

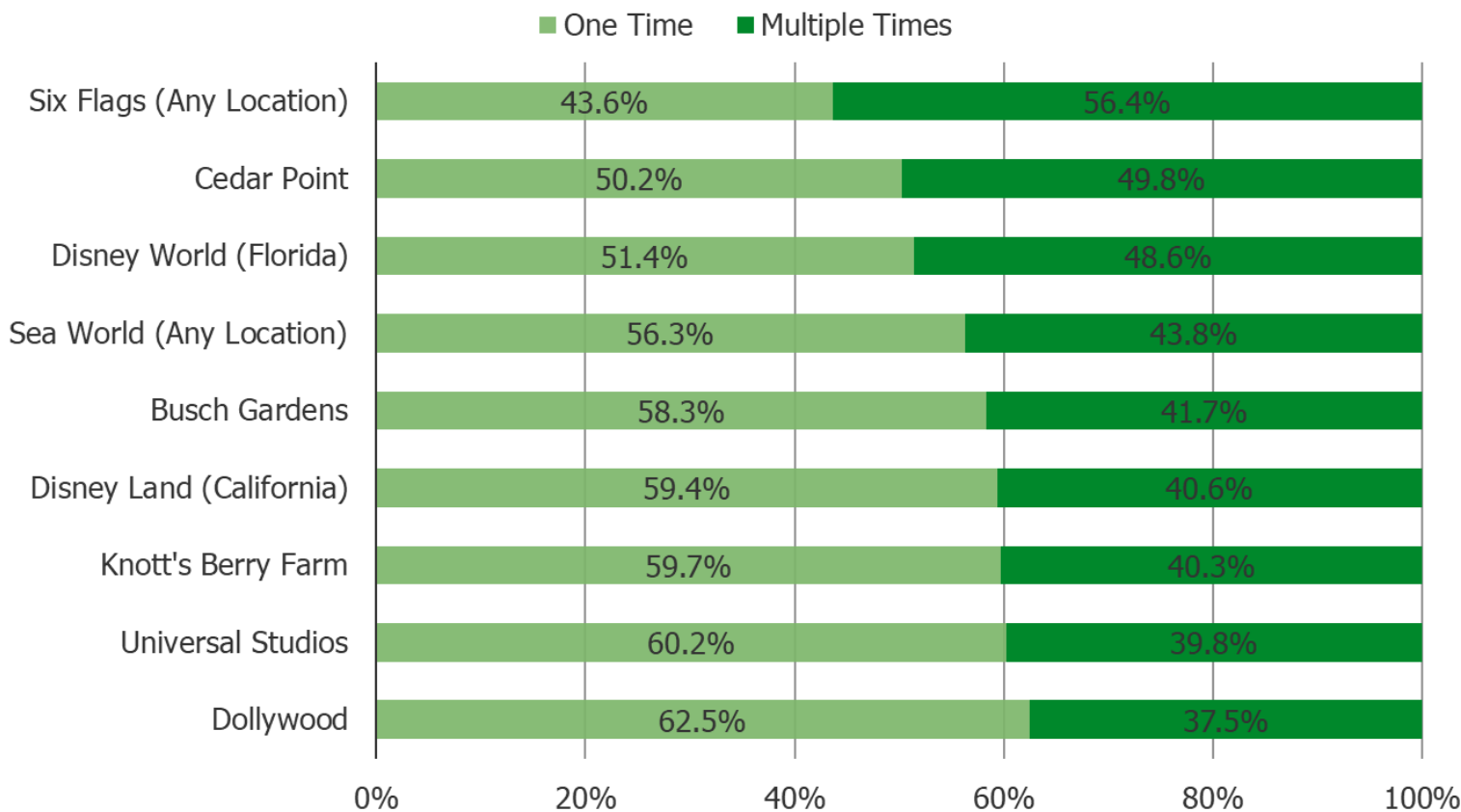
BESPOKE SURVEYS

Theme Parks and Cruises | Vol 9

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

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

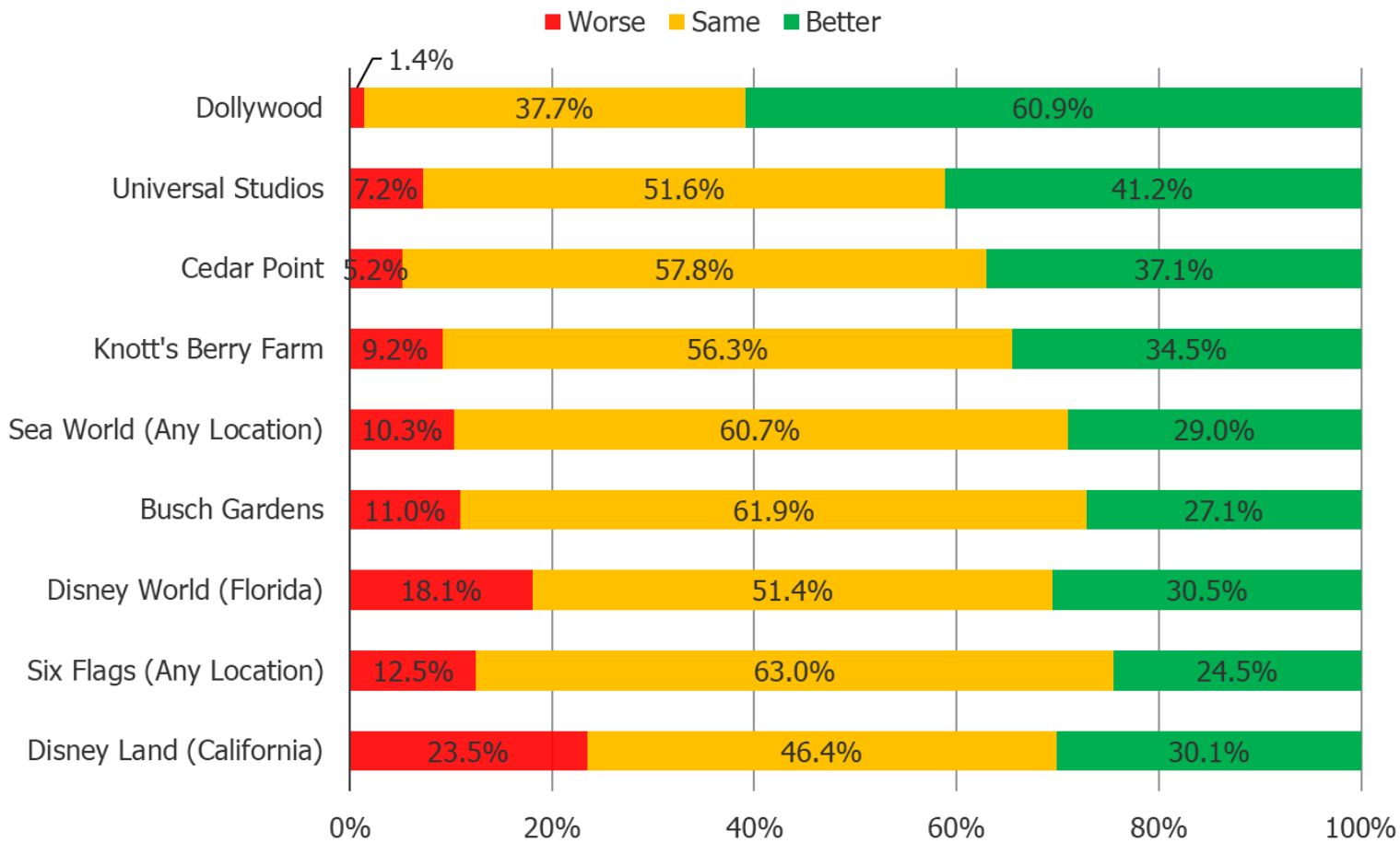
Posed to all respondents who have visited each of the below (Combining February 2025 and October 2024 waves to achieve larger N sizes).



	N =
Six Flags (Any Location)	738
Disney World (Florida)	729
Sea World (Any Location)	576
Universal Studios	555
Disney Land (California)	409
Busch Gardens	372
Cedar Point	233
Knott's Berry Farm	216
Dollywood	184

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?

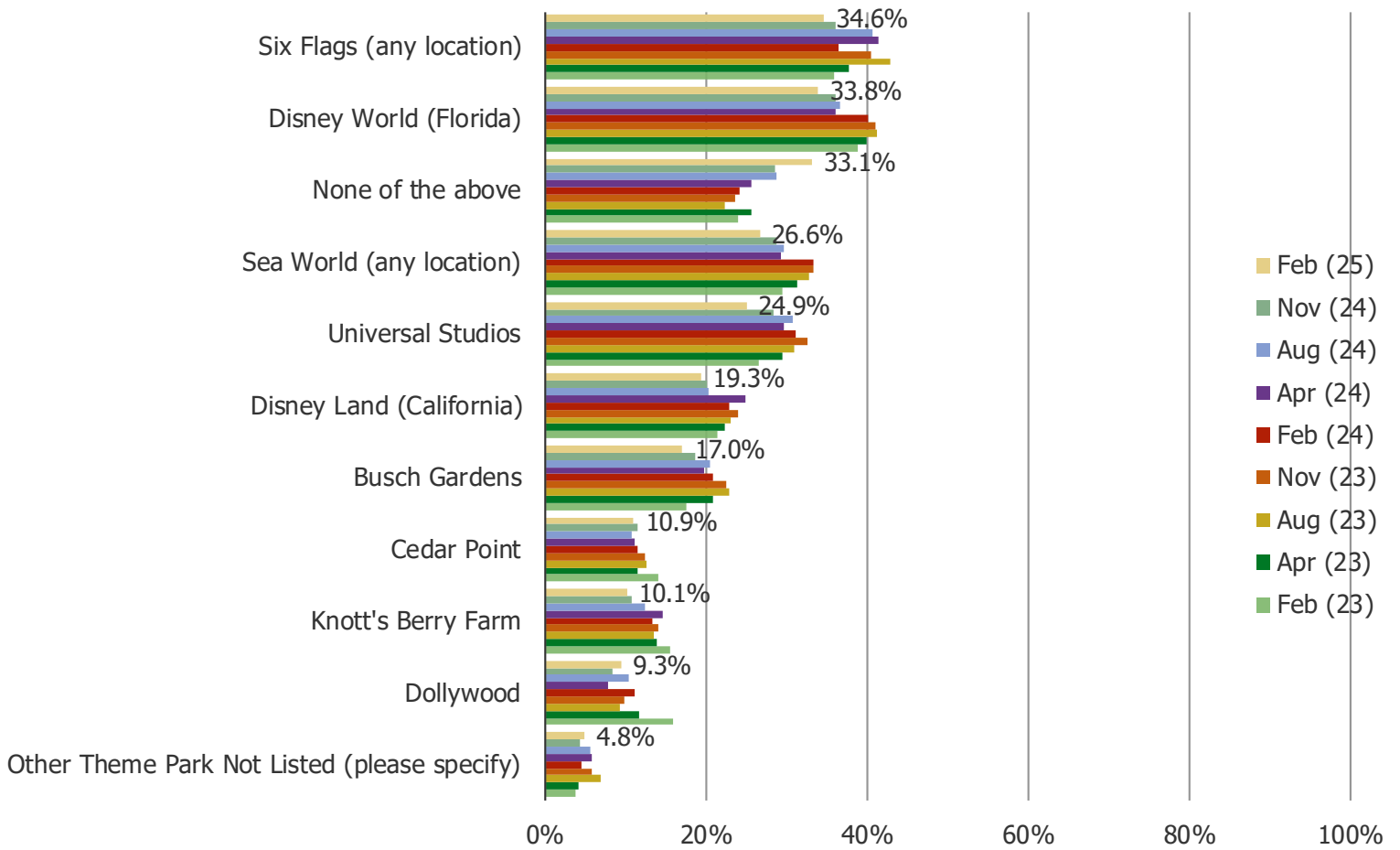
Posed to all respondents who have visited each of the below (Combining February 2025 and October 2024 waves to achieve larger N sizes).



	N =
Disney World (Florida)	354
Disney Land (California)	166
Six Flags (Any Location)	416
Universal Studios	221
Sea World (Any Location)	252
Cedar Point	116
Knott's Berry Farm	87
Dollywood	69
Busch Gardens	155

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

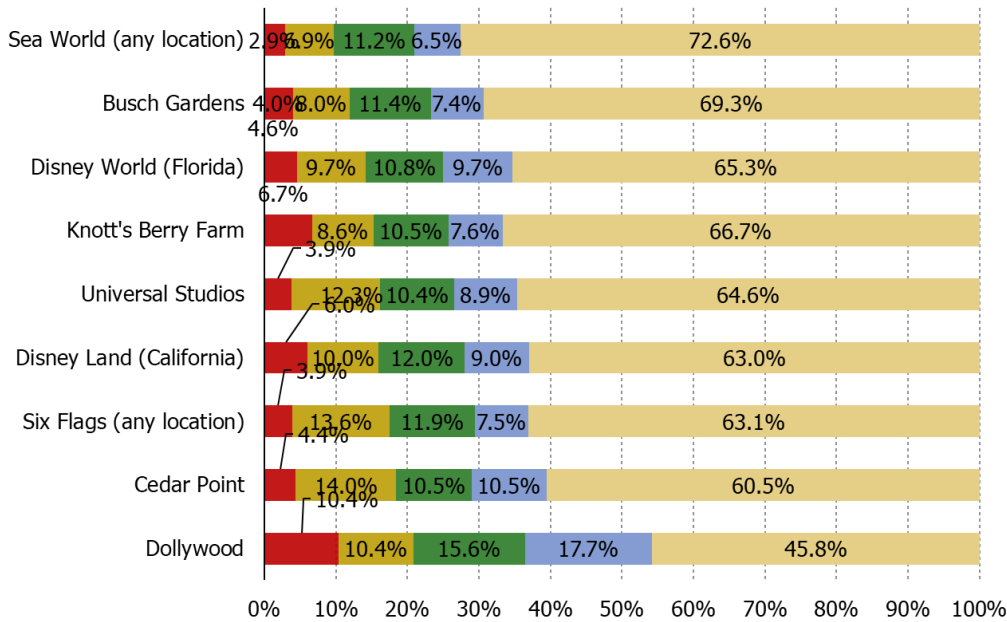
Posed to all respondents.



WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

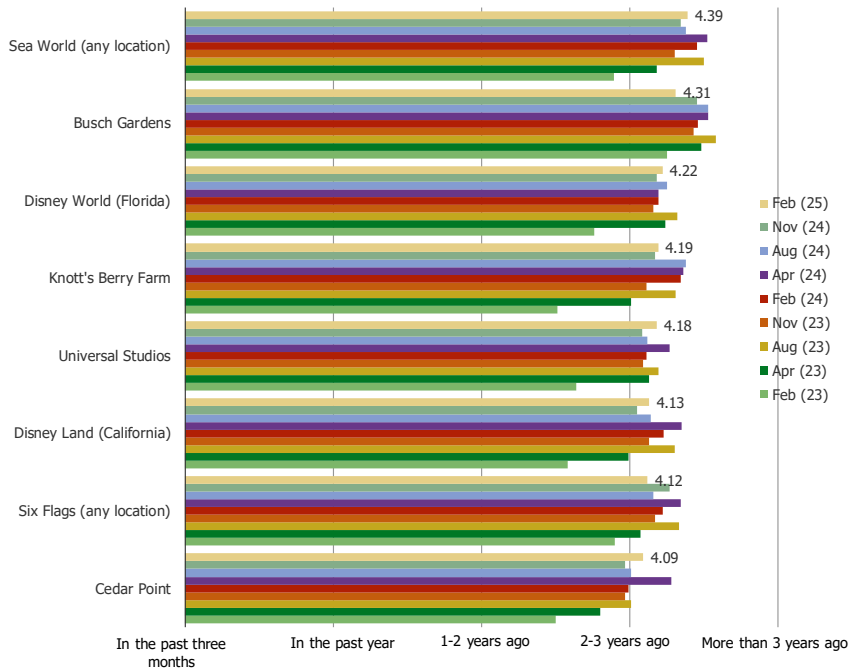
Posed to all respondents who have visited each of the below.

■ In the past three months ■ In the past year ■ 1-2 years ago ■ 2-3 years ago ■ More than 3 years ago



	N=
Disney World (Florida)	352
Disney Land (California)	200
Six Flags (any location)	360
Universal Studios	260
Sea World (any location)	277
Cedar Point	114
Knott's Berry Farm	105
Dollywood	96
Busch Gardens	176

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 the below.

SEAWORLD

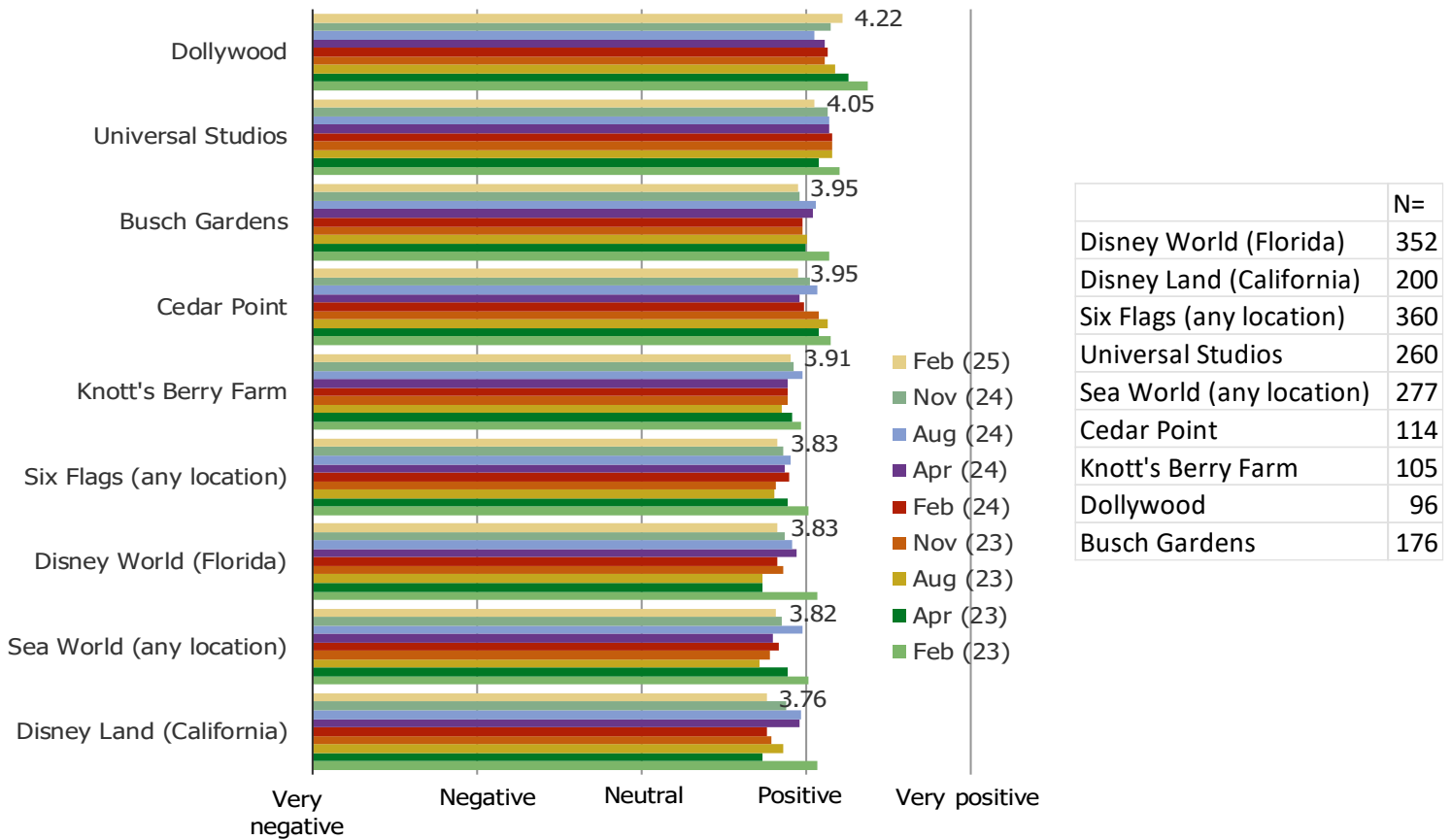


CEDAR POINT

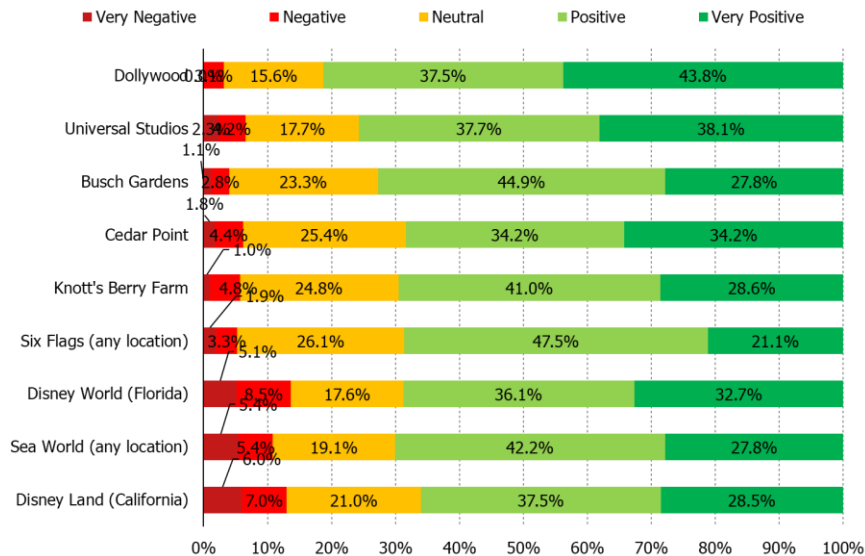


WHAT IS YOUR OPINION OF THE FOLLOWING:

Posed to all respondents who have visited the below.

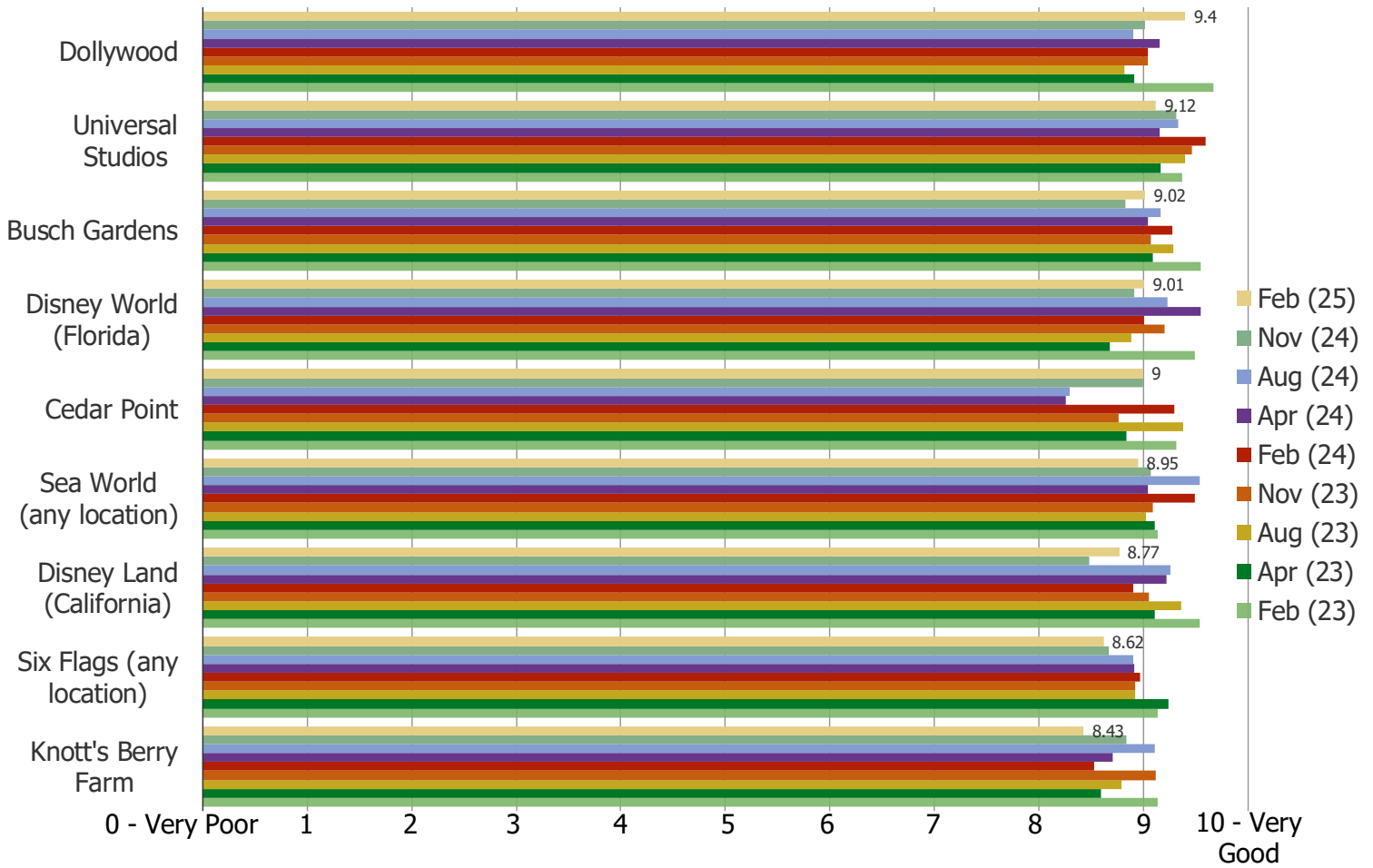


February 25 Data Breakout



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

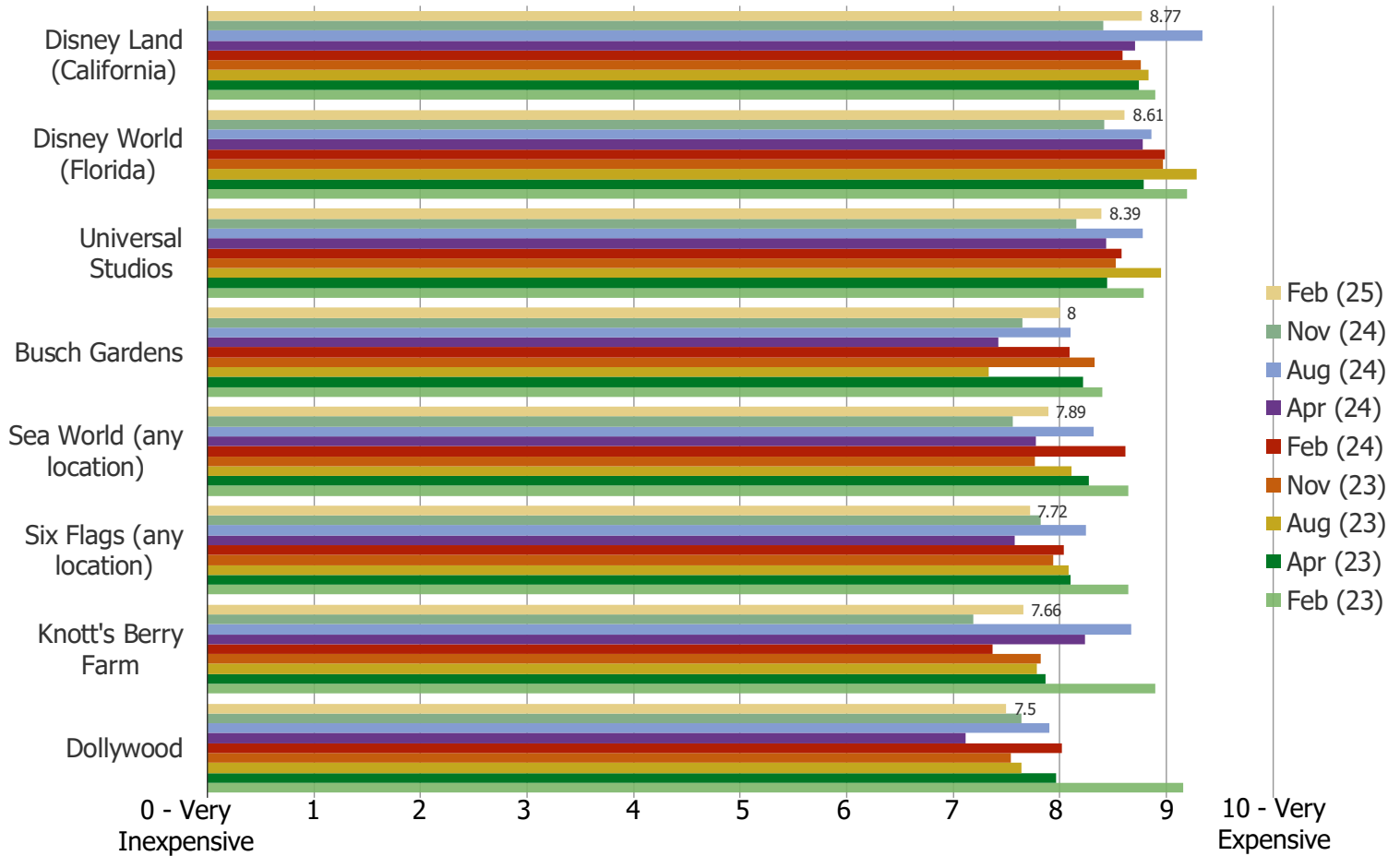
Posed to all respondents who have visited the below most recently in the past three years.



	N=
Disney World (Florida)	122
Disney Land (California)	74
Six Flags (any location)	133
Universal Studios	92
Sea World (any location)	76
Cedar Point	45
Knott's Berry Farm	35
Dollywood	52
Busch Gardens	54

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

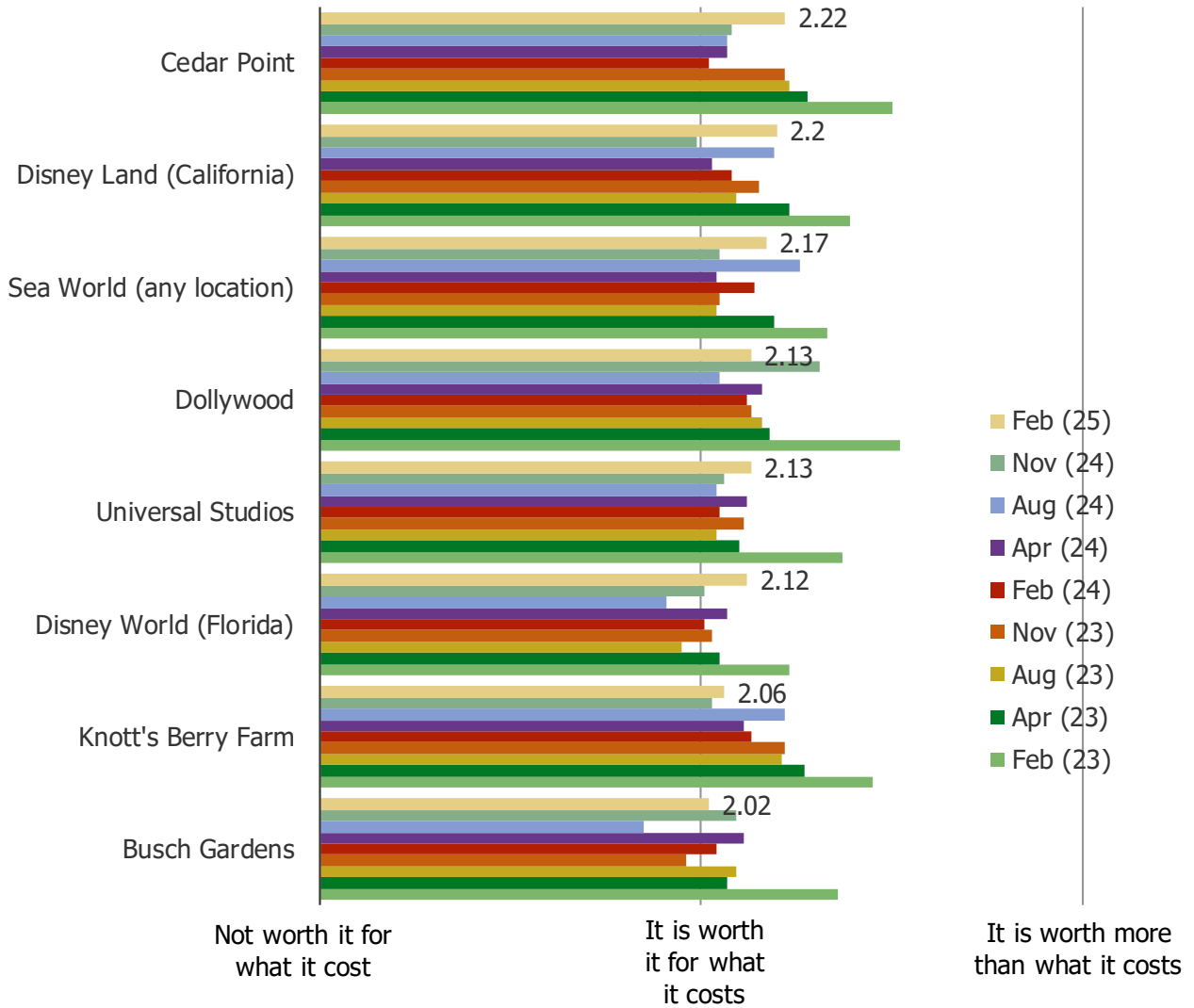
Posed to all respondents who have visited the below most recently in the past three years.



	N=
Disney World (Florida)	122
Disney Land (California)	74
Six Flags (any location)	133
Universal Studios	92
Sea World (any location)	76
Cedar Point	45
Knott's Berry Farm	35
Dollywood	52
Busch Gardens	54

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

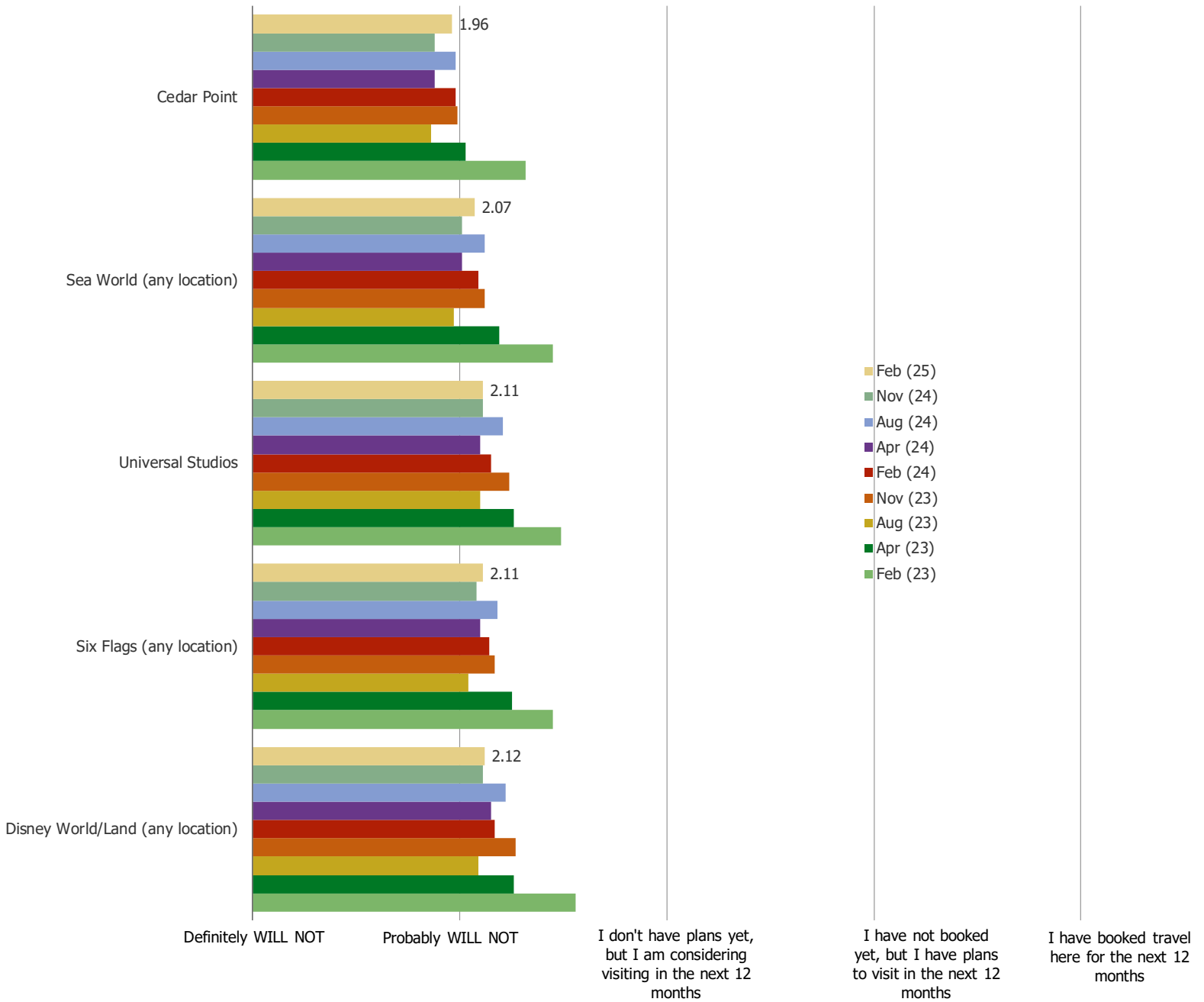
Posed to all respondents who have visited the below most recently in the past three years.



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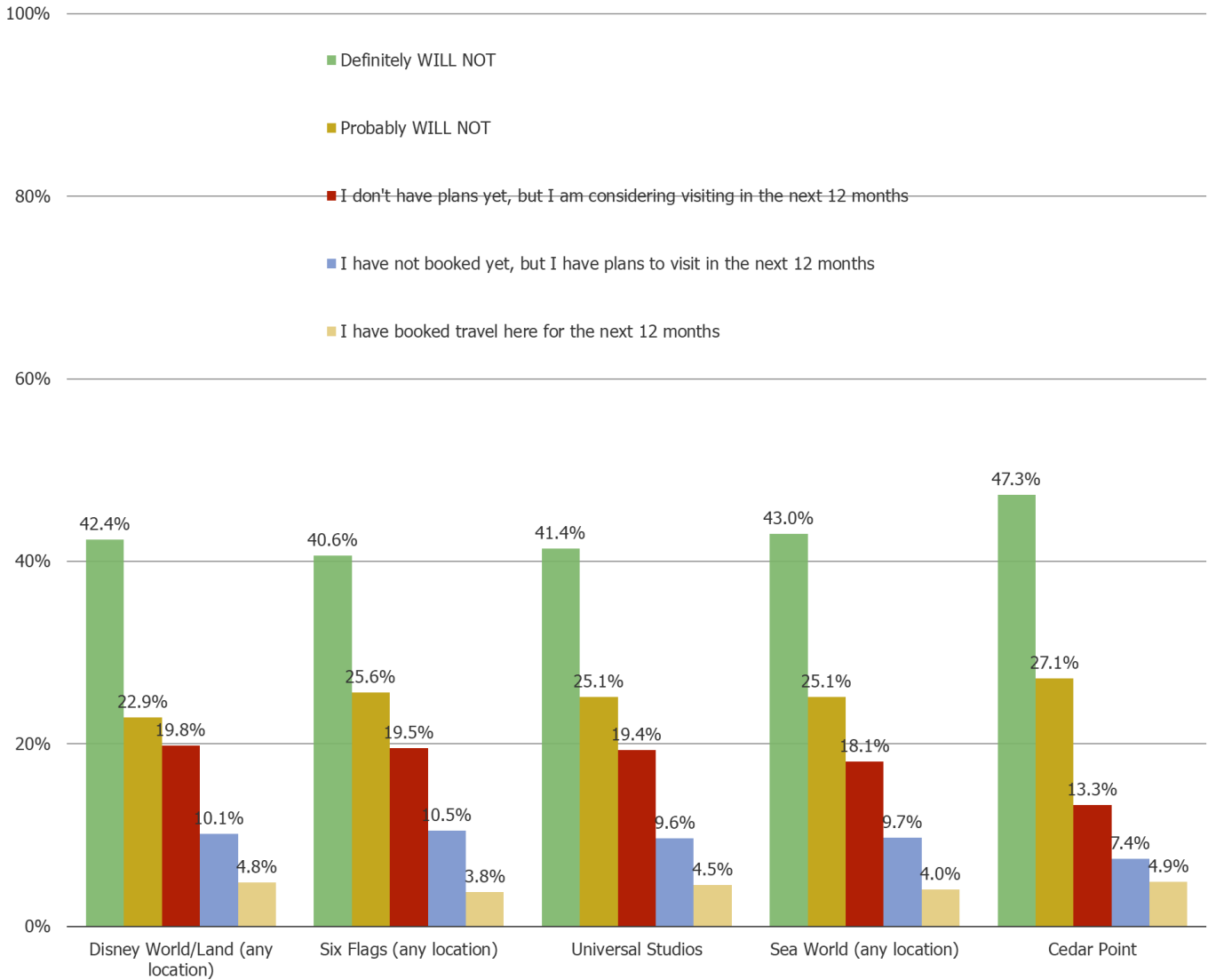
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to all respondents.



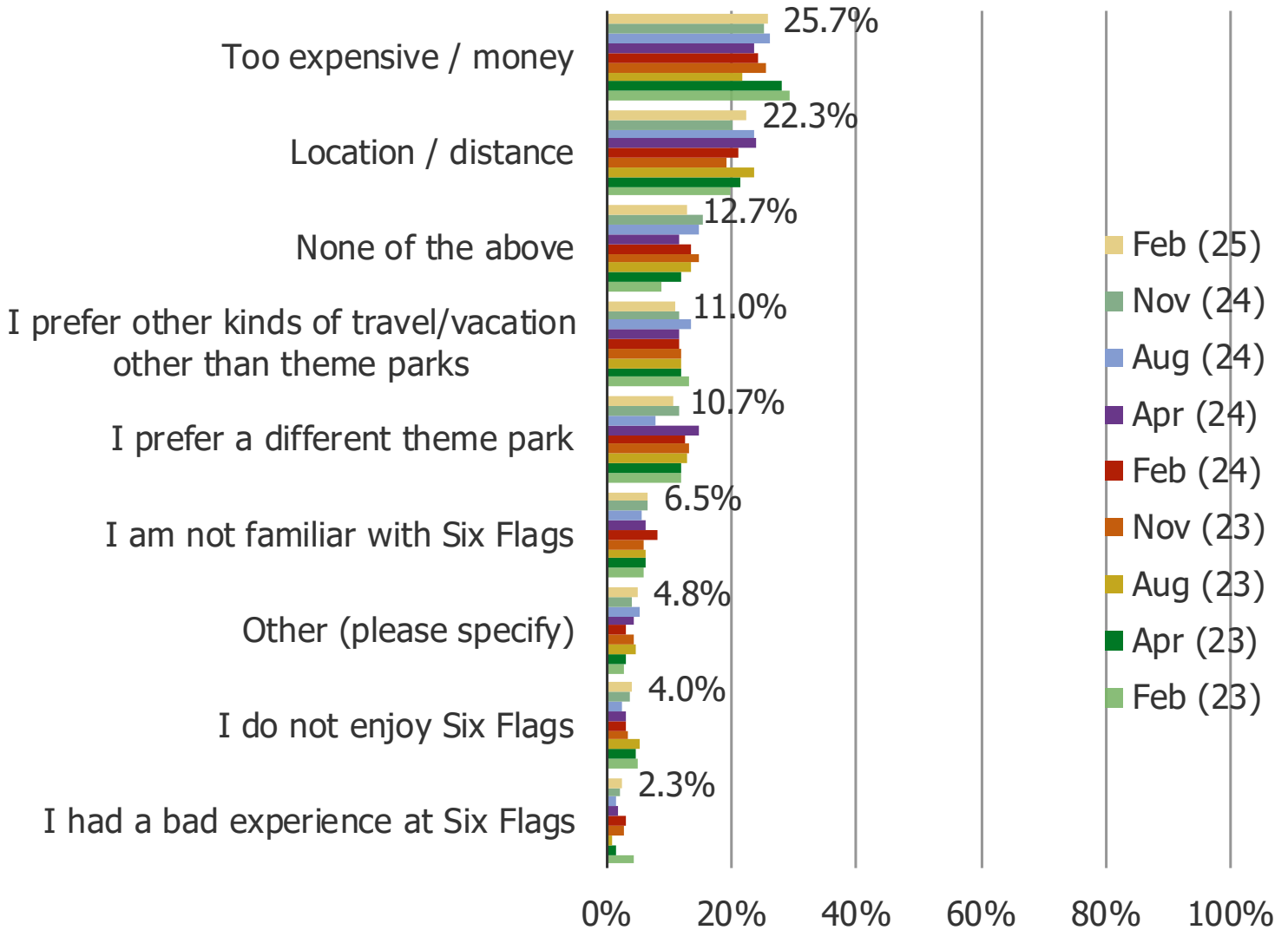
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING THEME PARKS IN THE NEXT 12 MONTHS?

Posed to all respondents.



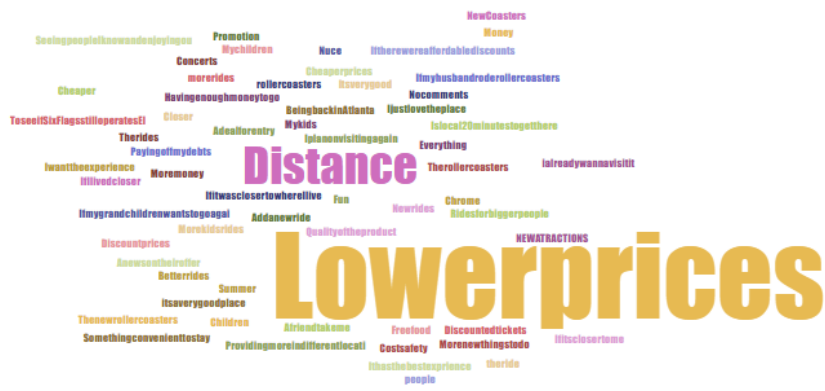
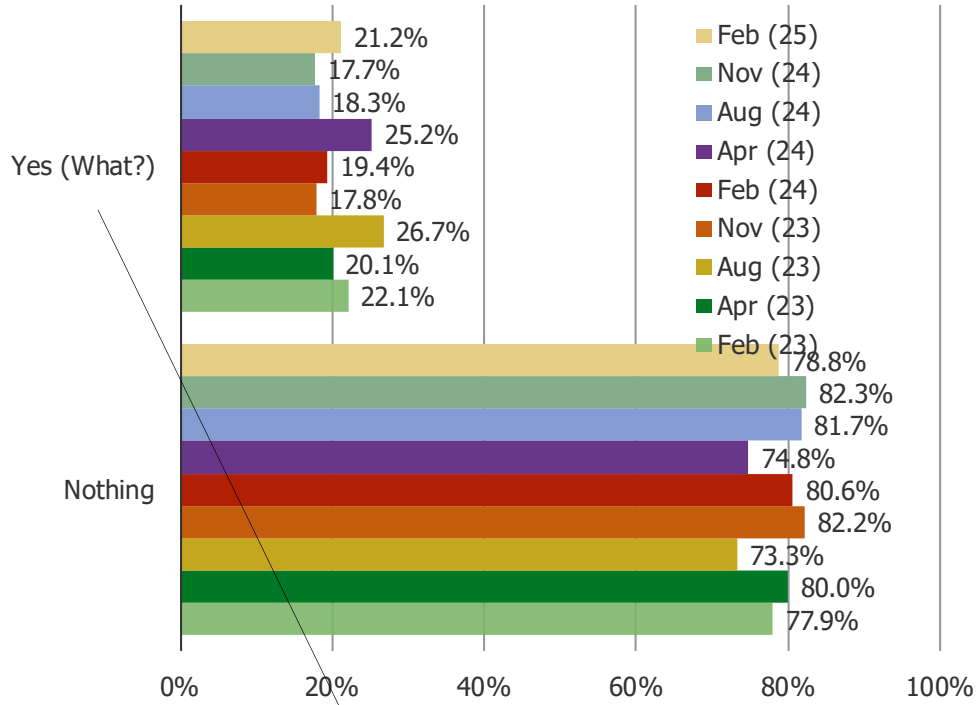
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SIX FLAGS THEME PARK IN THE NEXT 12 MONTHS?

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



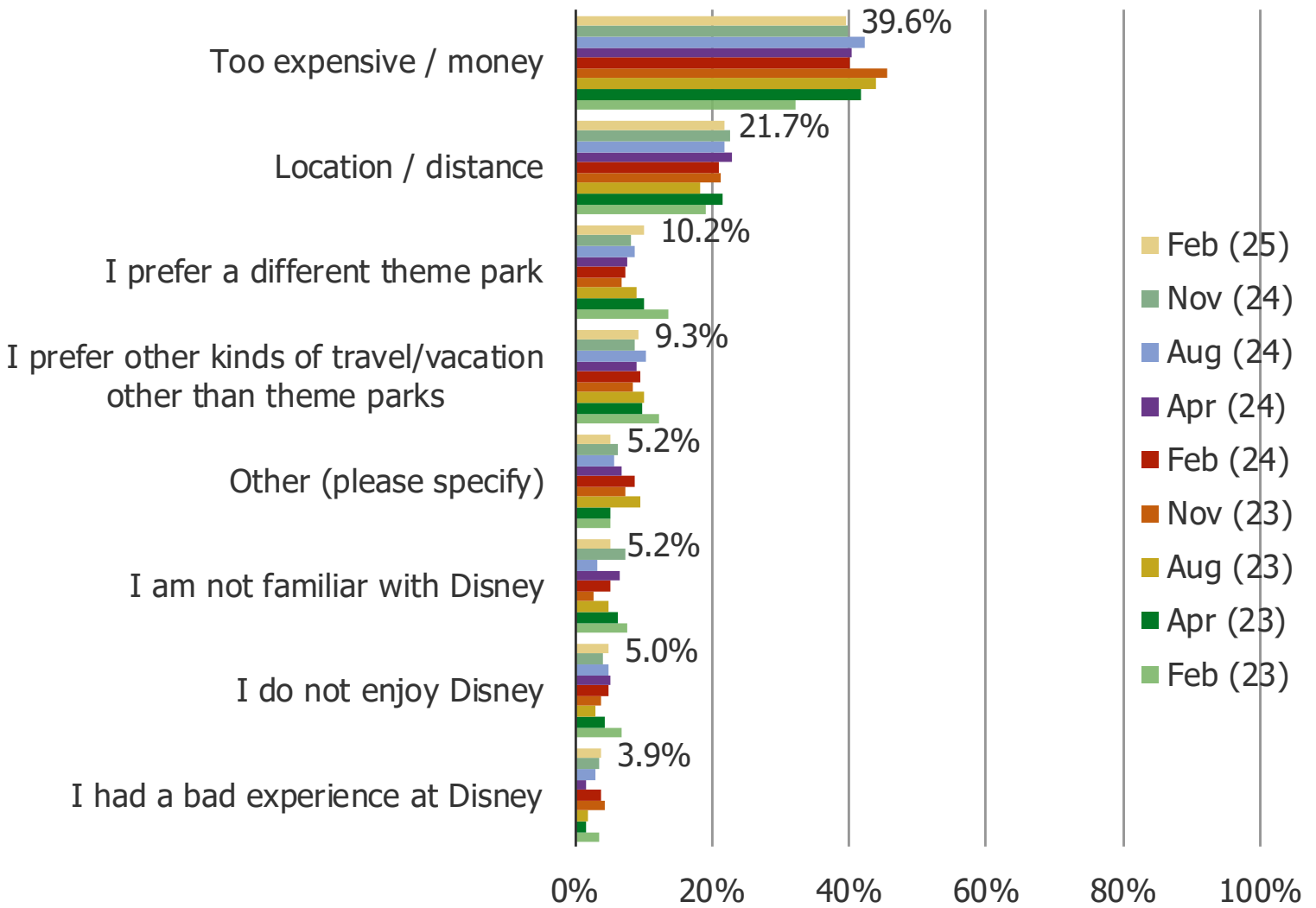
IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A SIX FLAGS THEME PARK IN THE FUTURE?

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



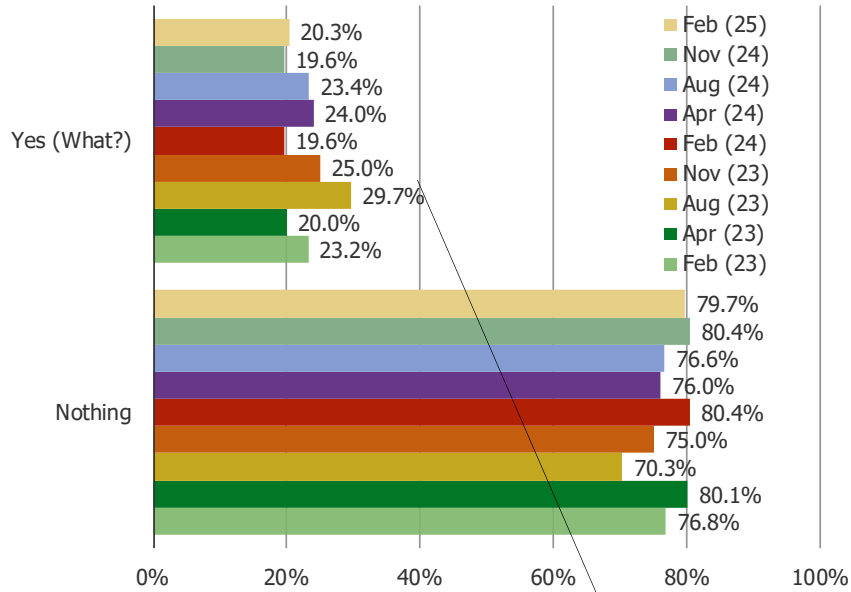
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A DISNEY THEME PARK IN THE NEXT 12 MONTHS?

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



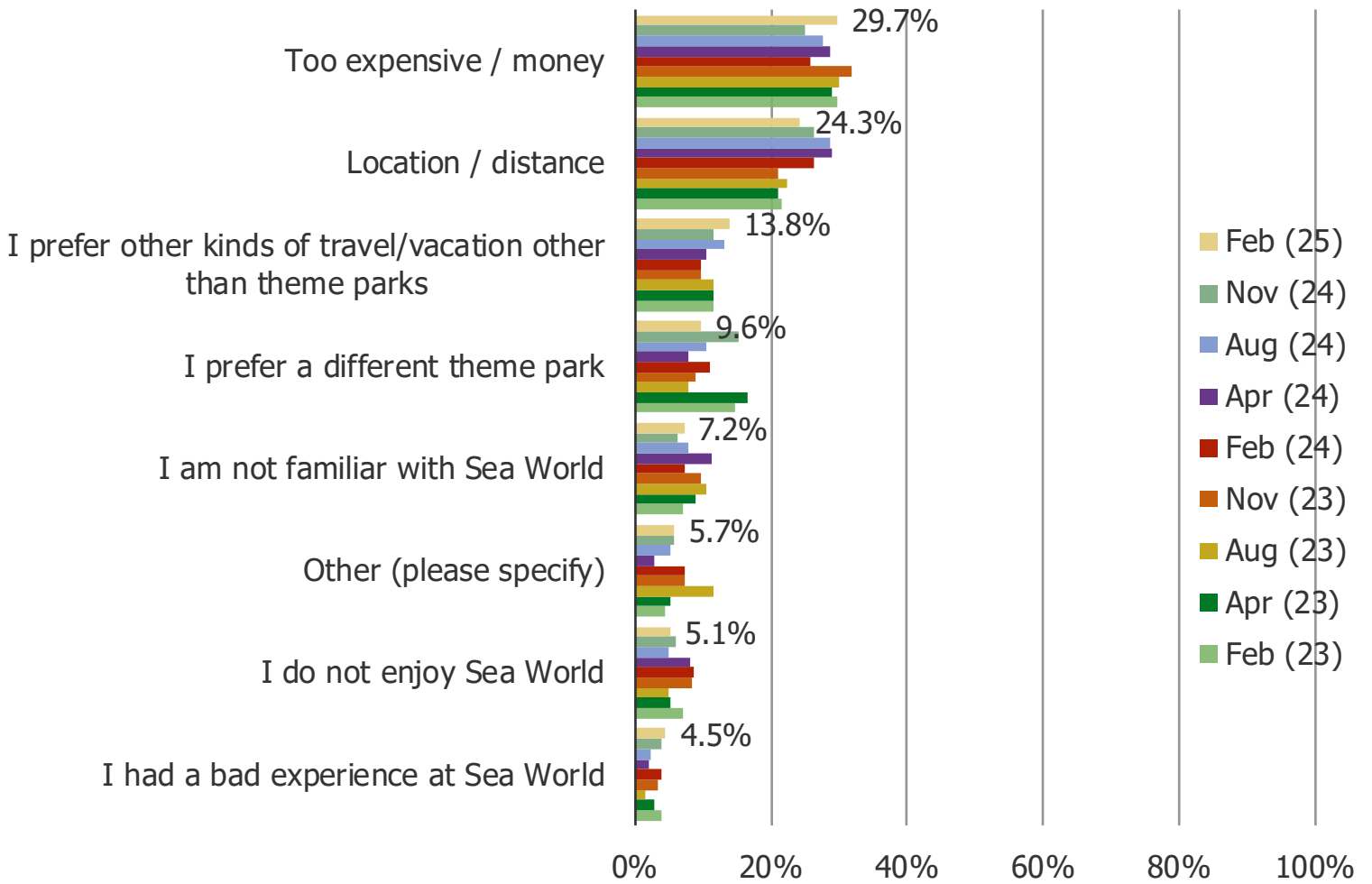
IS THERE ANYTHING THAT WOULD MAKE YOU INTERESTED IN VISITING A DISNEY THEME PARK IN THE FUTURE?

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



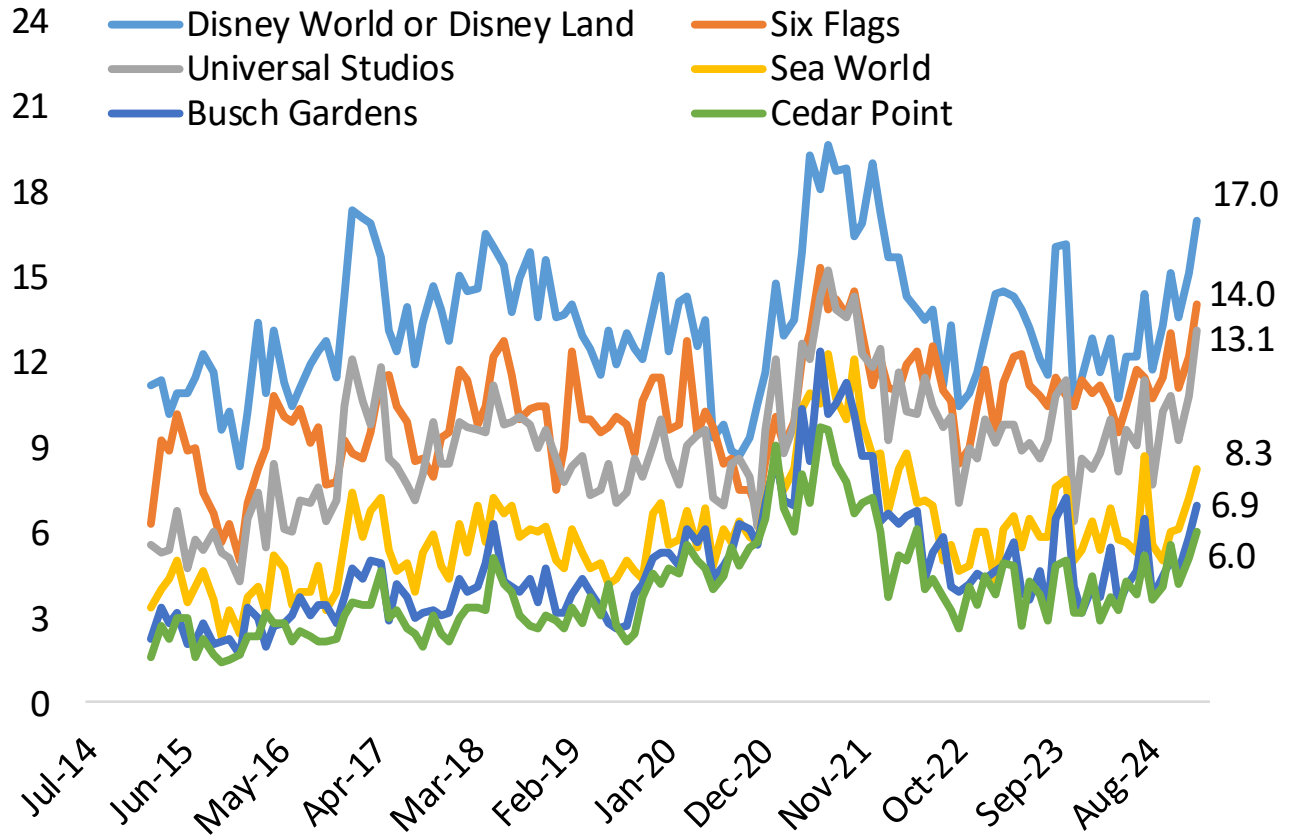
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SEA WORLD THEME PARK IN THE NEXT 12 MONTHS?

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



MONTHLY SURVEY – THEME PARK VISIT INTENTIONS TRACKER

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



Note: Latest Datapoint is January 2025