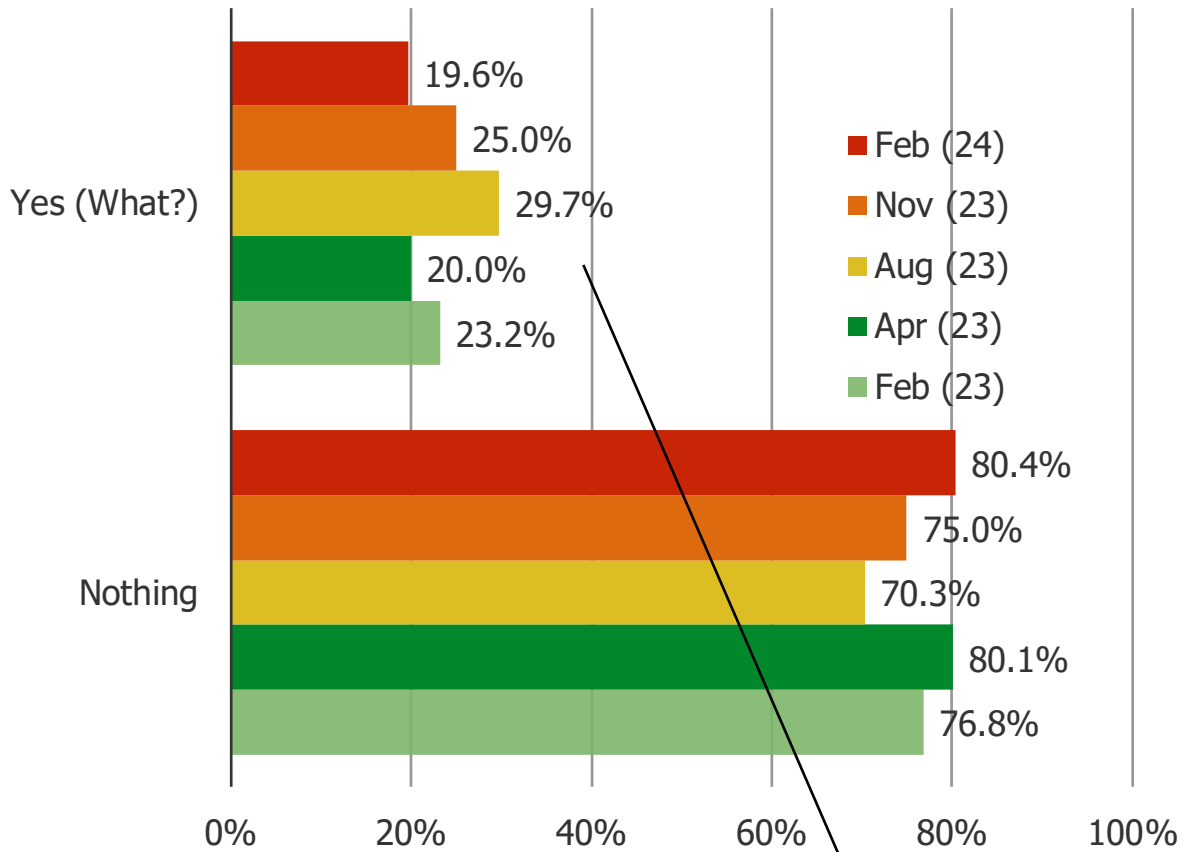
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A DISNEY THEME PARK IN THE NEXT 12 MONTHS?

Posed to all respondents who do not have plans to visit the above.



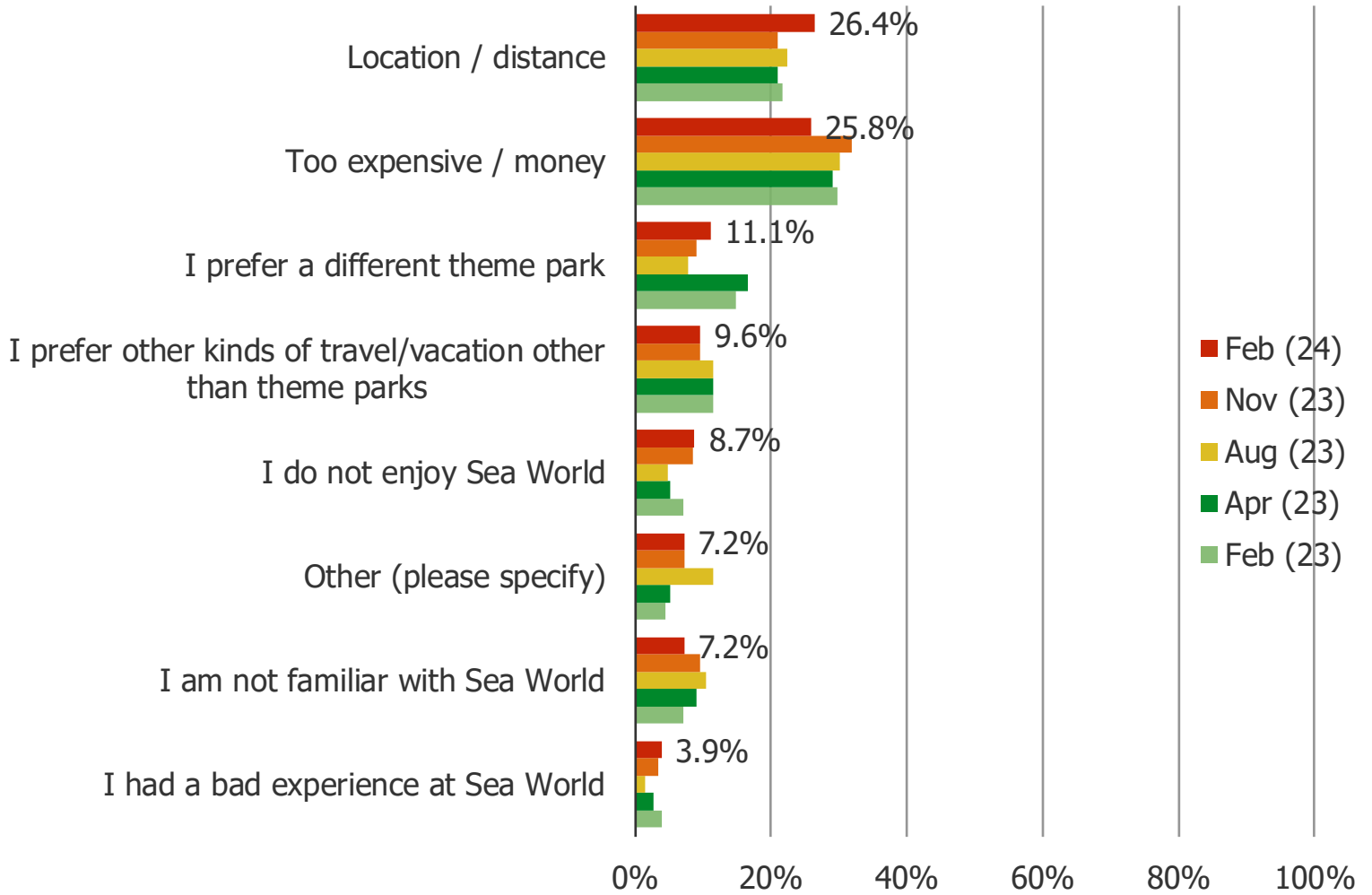
IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A DISNEY THEME PARK IN THE FUTURE?

Posed to all respondents who do not have plans to visit the above.



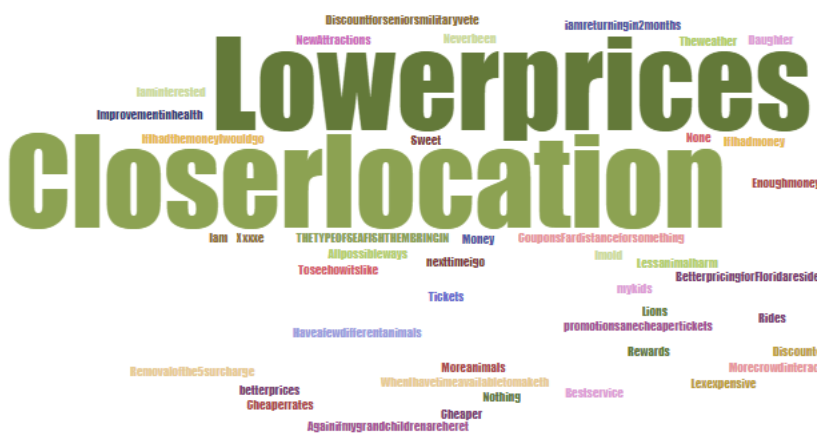
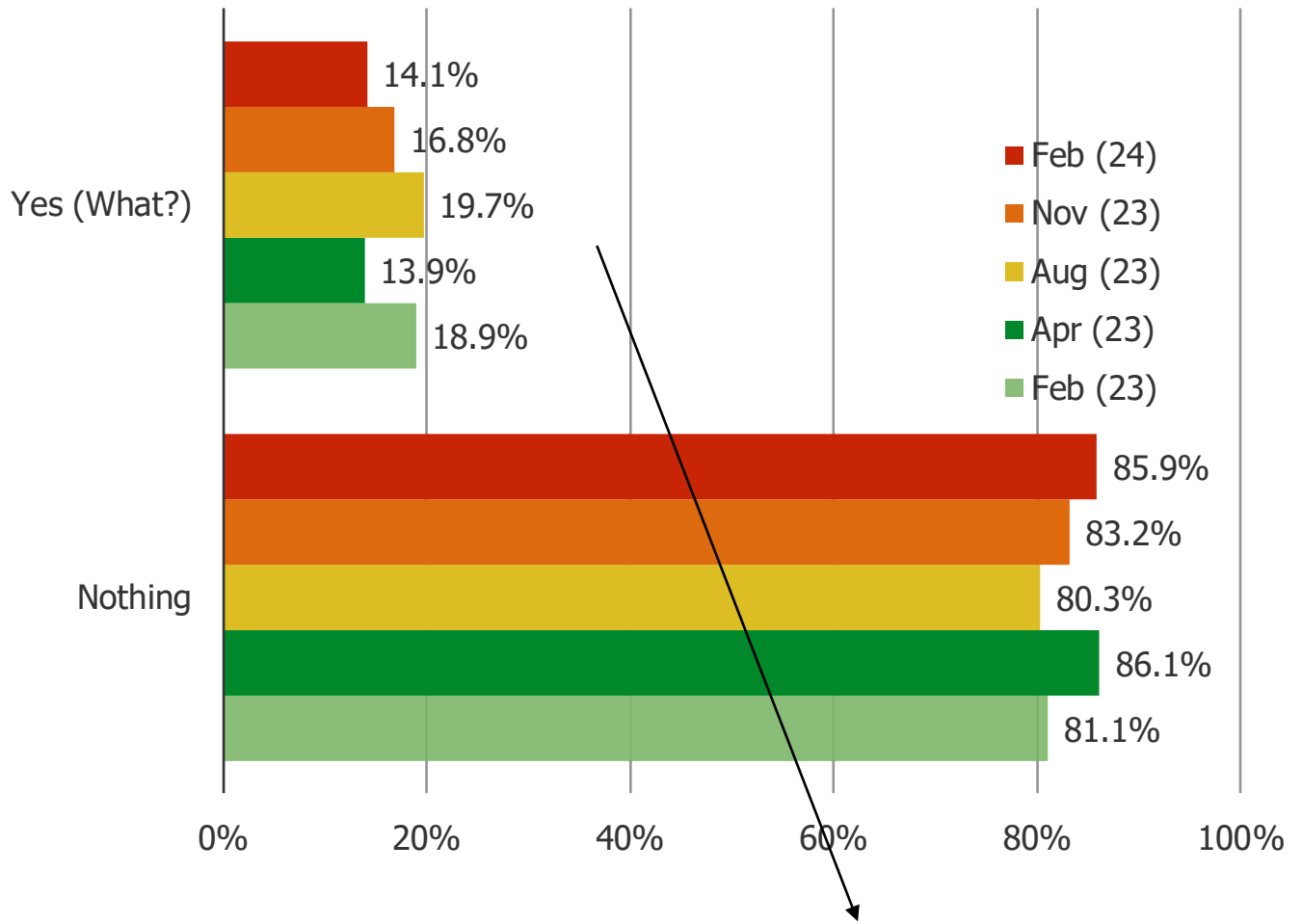
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SEA WORLD THEME PARK IN THE NEXT 12 MONTHS?

Posed to all respondents who do not have plans to visit the above.



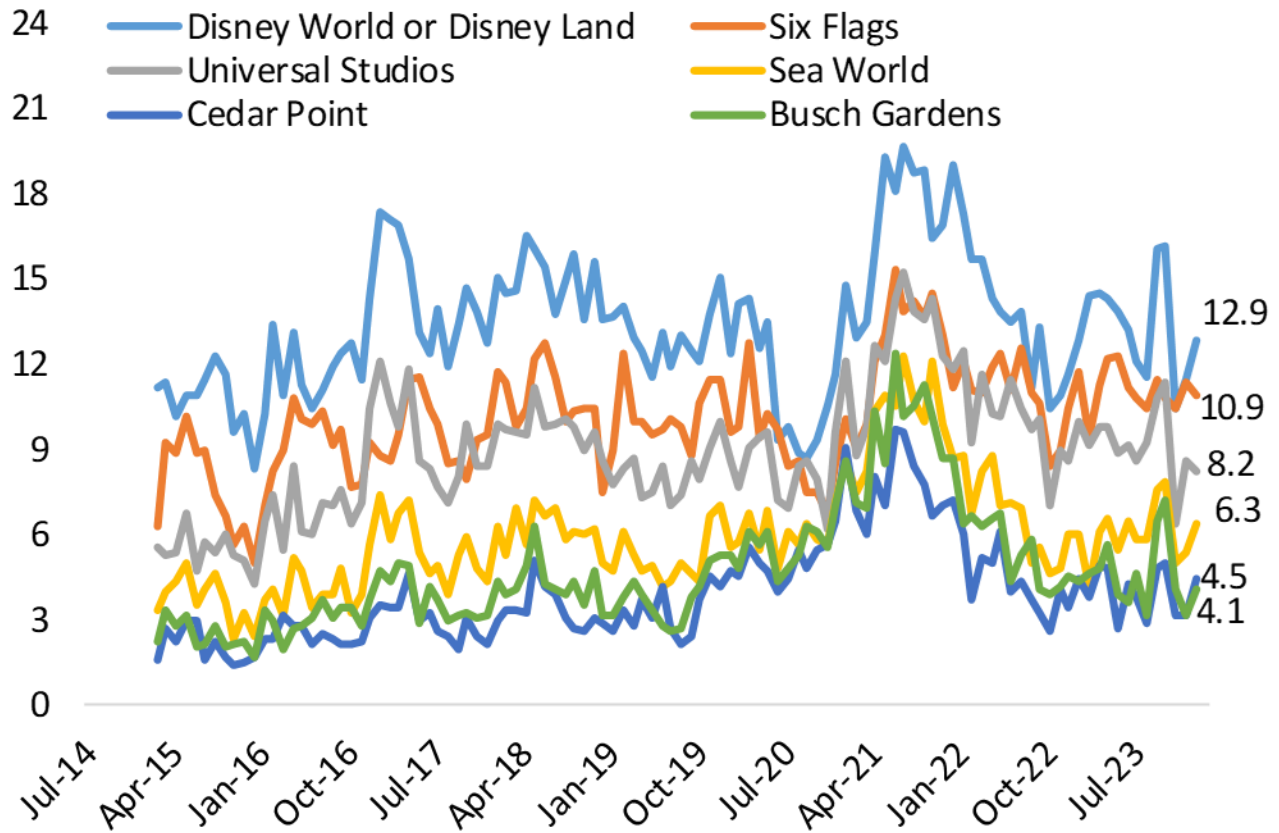
IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A SEA WORLD THEME PARK IN THE FUTURE?

Posed to all respondents who do not have plans to visit the above.



MONTHLY SURVEY – THEME PARK VISIT INTENTIONS TRACKER

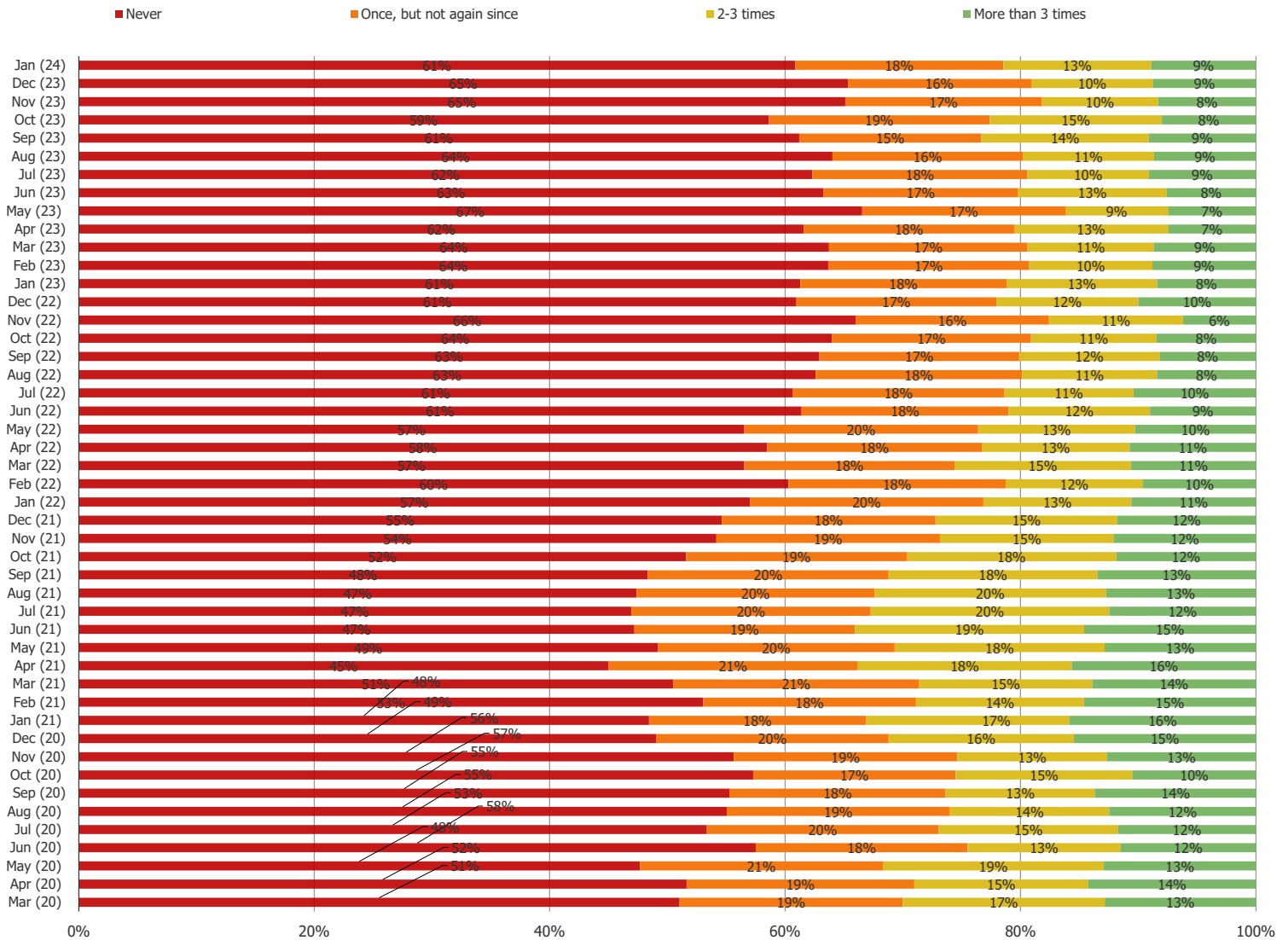
**Plans To Visit Theme Parks: Next Six Months
(% Respondents)**



Note: Latest Datapoint is January 2024

HAVE YOU EVER GONE ON A CRUISE? (FROM OUR MONTHLY SURVEY)

Posed to all respondents.



WOULD YOU FEEL COMFORTABLE GOING ON A CRUISE TODAY?

Posed to all respondents.

