

BESPOKE SURVEYS

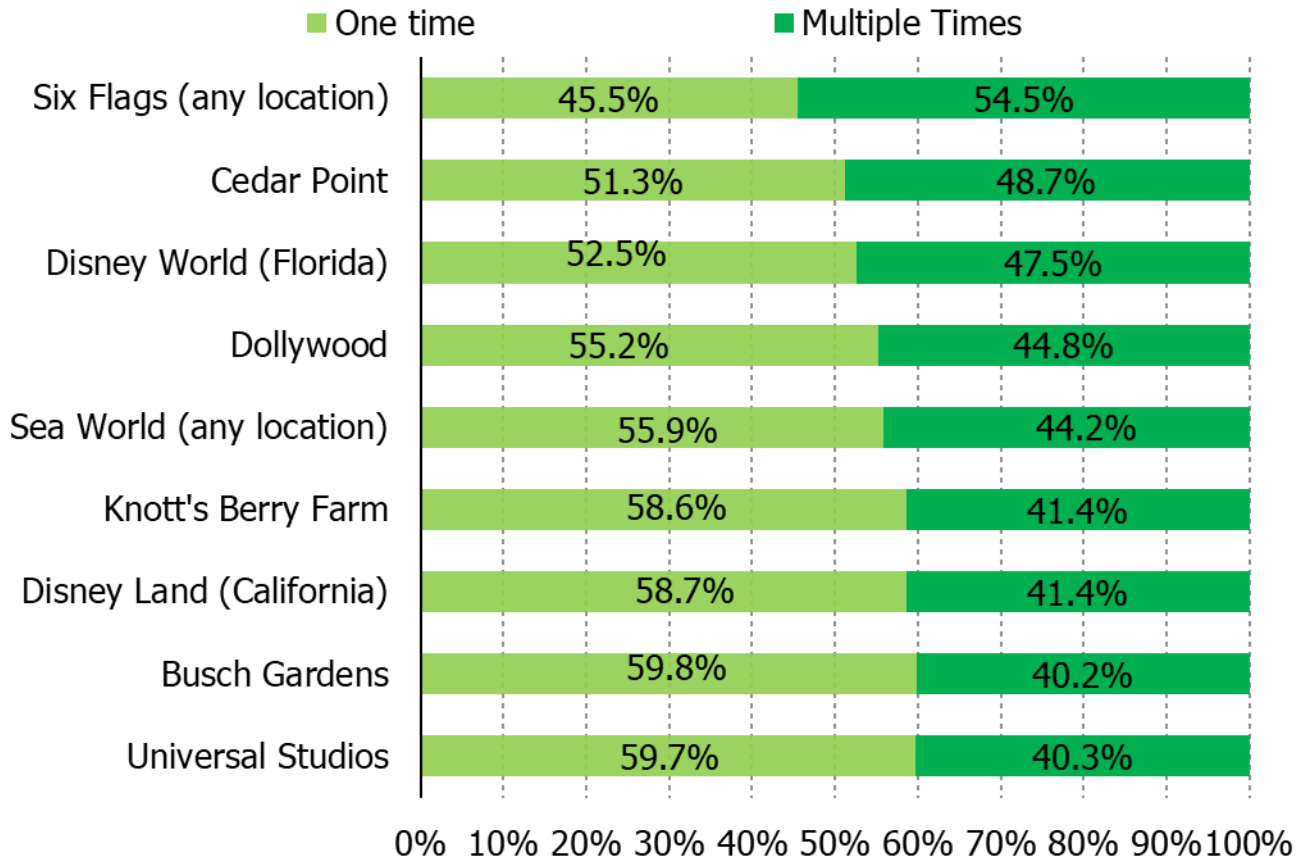
## Theme Parks and Cruises | Vol 8

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

November 2024

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

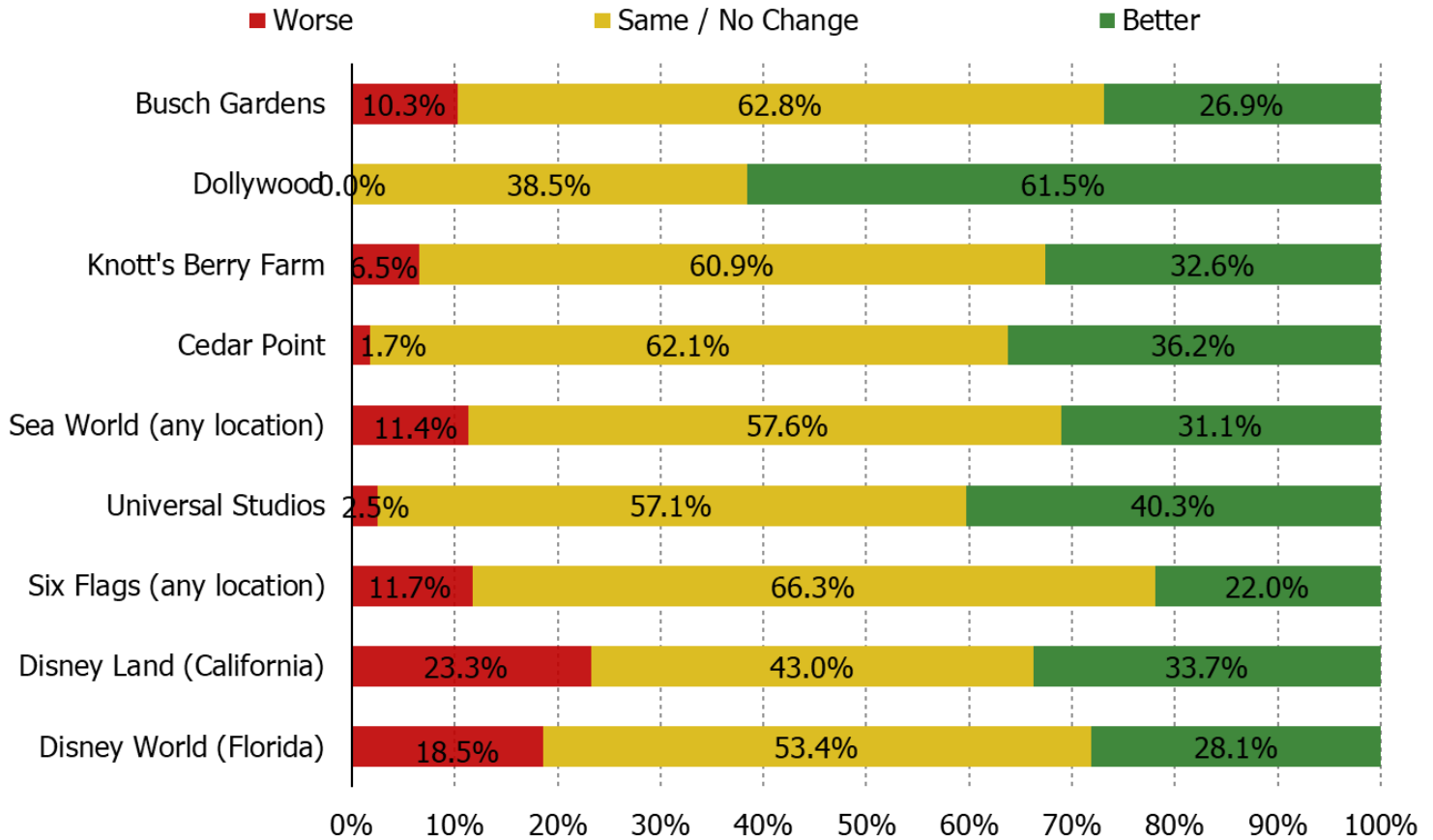
Posed to all respondents who have visited each of the below.



	N=
Disney World (Florida)	375
Disney Land (California)	208
Six Flags (any location)	376
Universal Studios	295
Sea World (any location)	299
Cedar Point	119
Knott's Berry Farm	111
Dollywood	87
Busch Gardens	194

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?

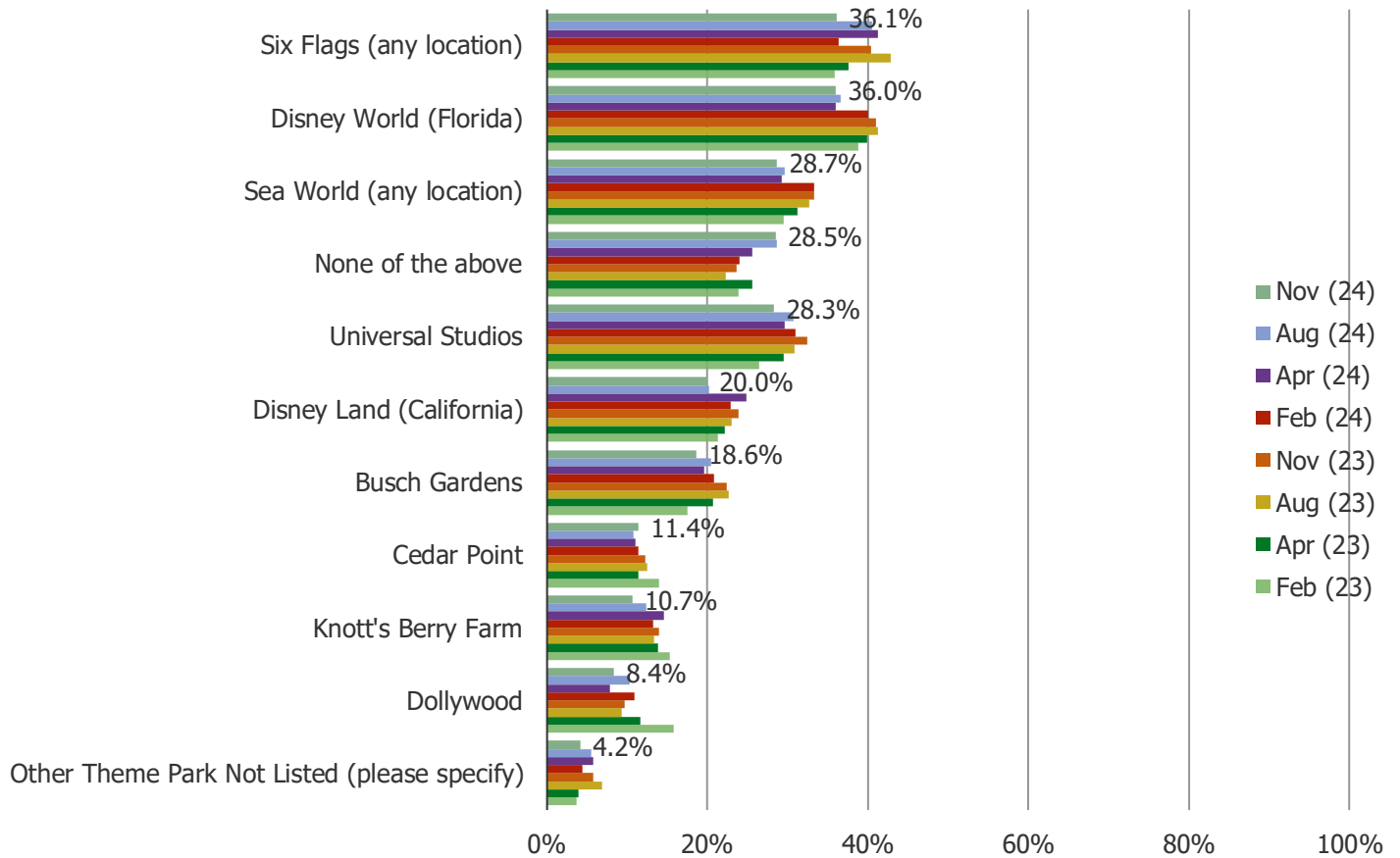
Posed to all respondents who have taken visits to the following multiple times.



	N=
Disney World (Florida)	178
Disney Land (California)	86
Six Flags (any location)	205
Universal Studios	119
Sea World (any location)	132
Cedar Point	58
Knott's Berry Farm	46
Dollywood	39
Busch Gardens	78

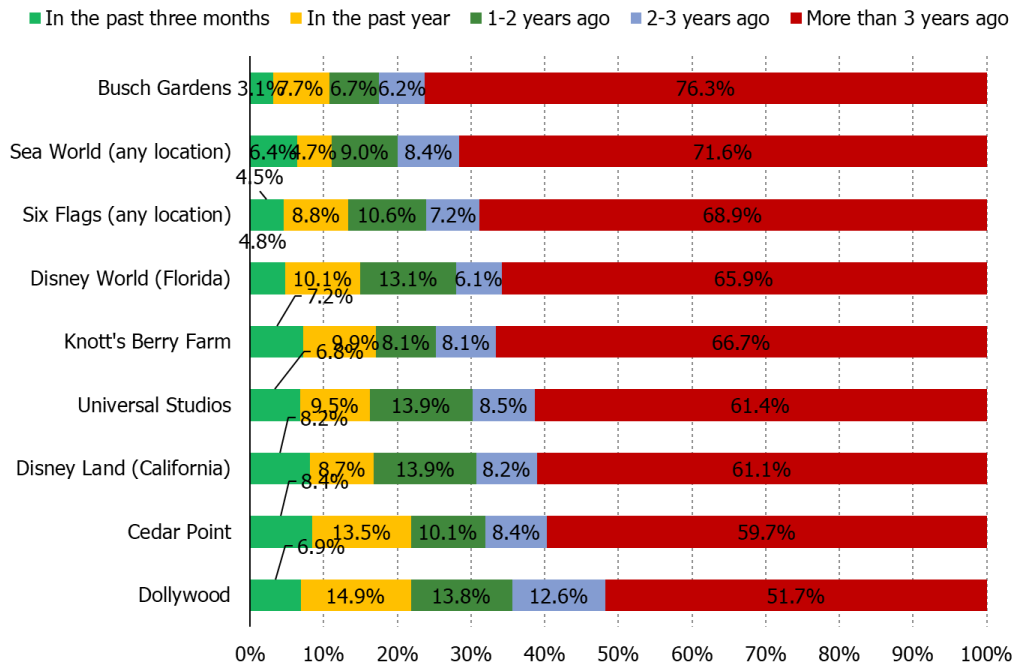
HAVE YOU EVER VISITED ANY OF THE FOLLOWING THEME PARKS? SELECT ALL THAT APPLY

Posed to all respondents.



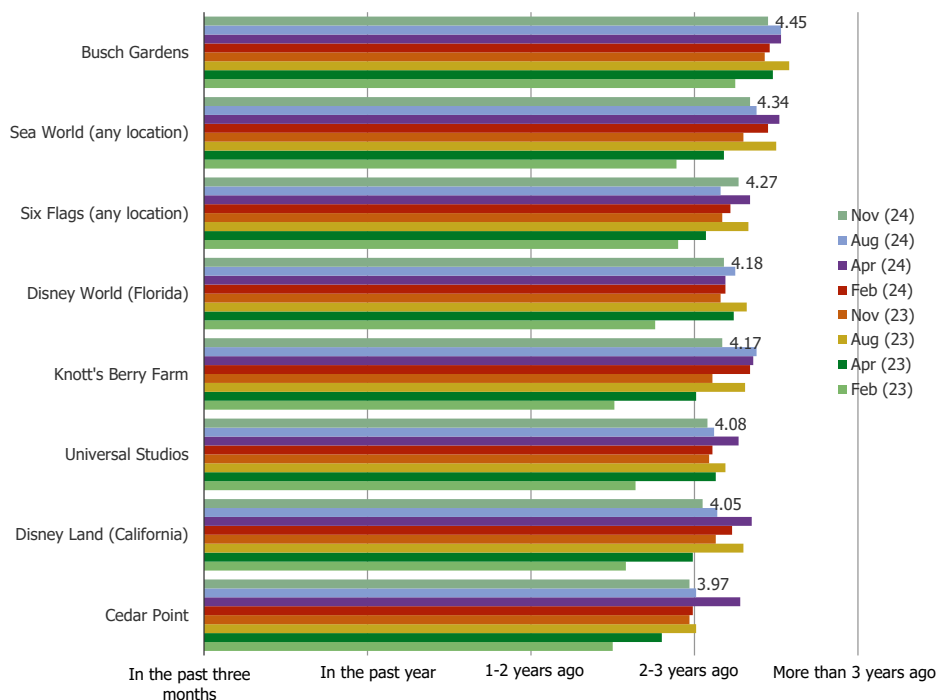
WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

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



	N=
Dollywood	87
Cedar Point	119
Disney Land (California)	208
Universal Studios	295
Knott's Berry Farm	111
Disney World (Florida)	375
Six Flags (any location)	376
Sea World (any location)	299
Busch Gardens	194

Time Series (Weighted Average)



IF YOU HAD TO USE ONE WORD TO DESCRIBE THE FOLLOWING, WHAT WOULD IT BE?

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

### DISNEYWORLD



### DISNEYLAND



### SIX FLAGS



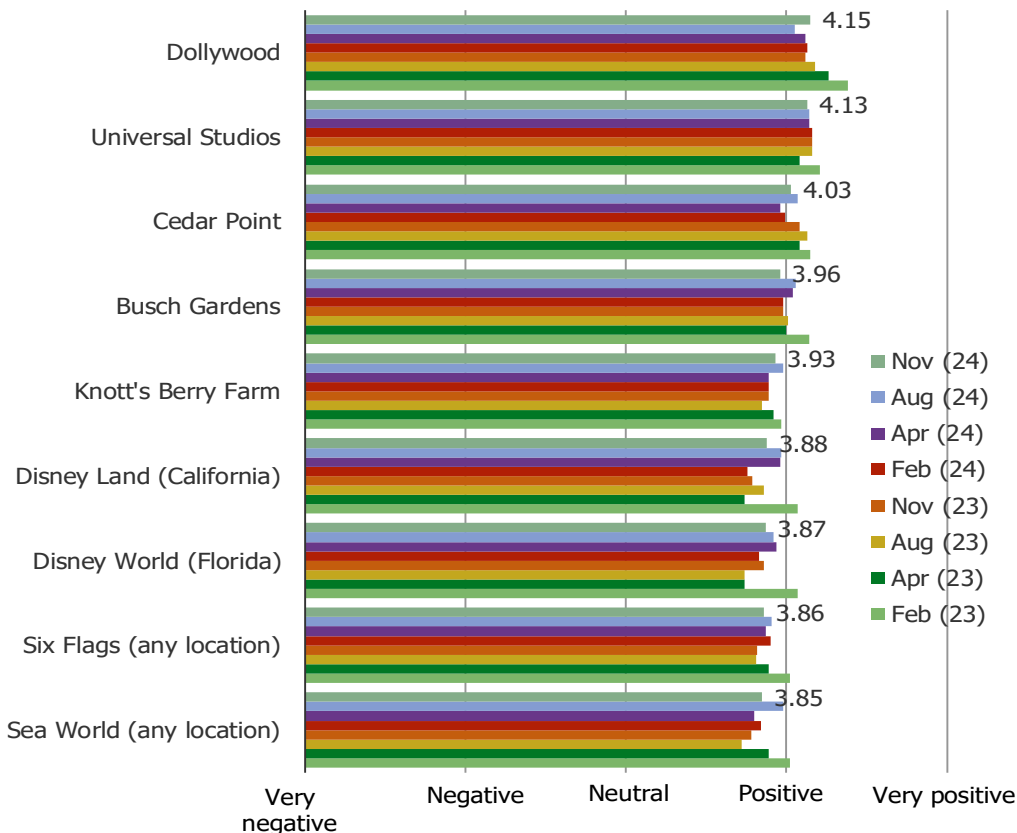
### UNIVERSAL STUDIOS





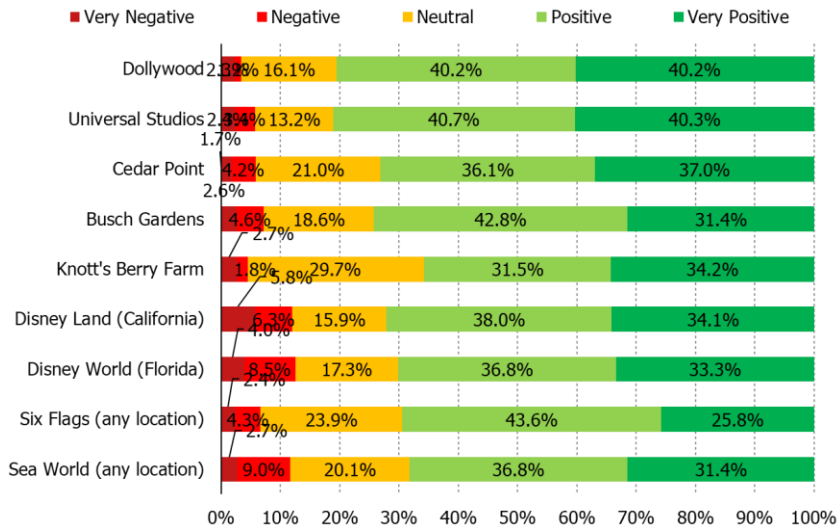
WHAT IS YOUR OPINION OF THE FOLLOWING:

Posed to all respondents who have visited the below.



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Disney World (Florida)	375
Disney Land (California)	208
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Universal Studios	295
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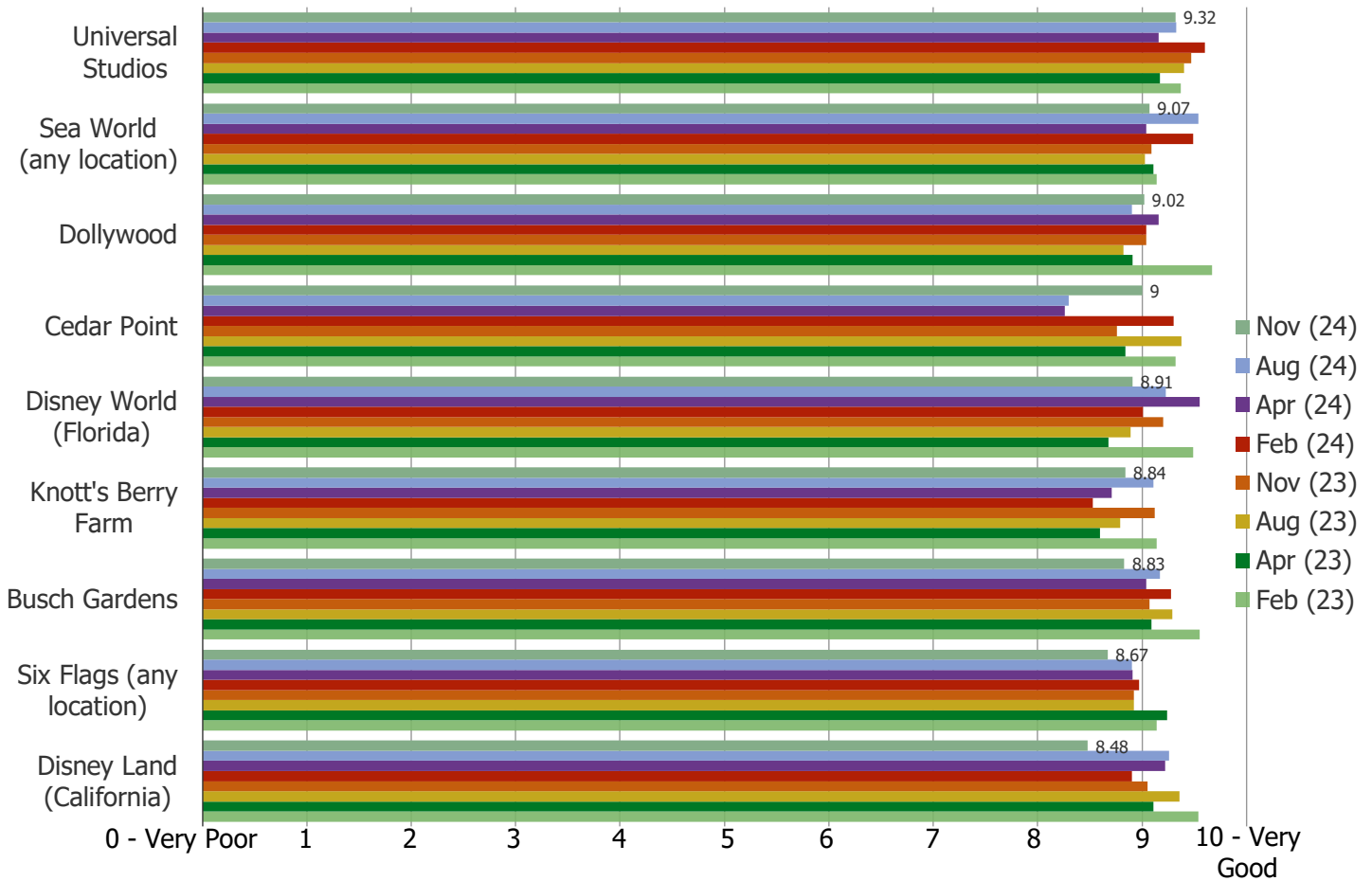
November 24 Data Breakout





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

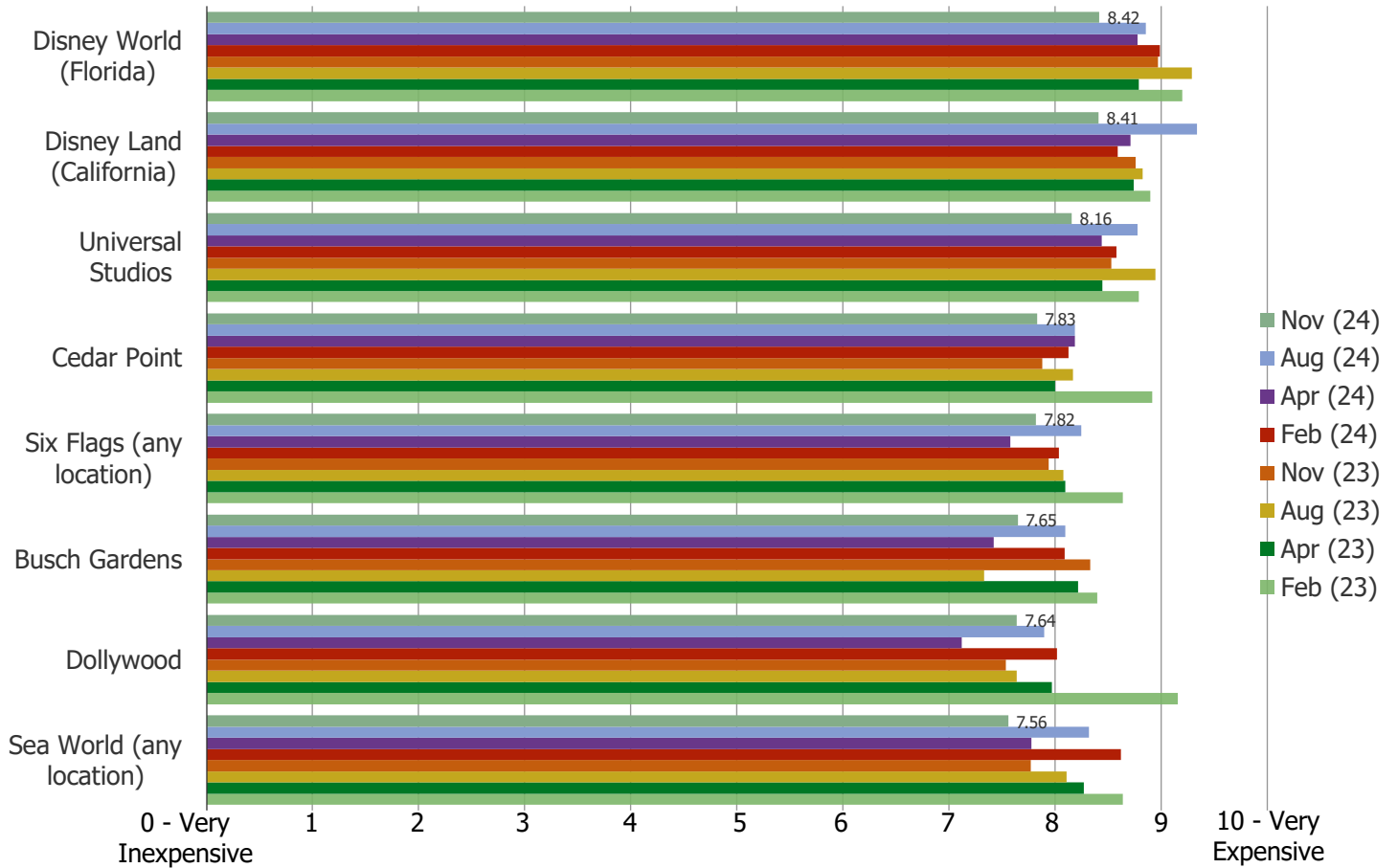
Posed to all respondents who have visited the below most recently in the past three years.



	N=
Disney World (Florida)	128
Disney Land (California)	81
Six Flags (any location)	117
Universal Studios	114
Sea World (any location)	85
Cedar Point	48
Knott's Berry Farm	37
Dollywood	42
Busch Gardens	46

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

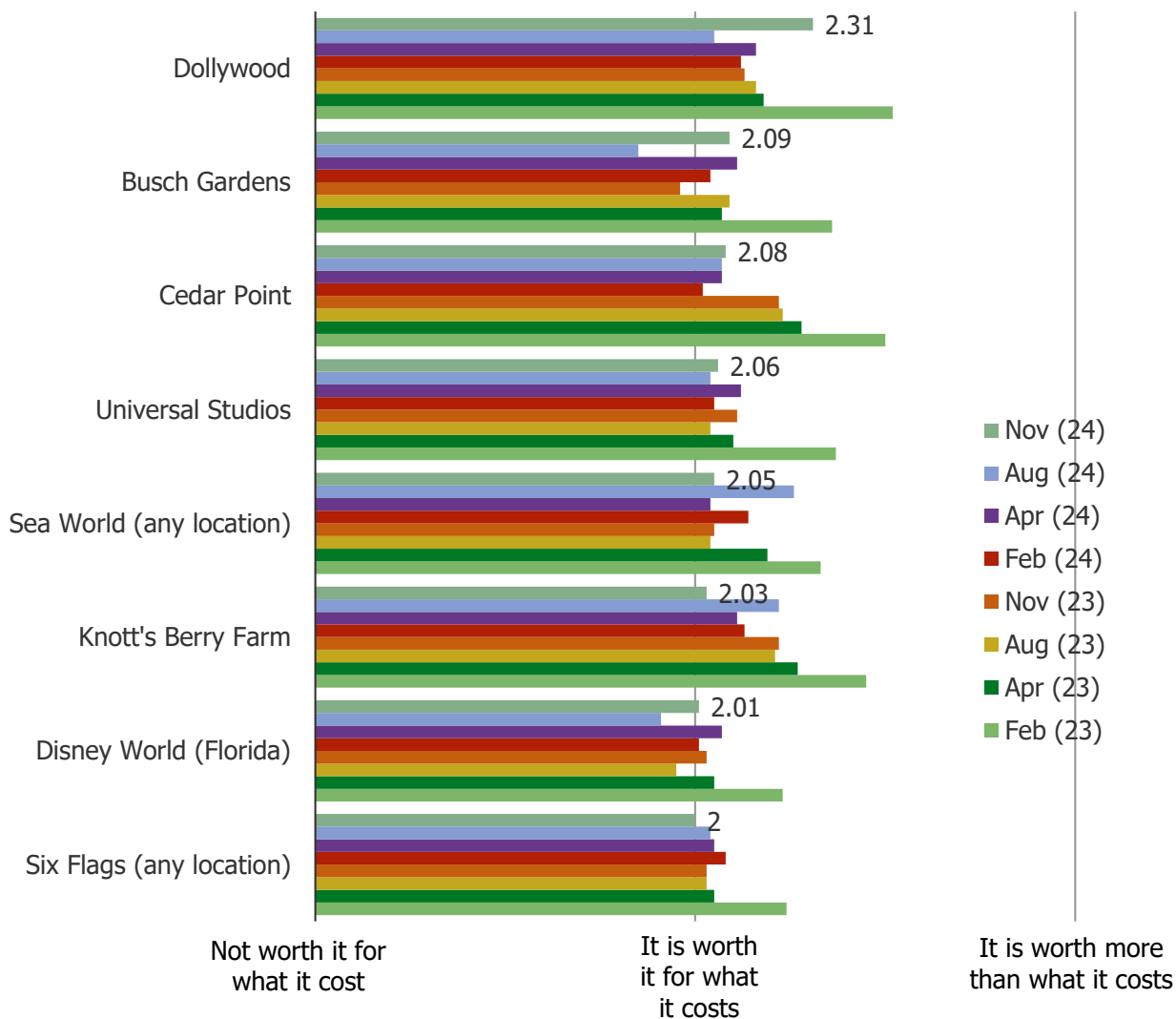
Posed to all respondents who have visited the below most recently in the past three years.



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

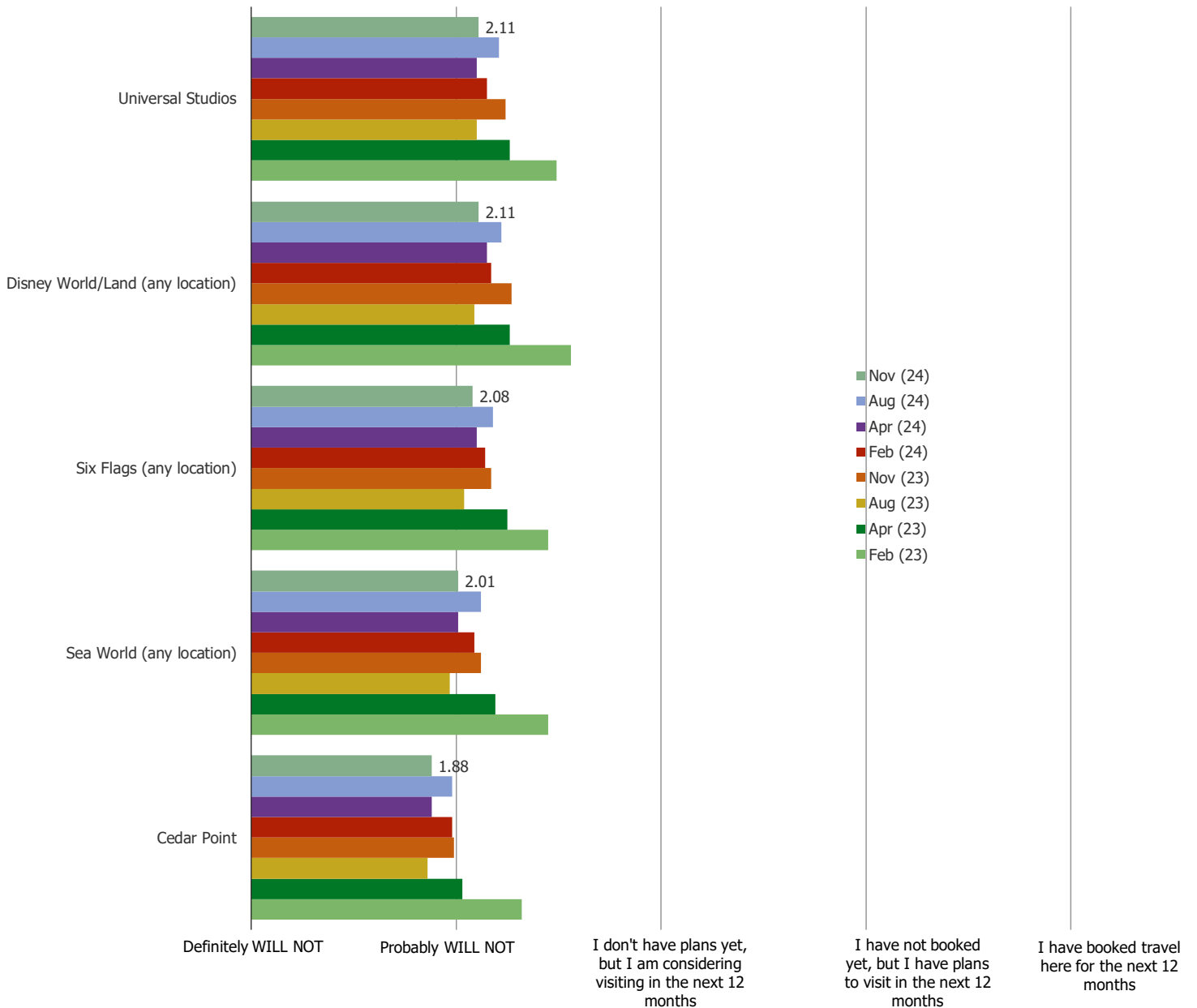
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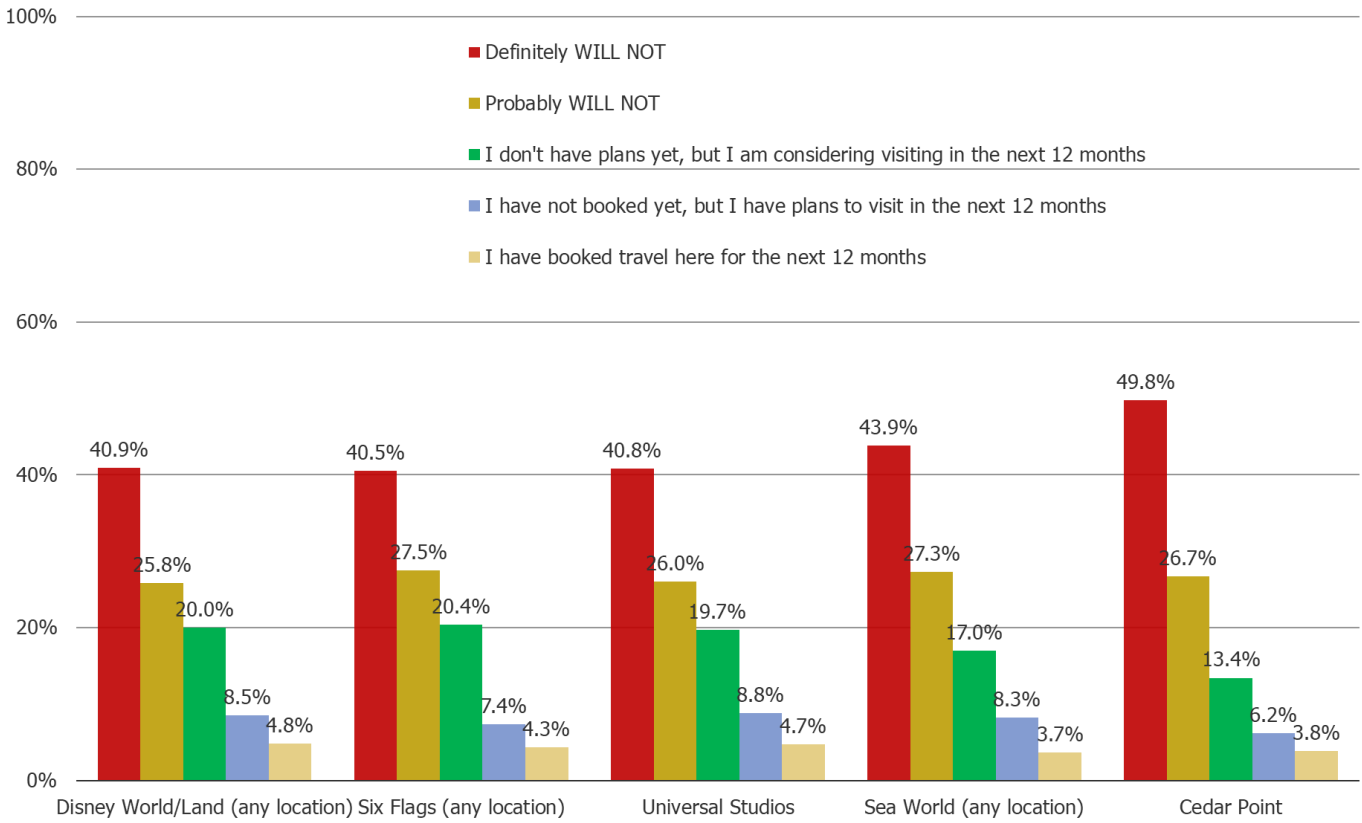
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to all respondents.



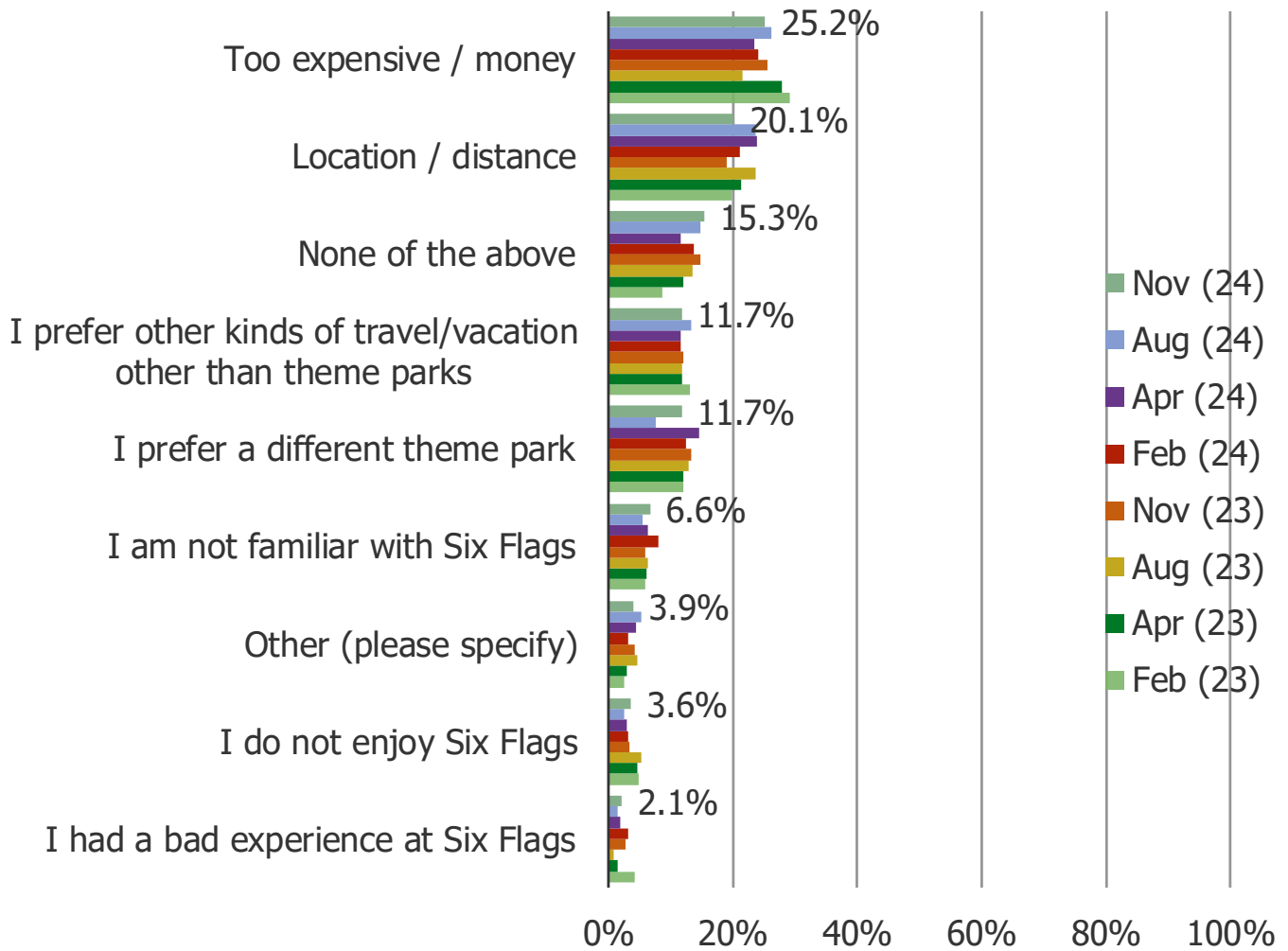
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to all respondents.



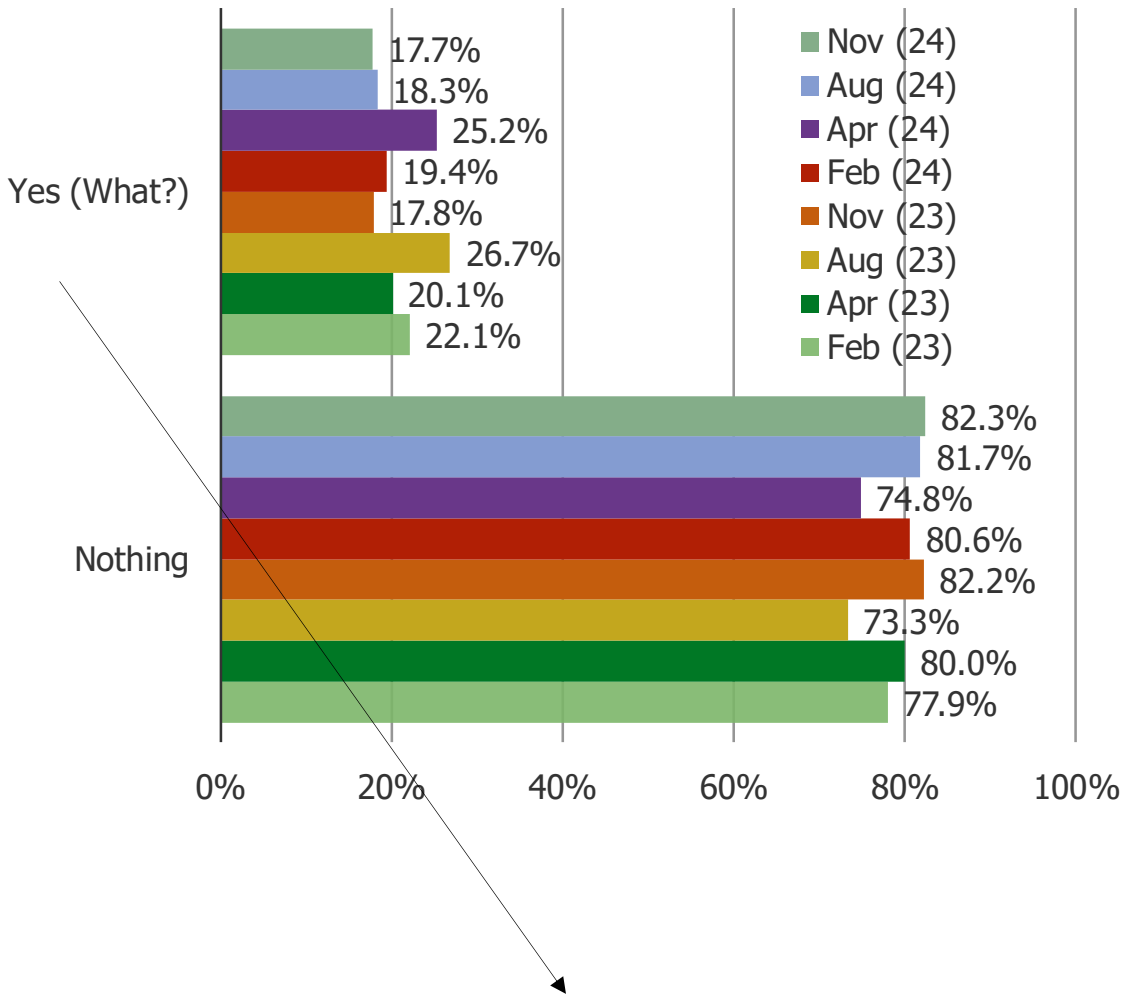
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SIX FLAGS THEME PARK IN THE NEXT 12 MONTHS?

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



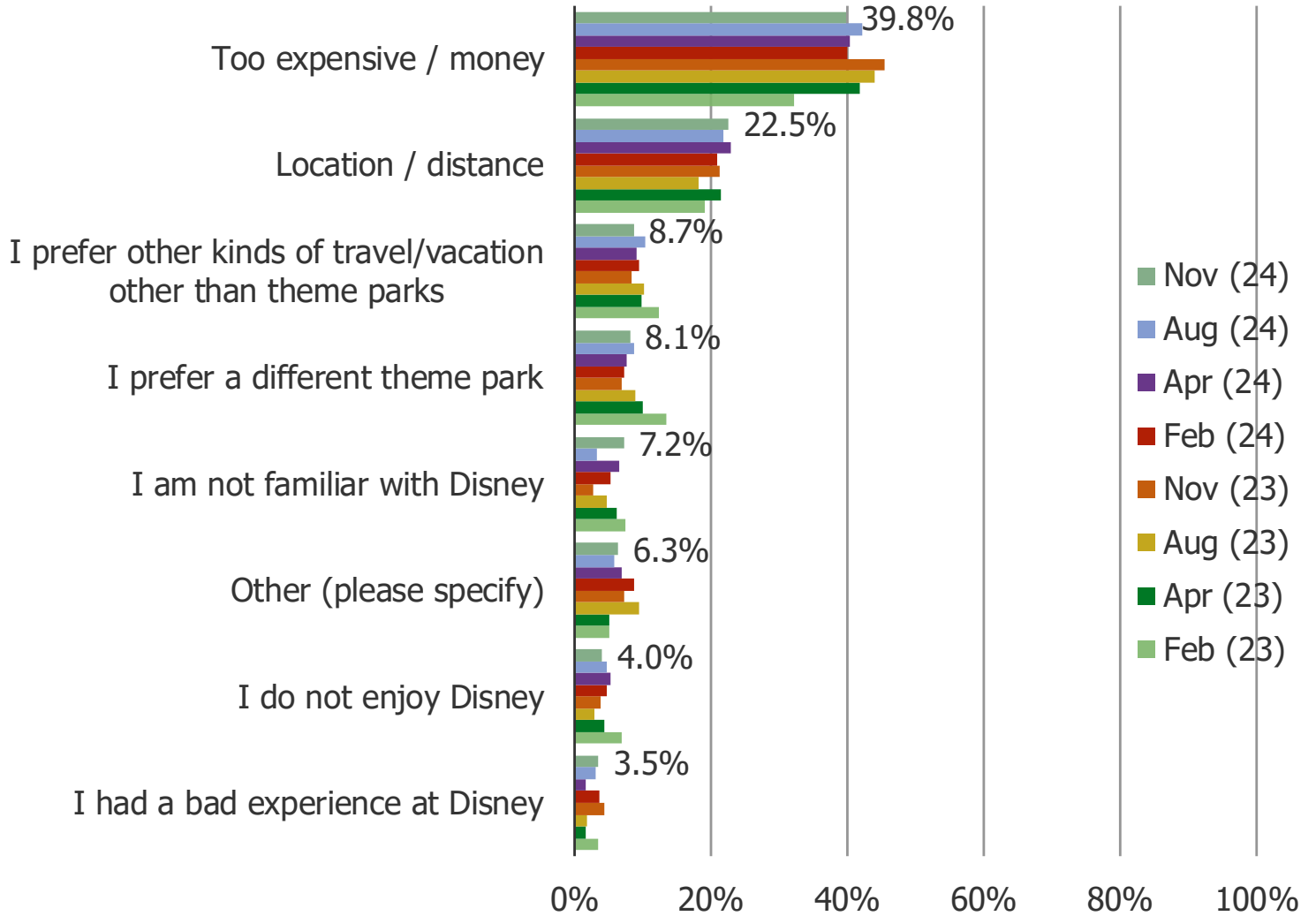
**IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A SIX FLAGS THEME PARK IN THE FUTURE?**

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?

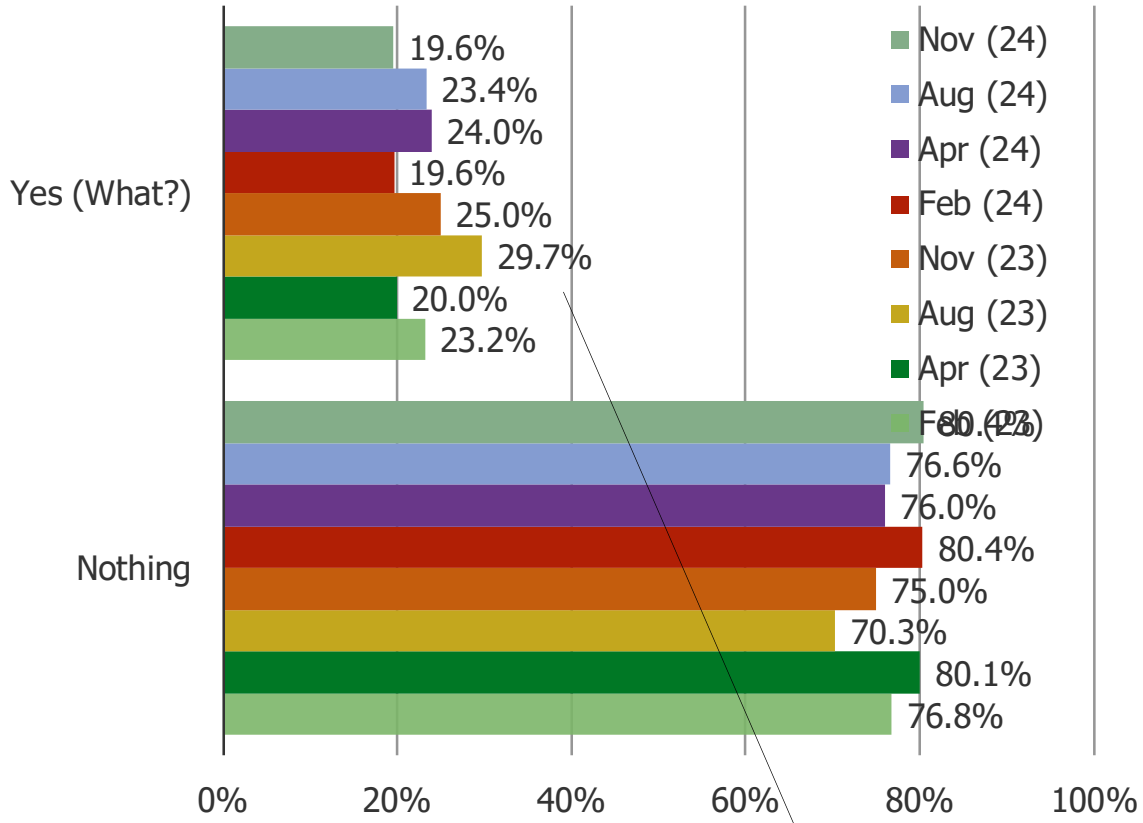
Posed to all respondents who do not have plans to visit the above.





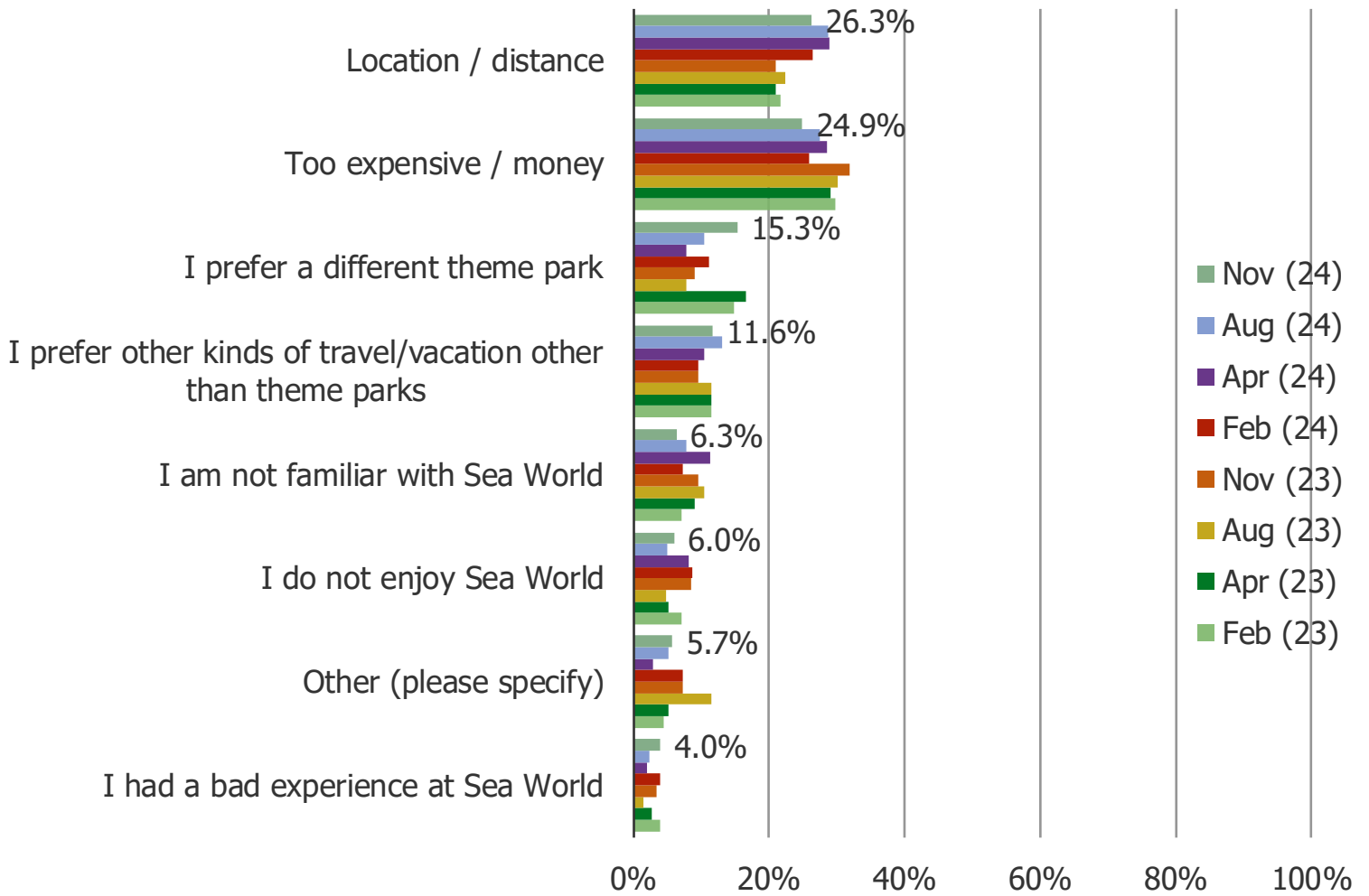
IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A DISNEY THEME PARK IN THE FUTURE?

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



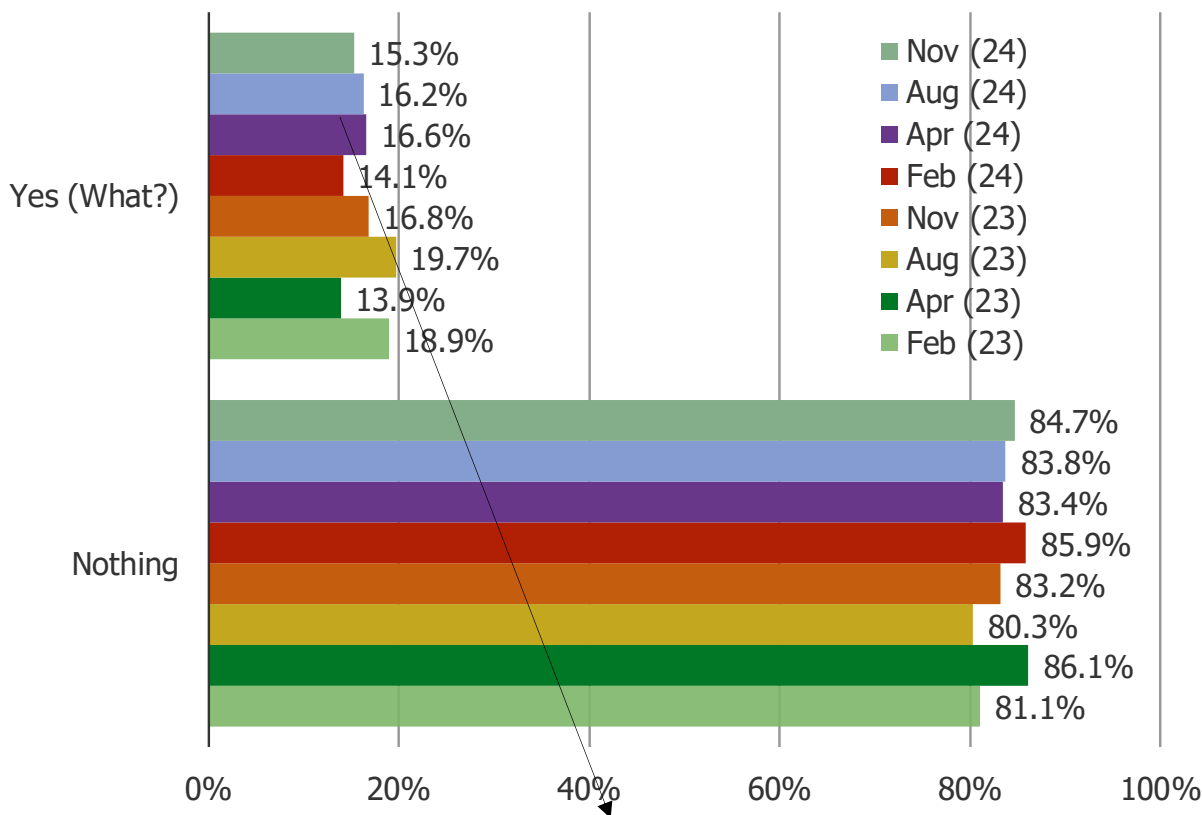
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SEA WORLD THEME PARK IN THE NEXT 12 MONTHS?

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



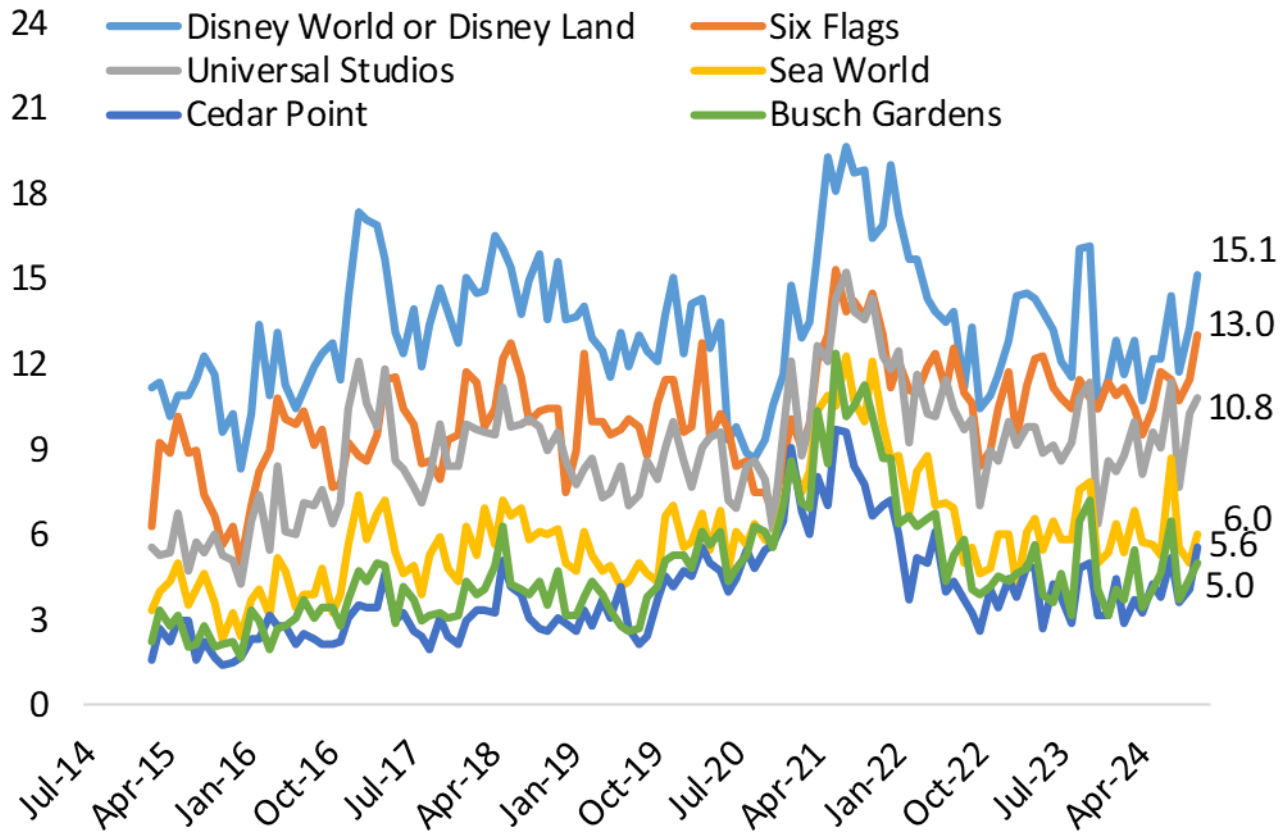
IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A SEA WORLD THEME PARK IN THE FUTURE?

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 October 2024