

BESPOKE SURVEYS

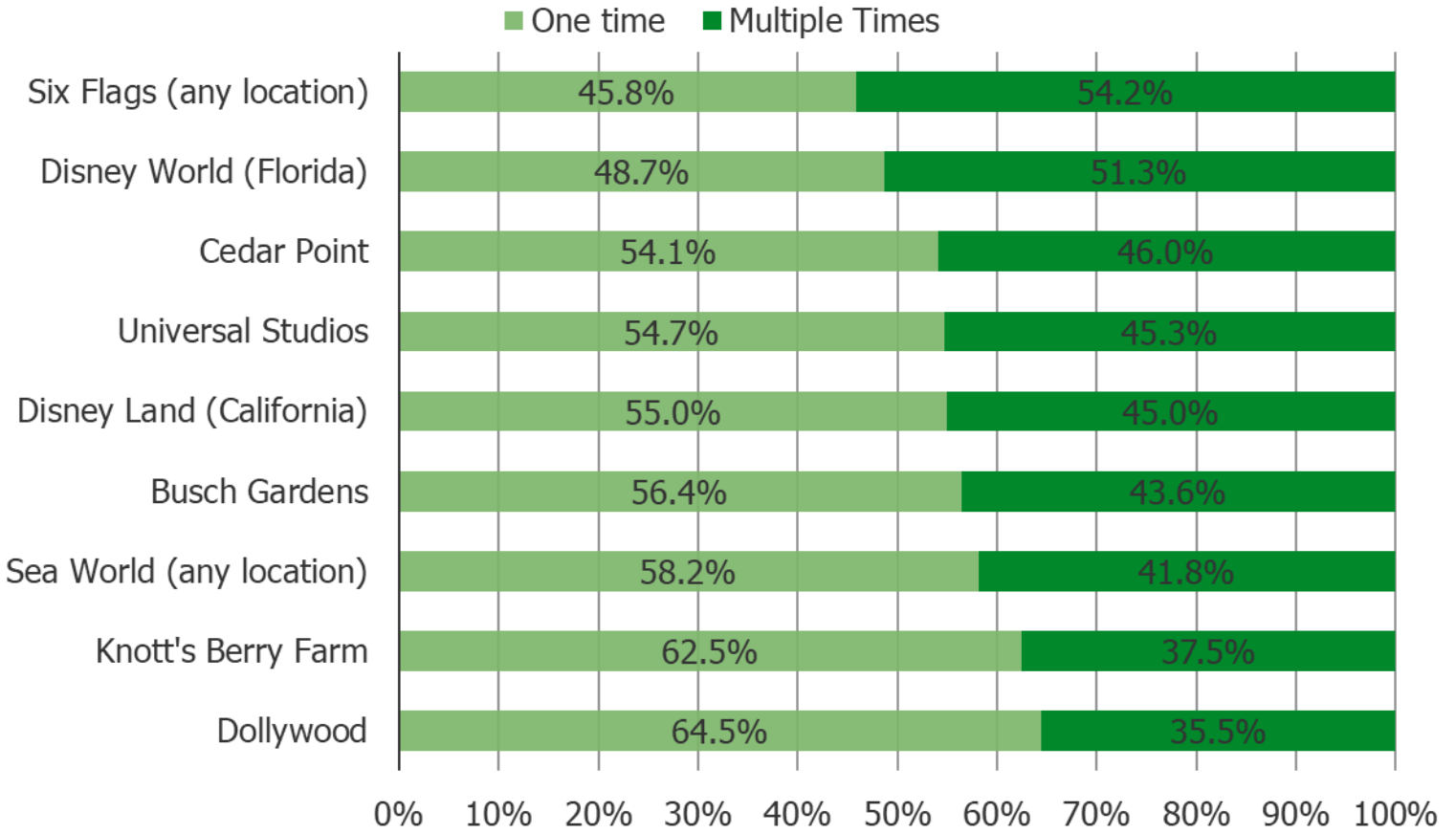
## Theme Parks and Cruises | Vol 7

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

August 2024

HOW MANY TIMES HAVE YOU TAKEN TRIPS TO THE FOLLOWING OVER THE YEARS?

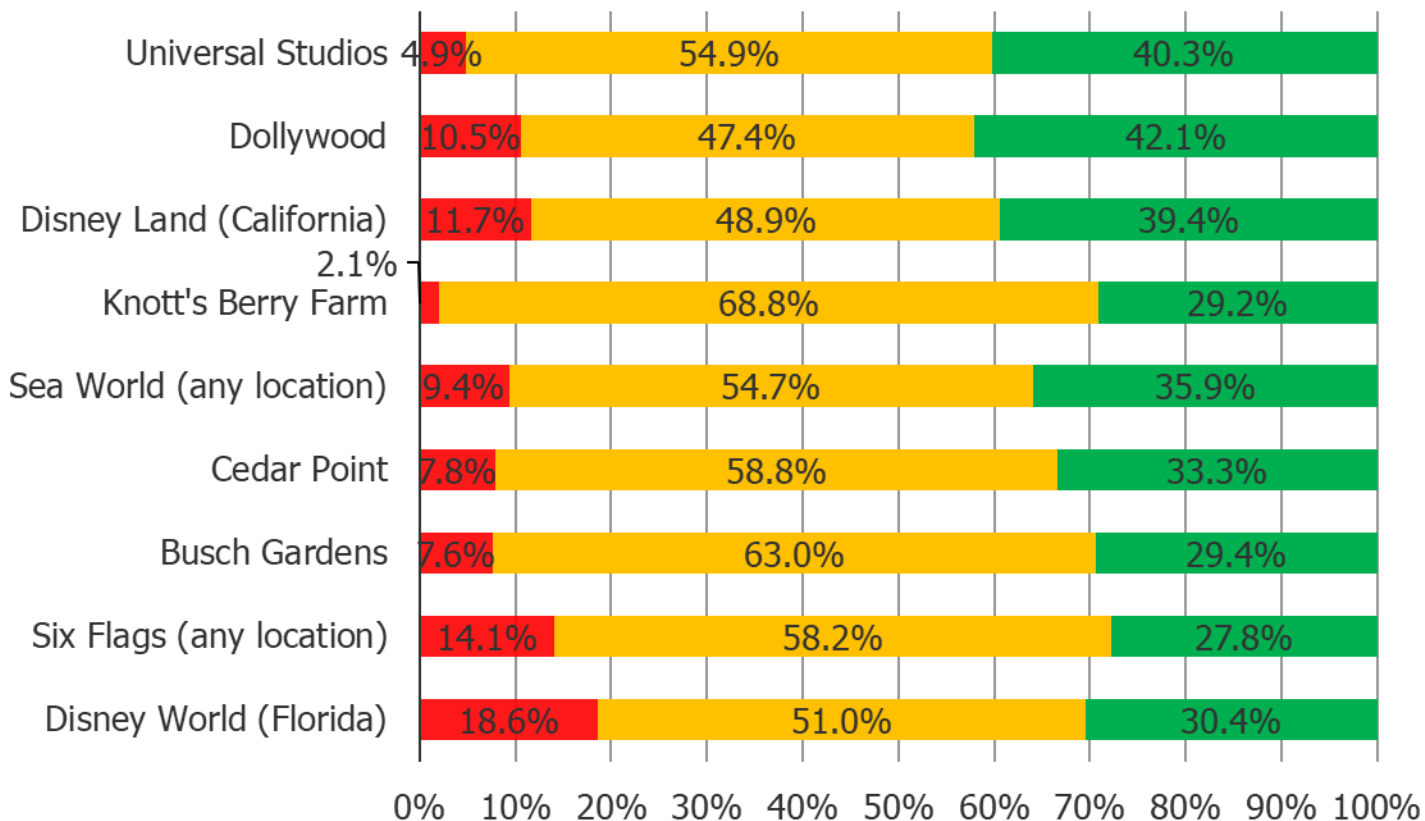
Posed to all respondents who have visited each of the below.



	N =
Six Flags (any location)	419
Disney World (Florida)	378
Universal Studios	318
Sea World (any location)	306
Busch Gardens	211
Disney Land (California)	209
Knott's Berry Farm	128
Cedar Point	111
Dollywood	107

YOU MENTIONED THAT YOU HAVE TAKEN VISITS TO THE FOLLOWING MULTIPLE TIMES. IN YOUR OPINION, HAS THE EXPERIENCE GOTTEN BETTER OR WORSE VISITING THE FOLLOWING OVER TIME?

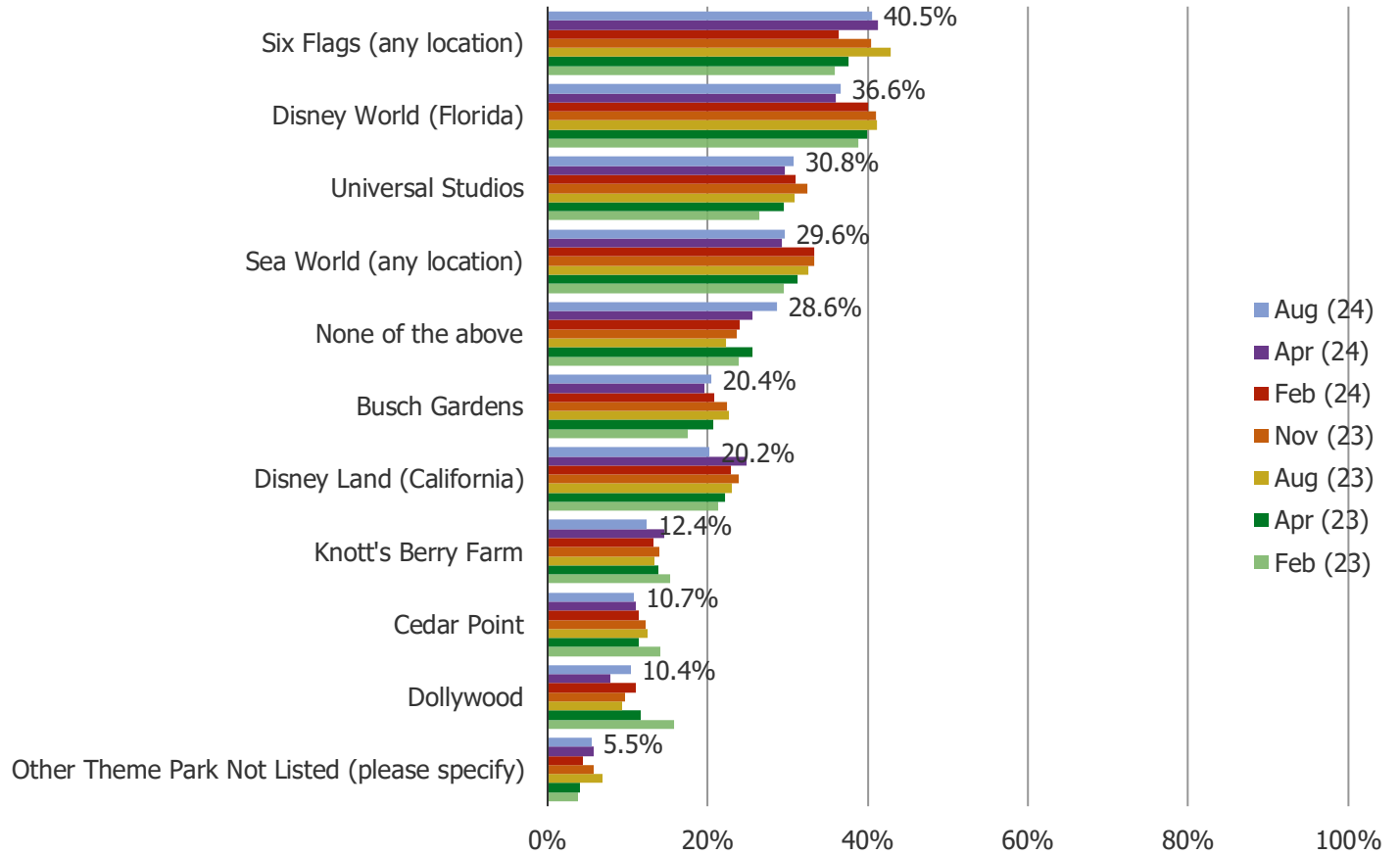
Posed to all respondents who have taken visits to the following multiple times.



	N =
Six Flags (any location)	227
Disney World (Florida)	194
Universal Studios	144
Sea World (any location)	128
Disney Land (California)	94
Busch Gardens	92
Cedar Point	51
Knott's Berry Farm	48
Dollywood	38

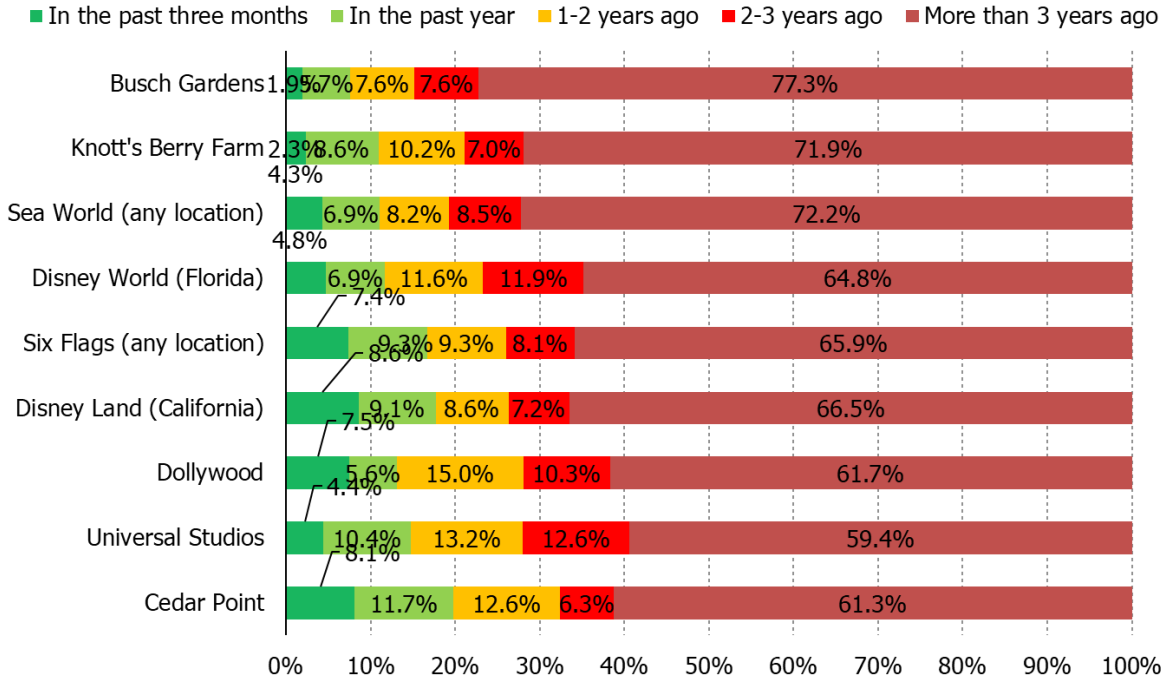
HAVE YOU EVER VISITED ANY OF THE FOLLOWING THEME PARKS? SELECT ALL THAT APPLY

Posed to all respondents.



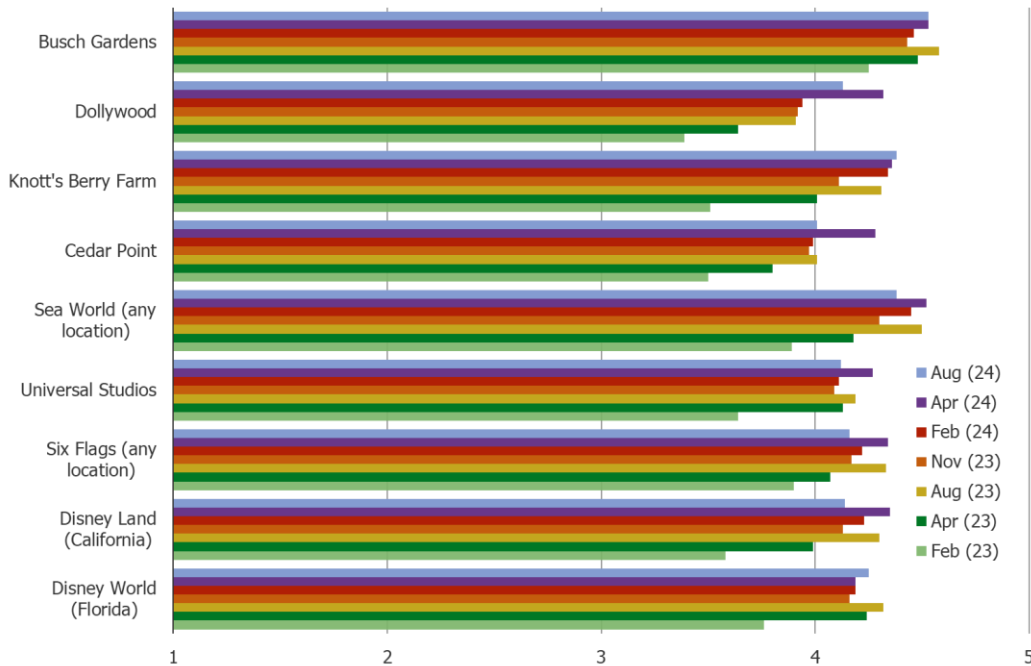
WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

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



	N=
Disney World (Florida)	378
Disney Land (California)	209
Six Flags (any location)	419
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Time Series (Weighted Average)

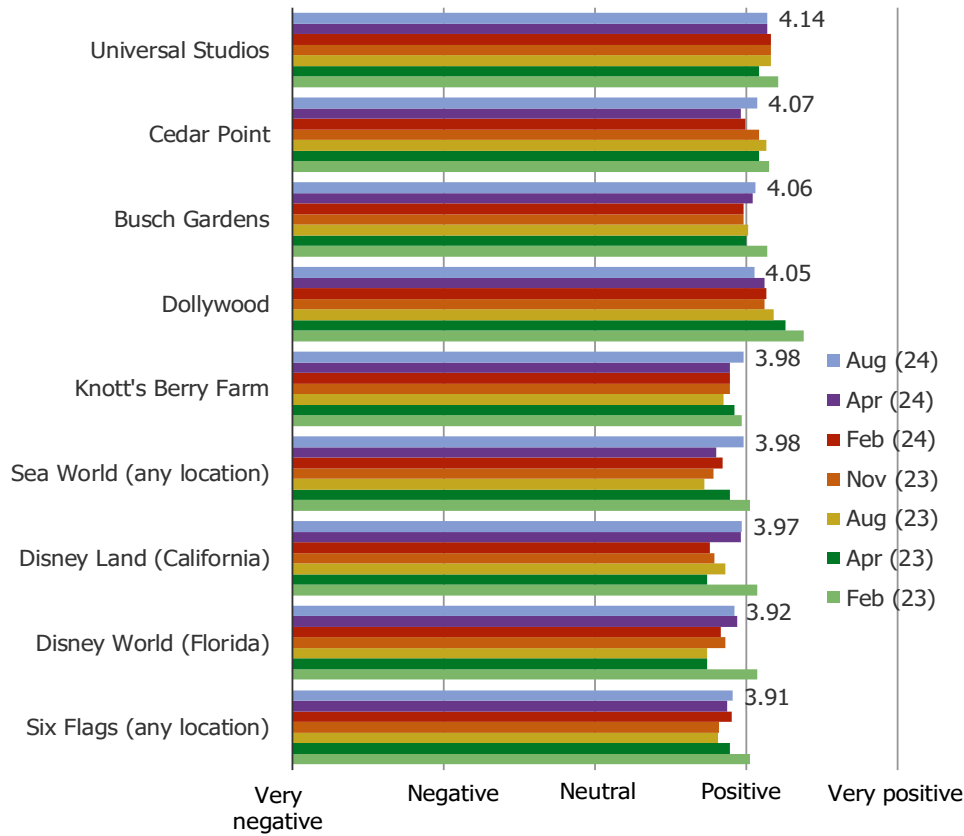






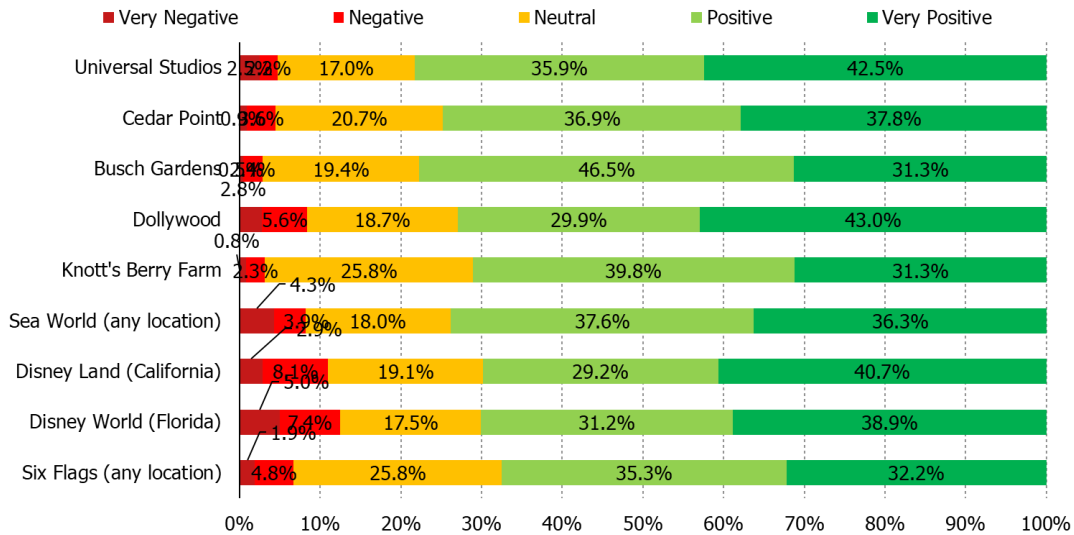
WHAT IS YOUR OPINION OF THE FOLLOWING:

Posed to all respondents who have visited the below.



	N=
Disney World (Florida)	378
Disney Land (California)	209
Six Flags (any location)	419
Universal Studios	318
Sea World (any location)	306
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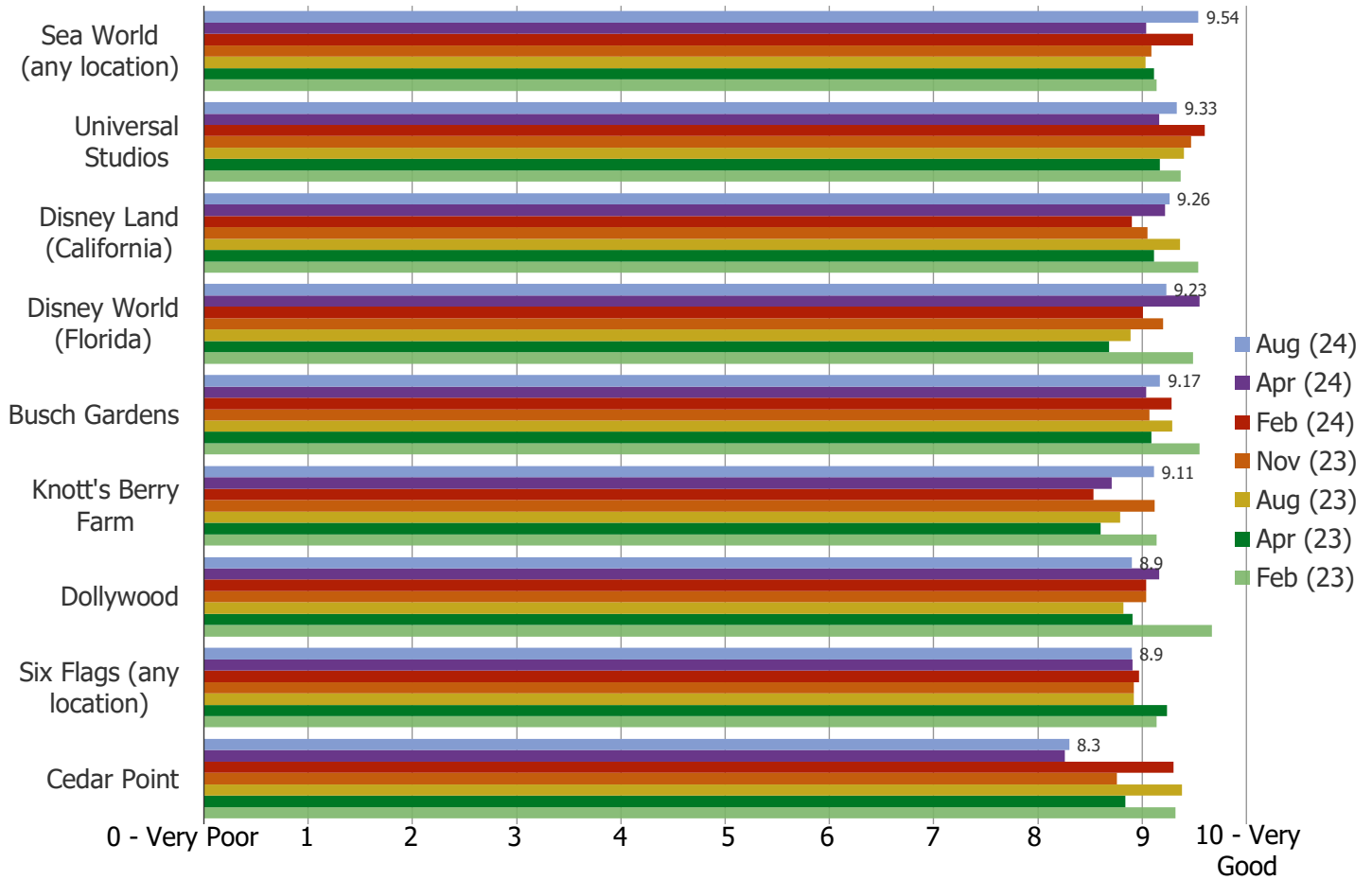
August 24 Data Breakout





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

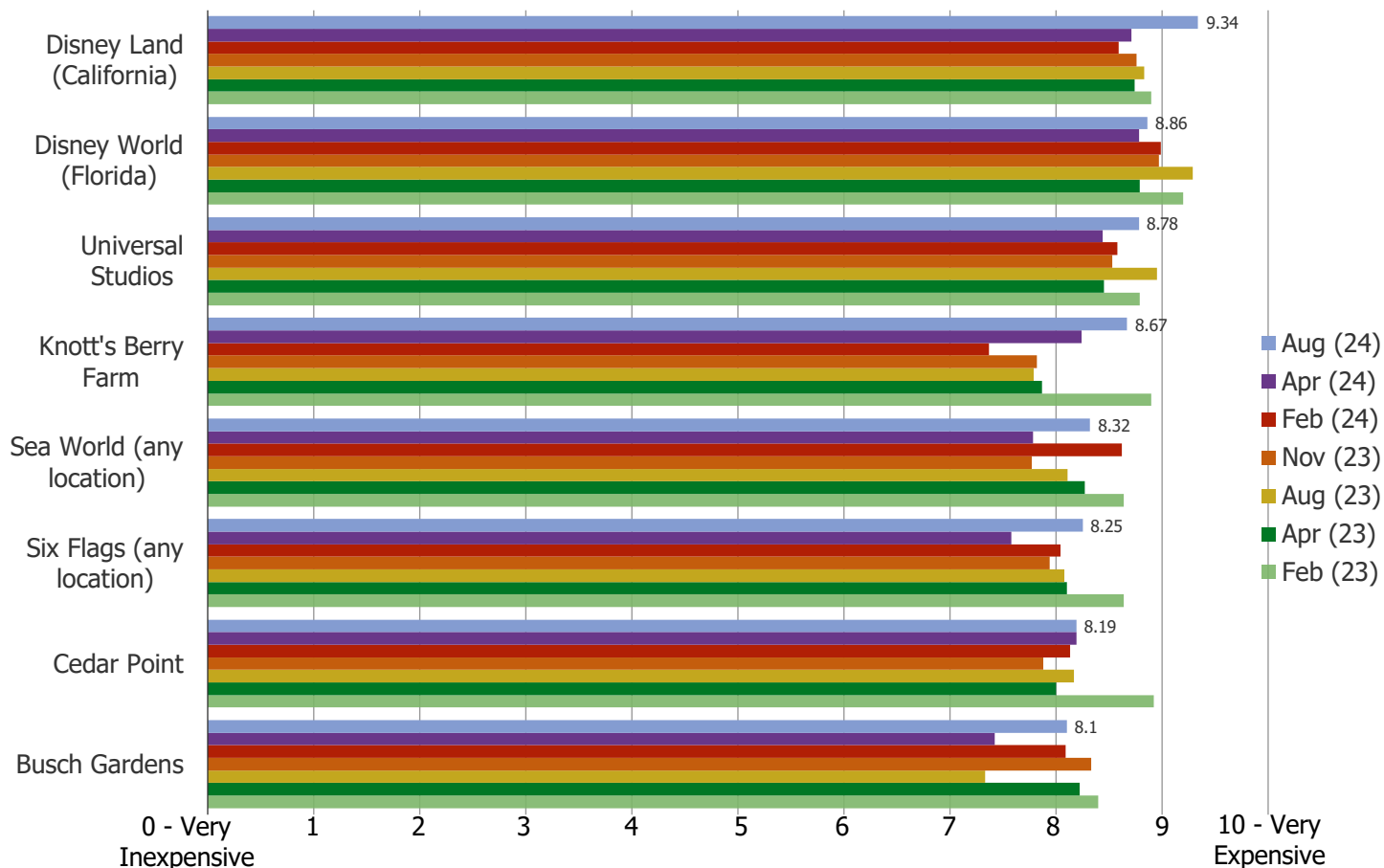
Posed to all respondents who have visited the below most recently in the past three years.



	N=
Disney World (Florida)	133
Disney Land (California)	70
Six Flags (any location)	143
Universal Studios	129
Sea World (any location)	85
Cedar Point	43
Knott's Berry Farm	36
Dollywood	41
Busch Gardens	48

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

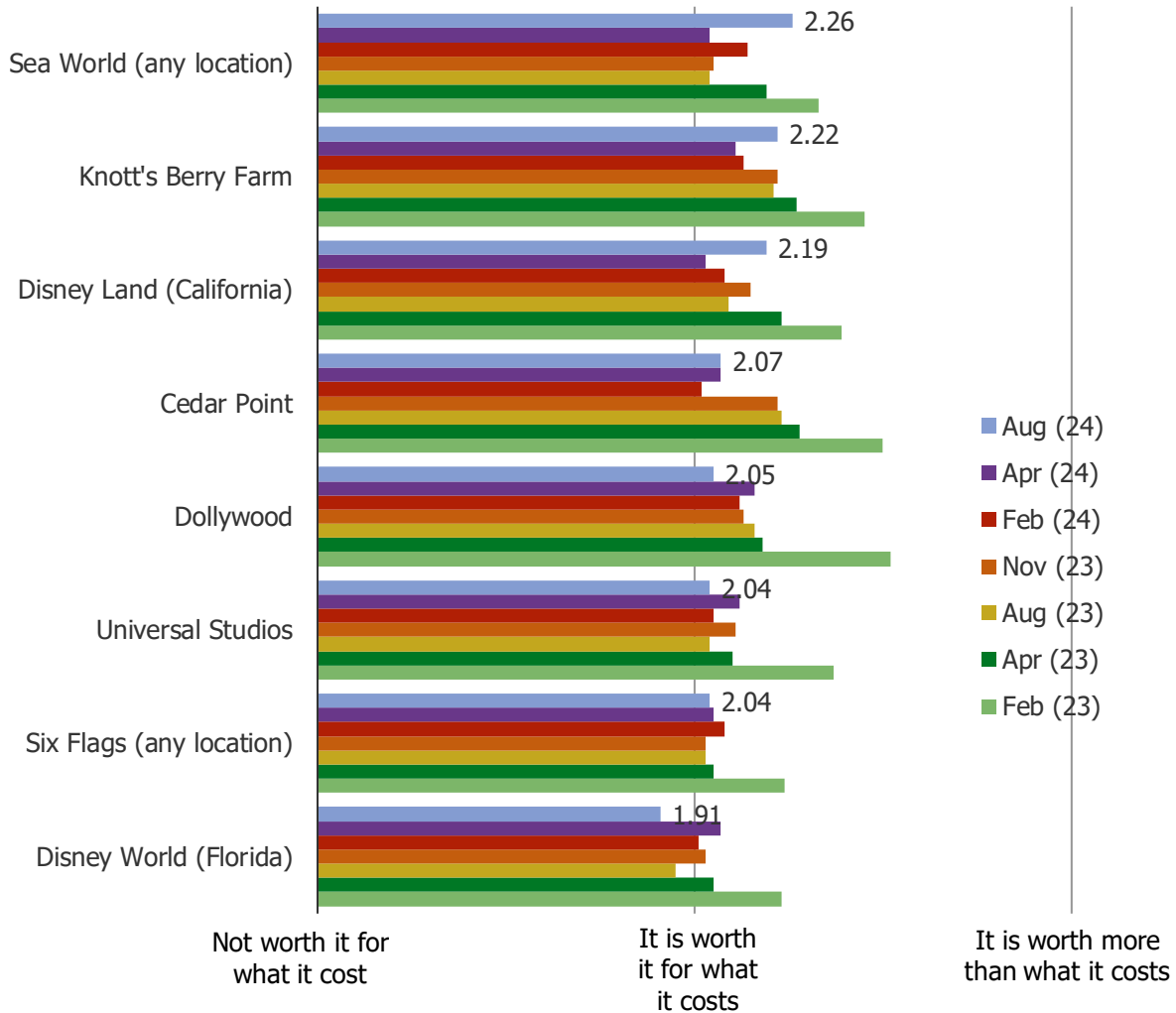
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IN YOUR OPINION, HOW WORTH IT IS THE EXPERIENCE FOR THE PRICE THAT IT COST TO VISIT THE THEME PARK?

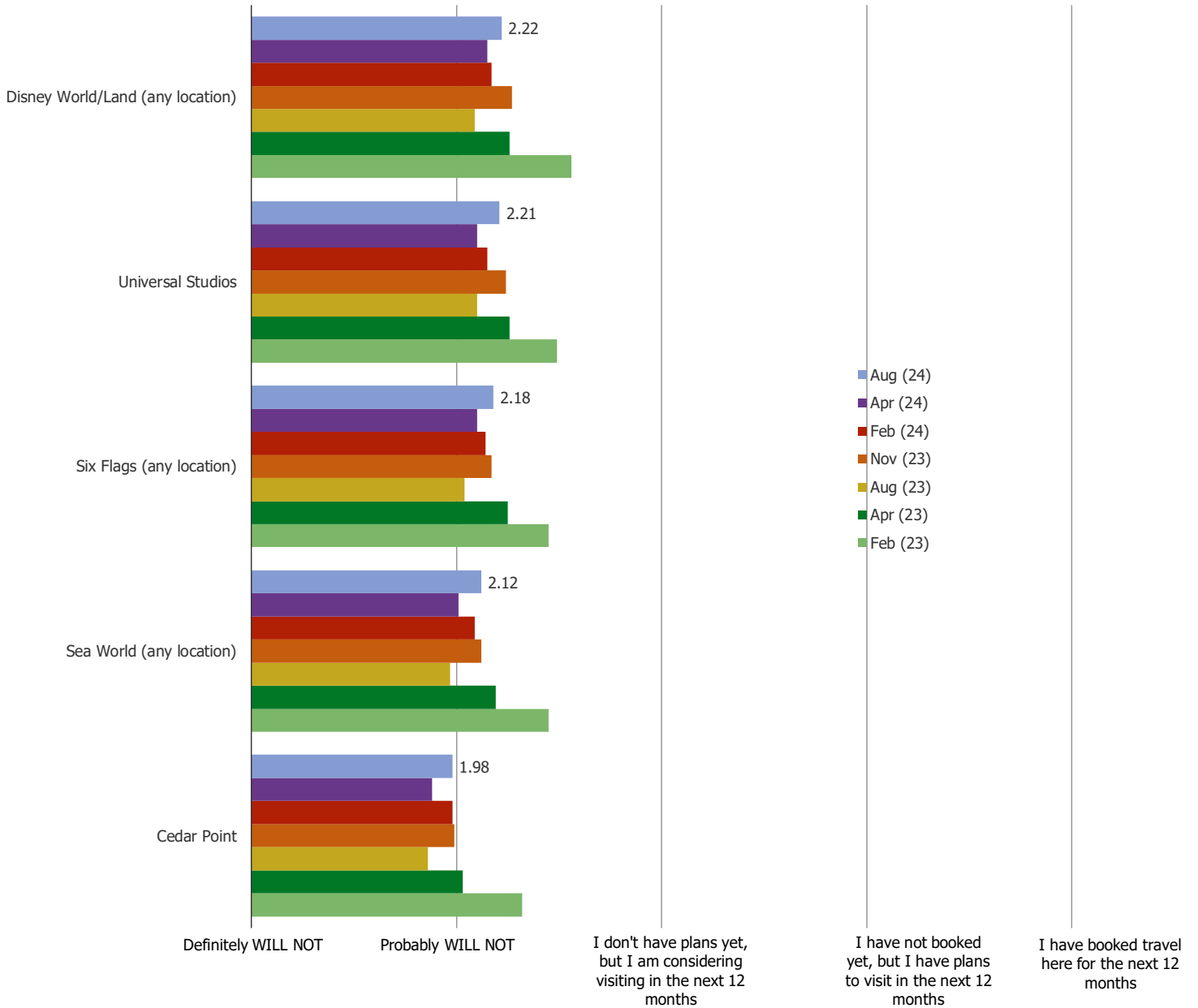
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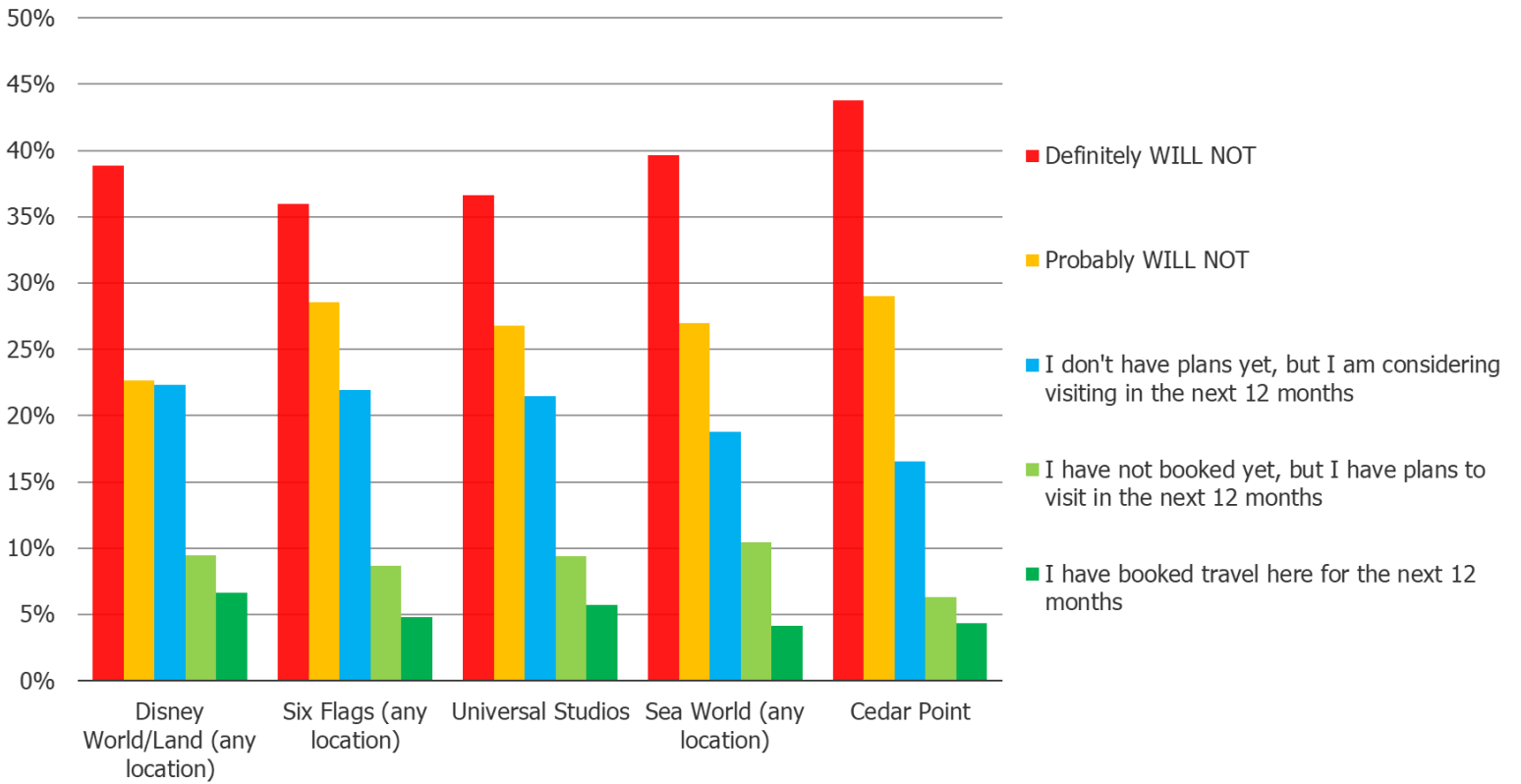
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to all respondents.



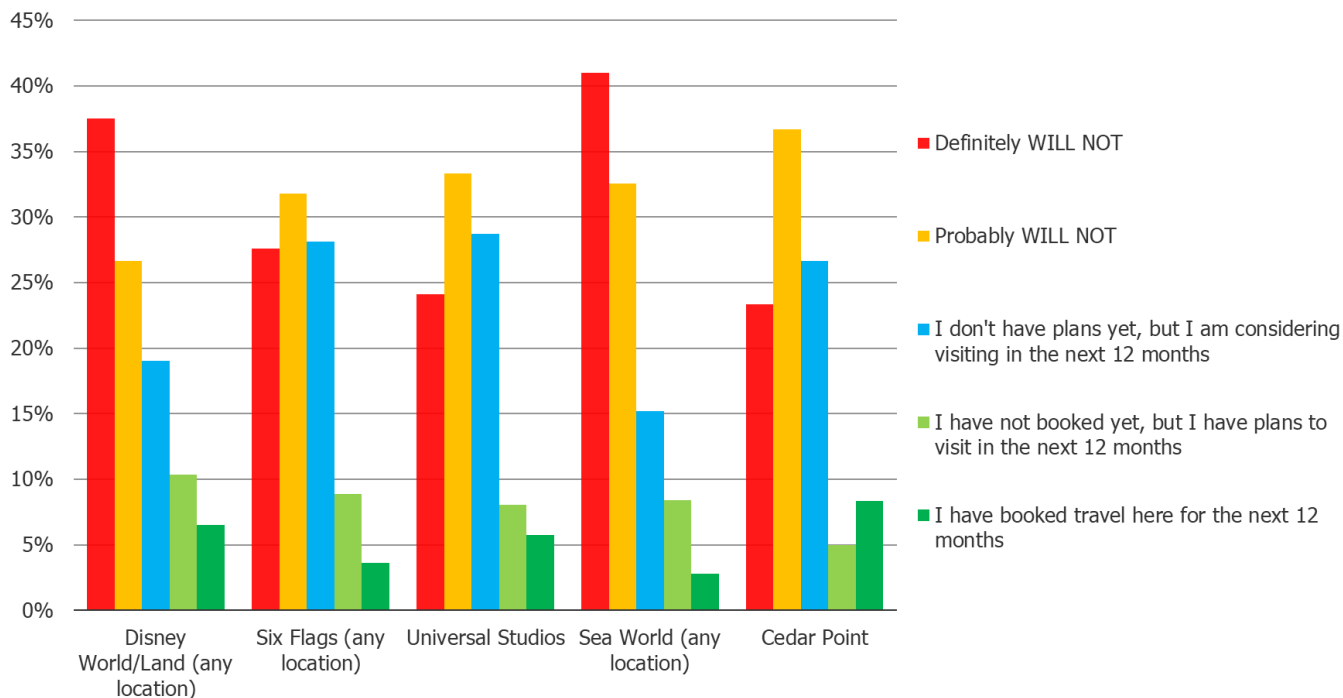
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to all respondents.

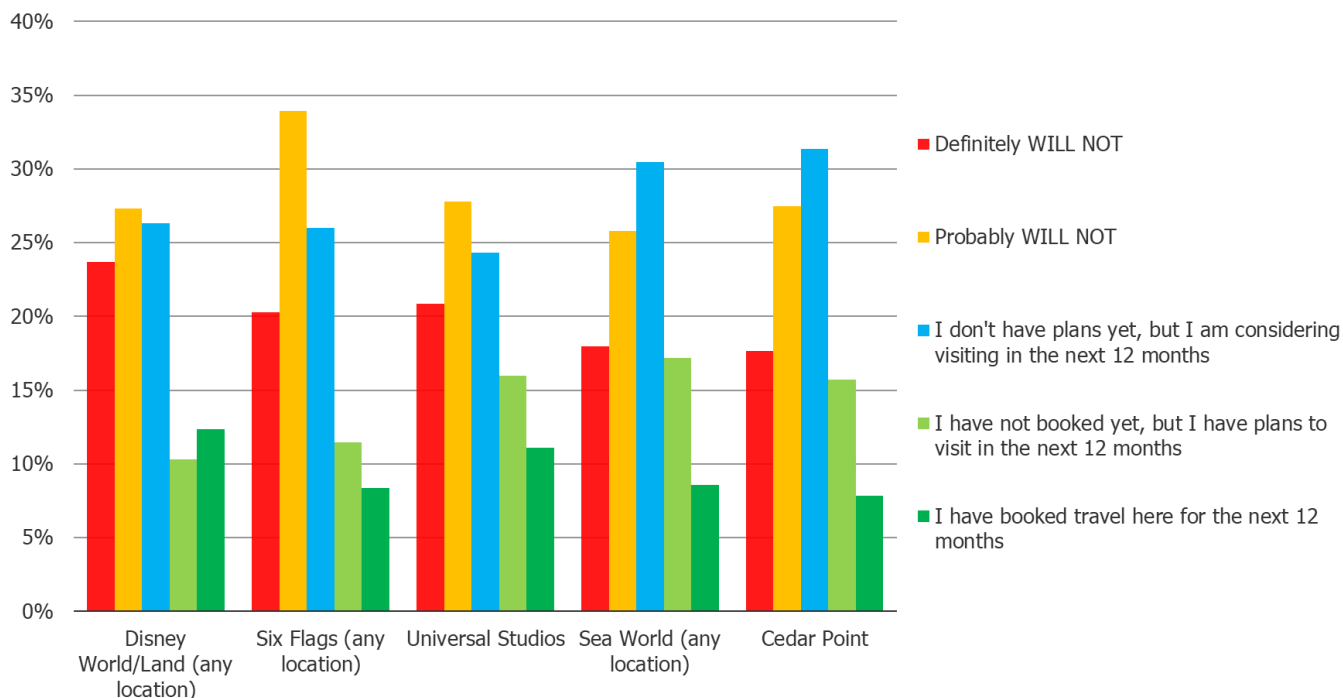


HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to respondents who have been ONE TIME in the past.

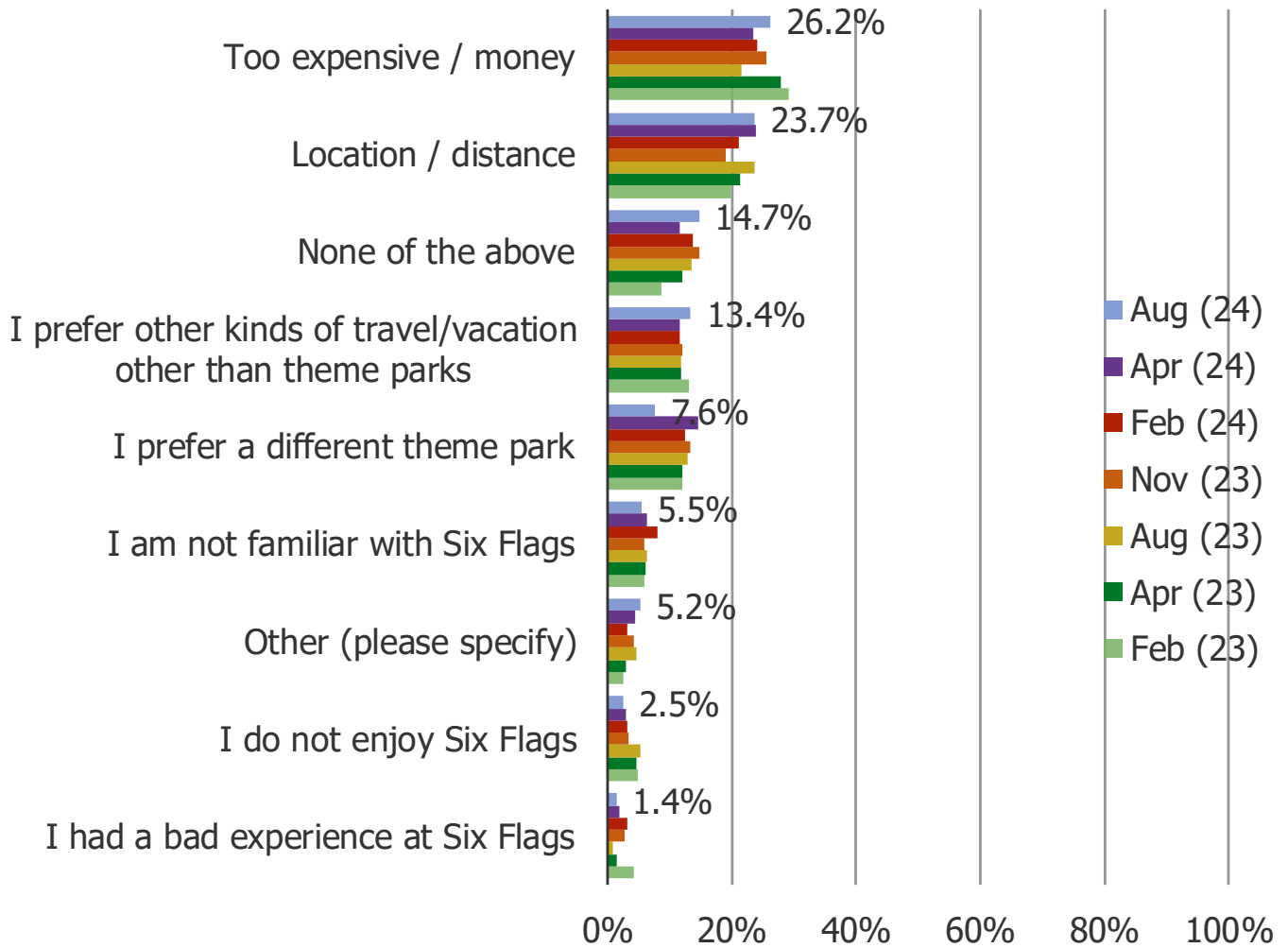


Posed to respondents who have been MULTIPLE TIMES in the past.



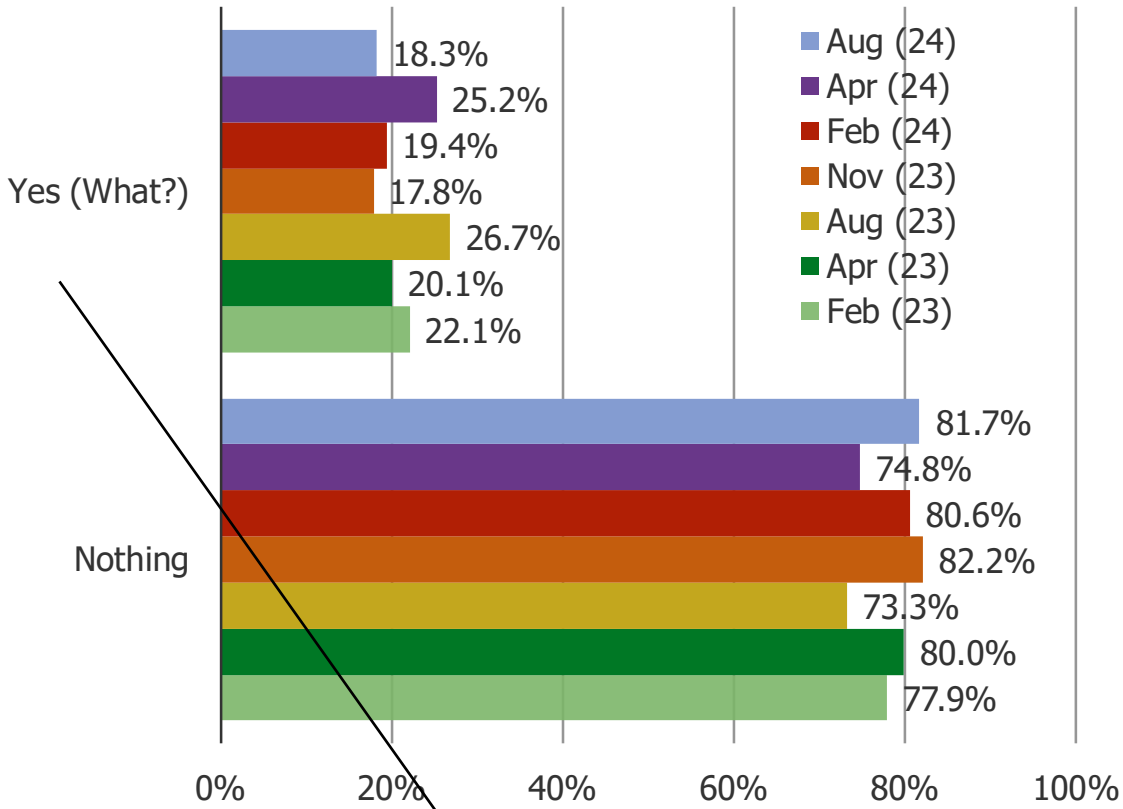
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SIX FLAGS THEME PARK IN THE NEXT 12 MONTHS?

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



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

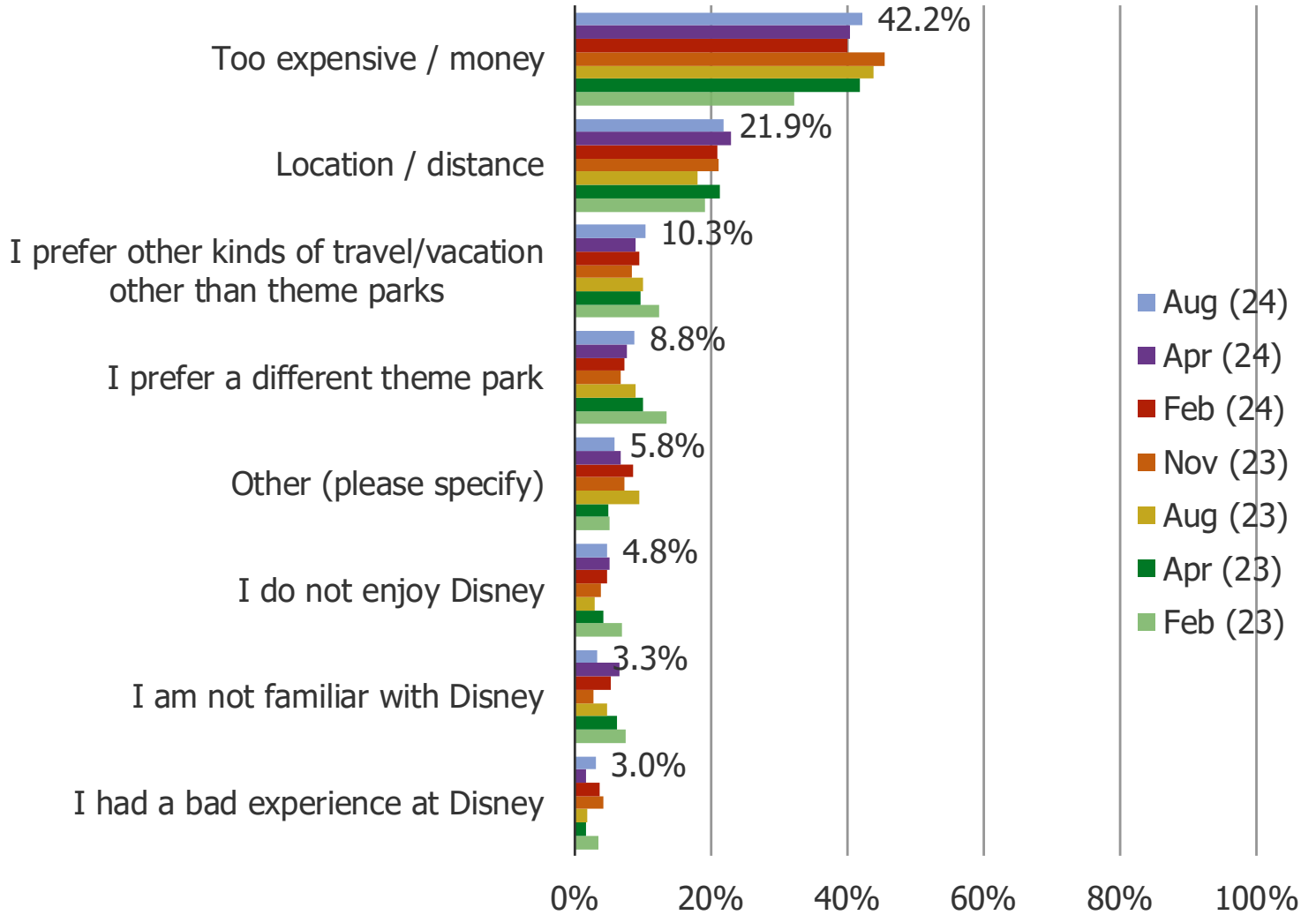
Posed to all respondents who do not have plans to visit the above.





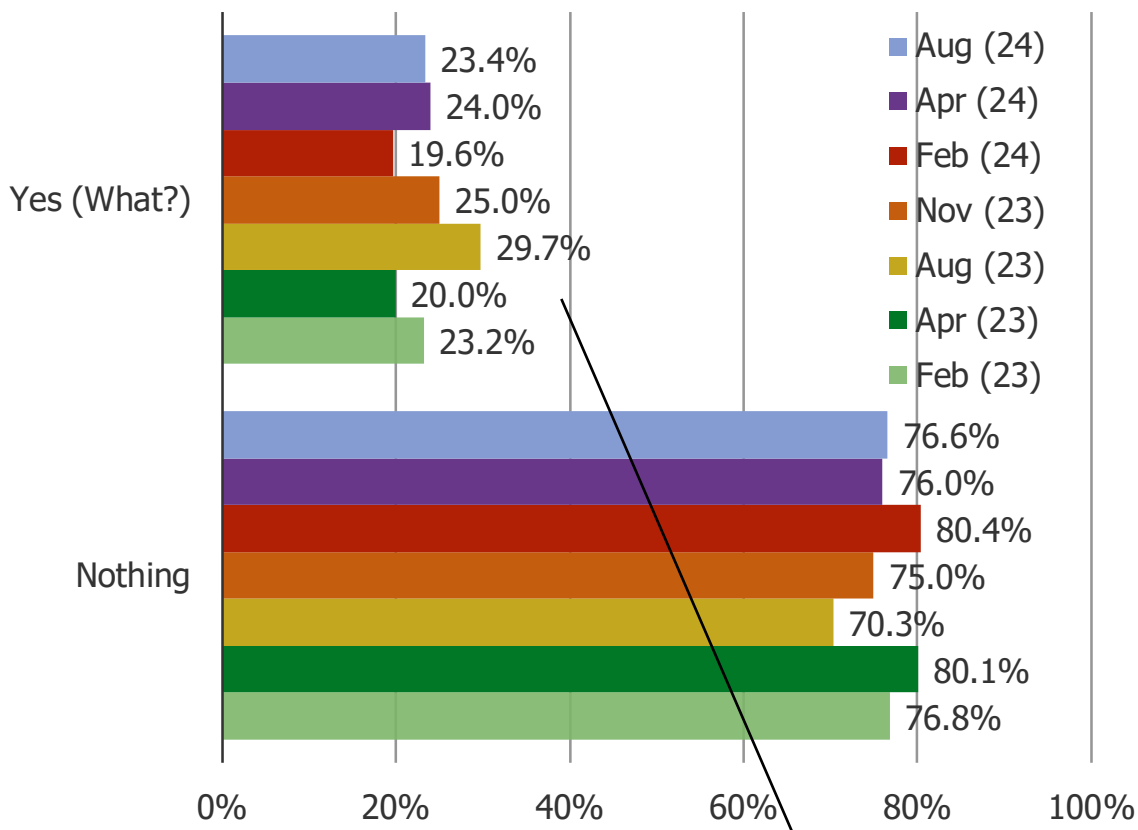
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A DISNEY THEME PARK IN THE NEXT 12 MONTHS?

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



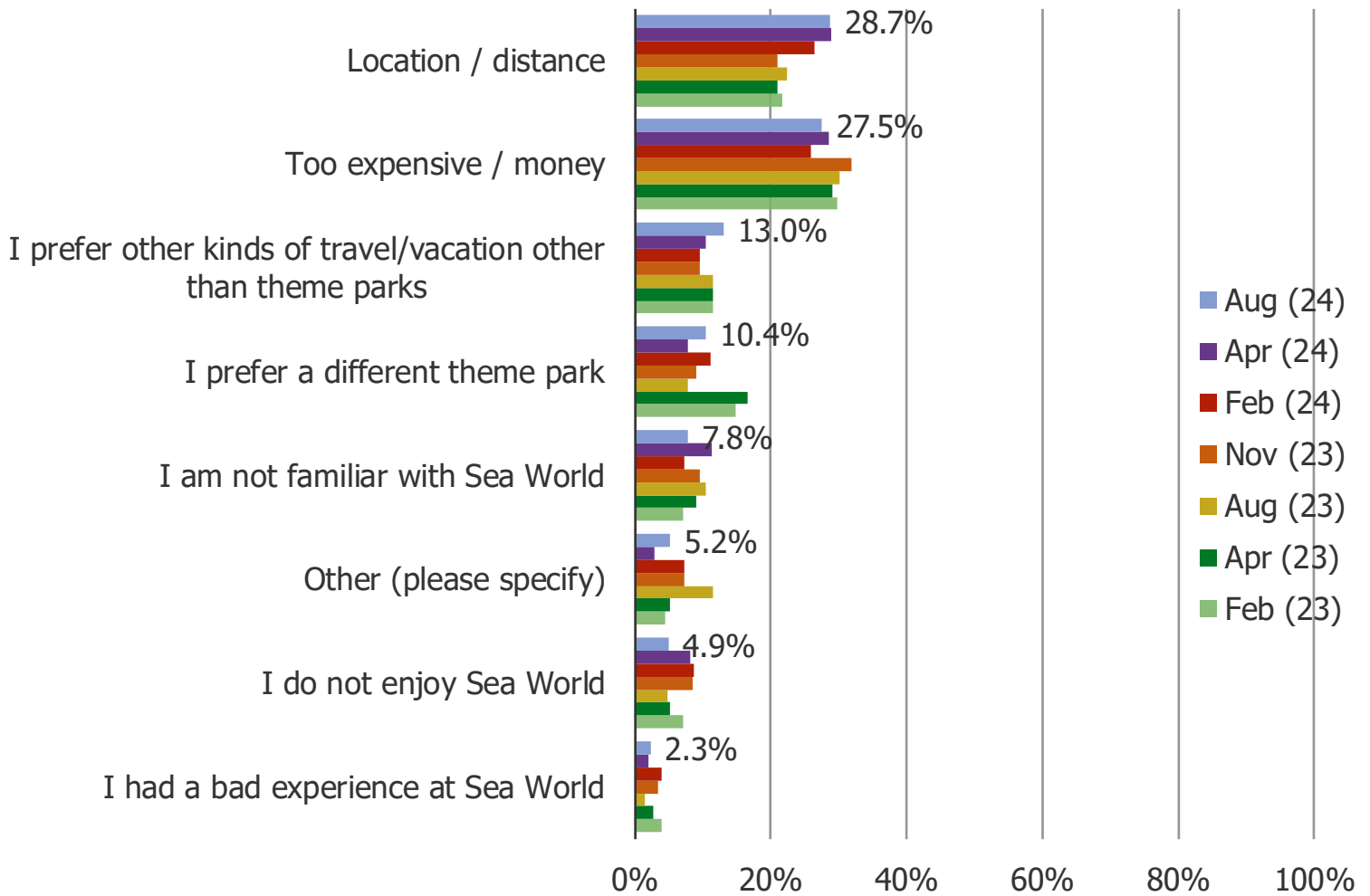
IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A DISNEY THEME PARK IN THE FUTURE?

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



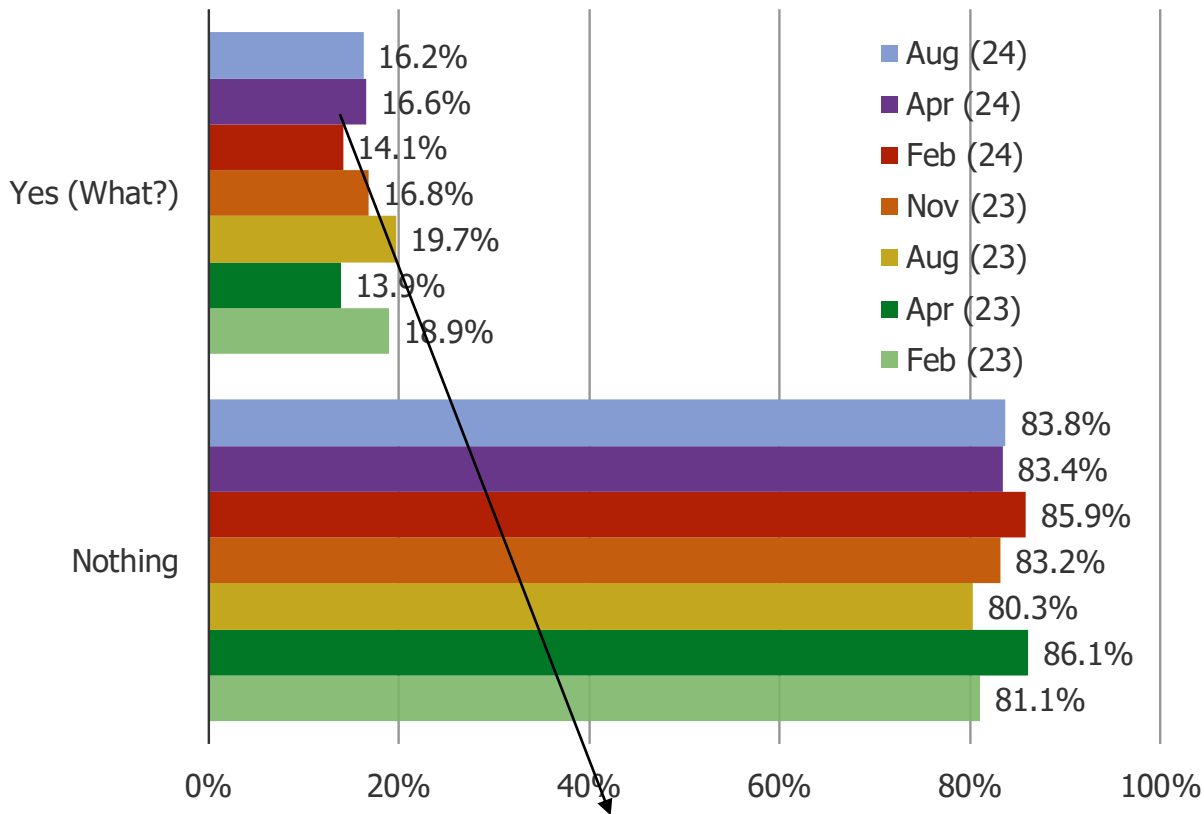
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SEA WORLD THEME PARK IN THE NEXT 12 MONTHS?

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



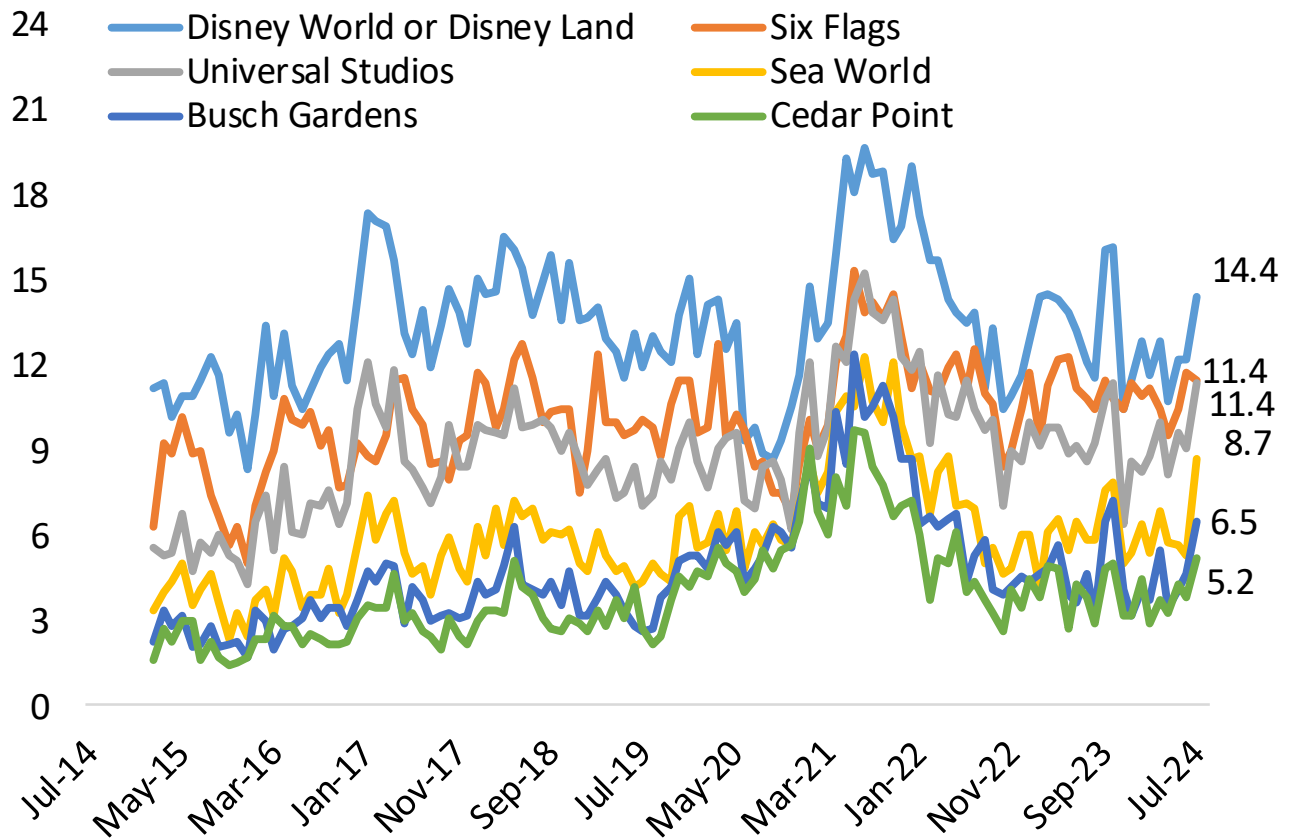
IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A SEA WORLD THEME PARK IN THE FUTURE?

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 July 2024