

BESPOKE SURVEYS

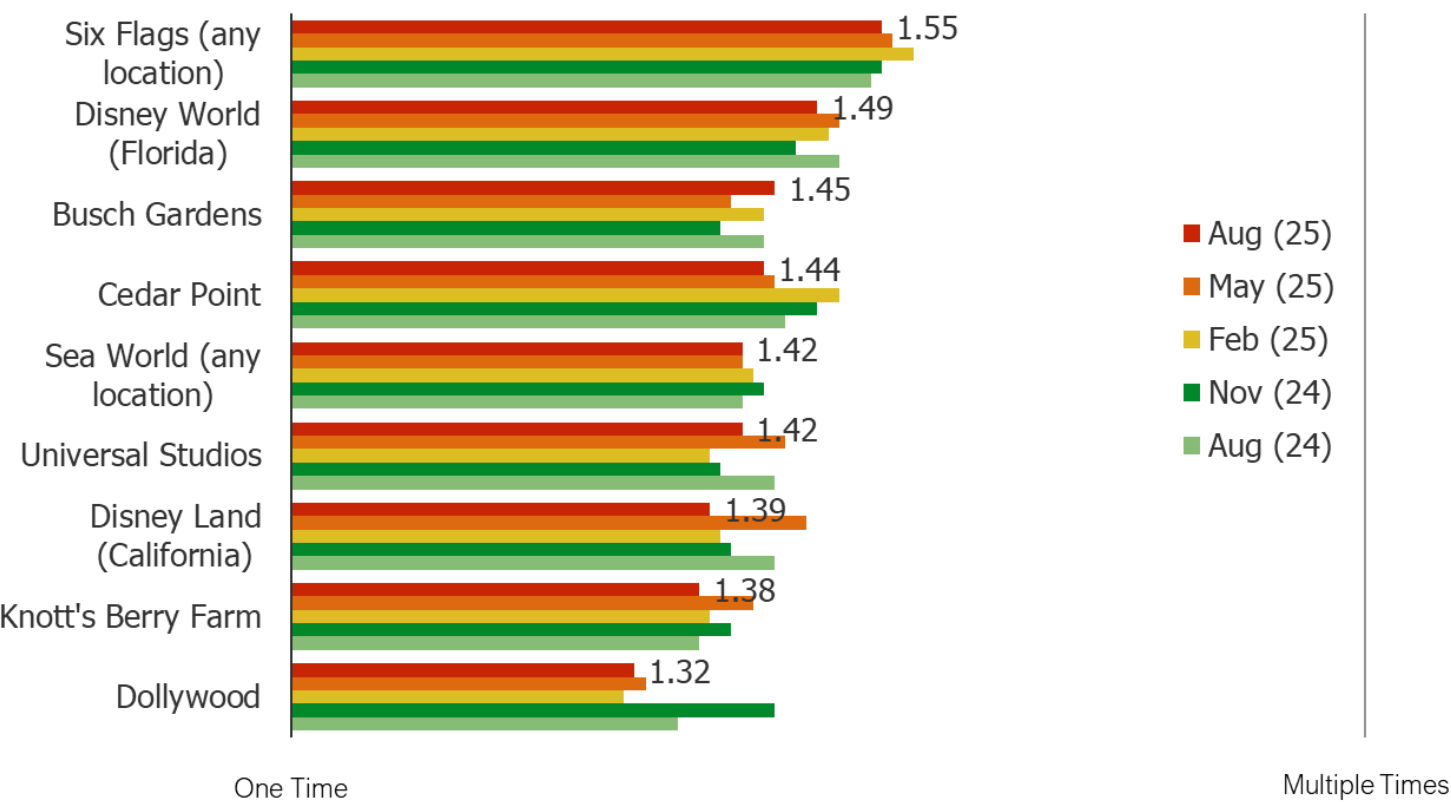
Theme Parks and Cruises | Vol 11

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

August 2025

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

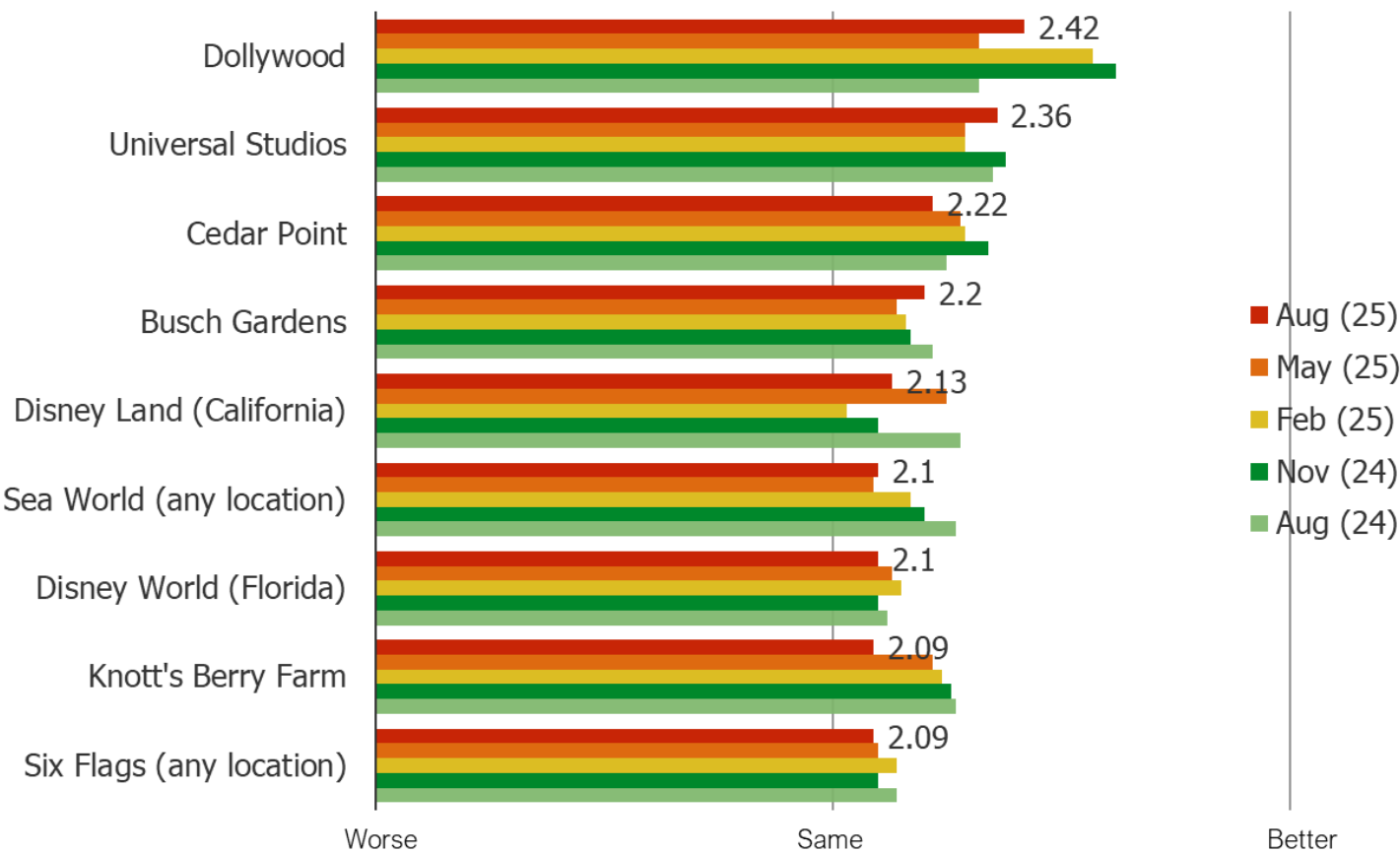
Posed to all respondents who have visited each of the below...



	N=
Dollywood	99
Universal Studios	269
Cedar Point	109
Disney Land (California)	212
Knott's Berry Farm	118
Disney World (Florida)	380
Six Flags (any location)	361
Sea World (any location)	291
Busch Gardens	178

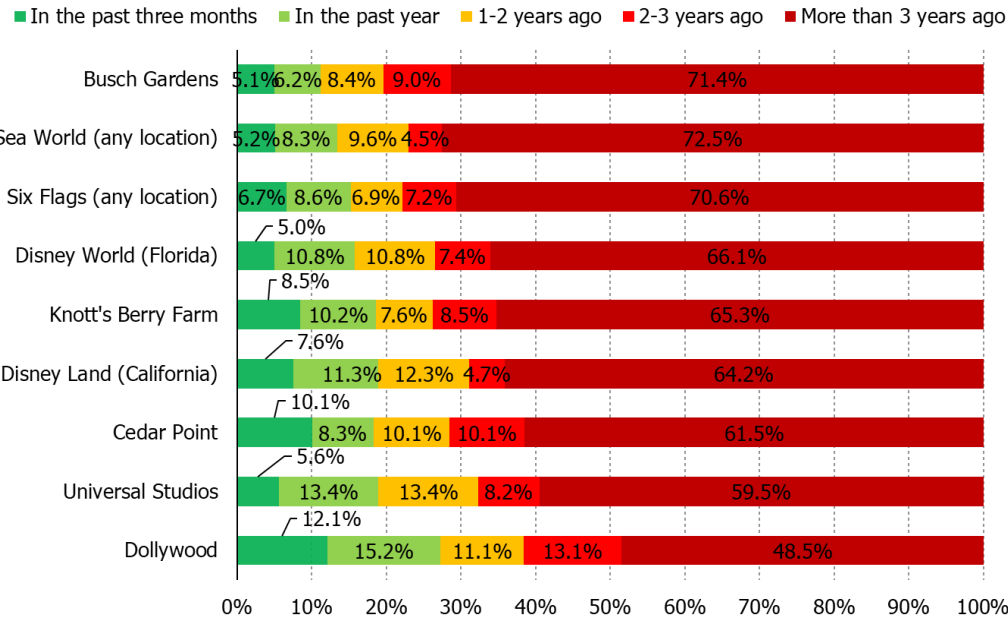
YOU MENTIONED THAT YOU HAVE TAKEN VISITS TO THE FOLLOWING MULTIPLE TIMES. IN YOUR OPINION, HAS THE EXPERIENCE GOTTEN BETTER OR WORSE VISITING THE FOLLOWING OVER TIME?

Posed to respondents who have visited each of the below multiple times...



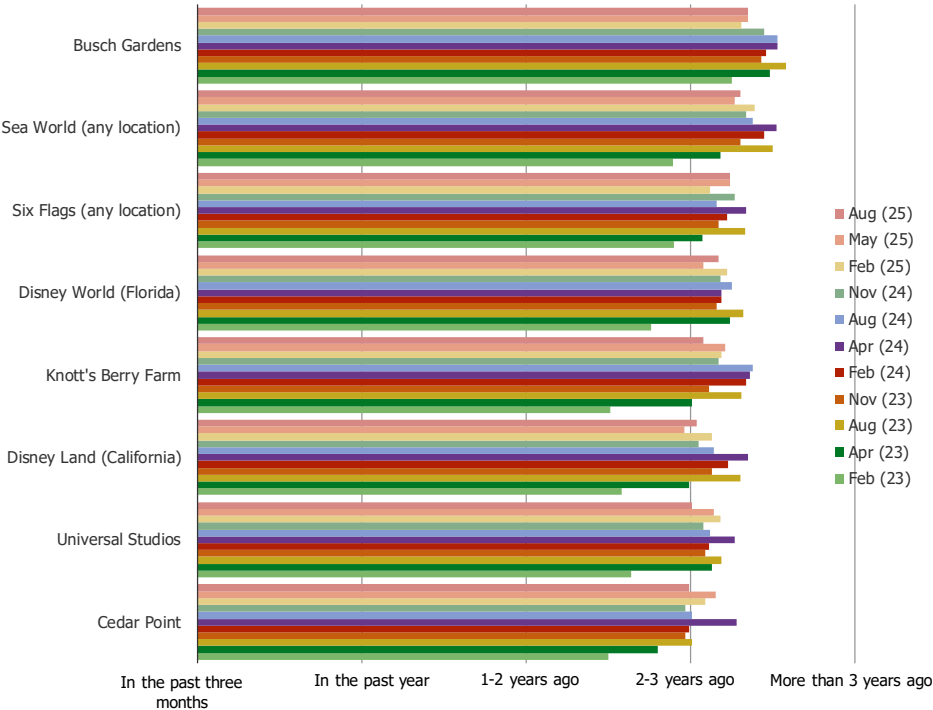
WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

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



	N=
Dollywood	99
Universal Studios	269
Cedar Point	109
Disney Land (California)	212
Knott's Berry Farm	118
Disney World (Florida)	380
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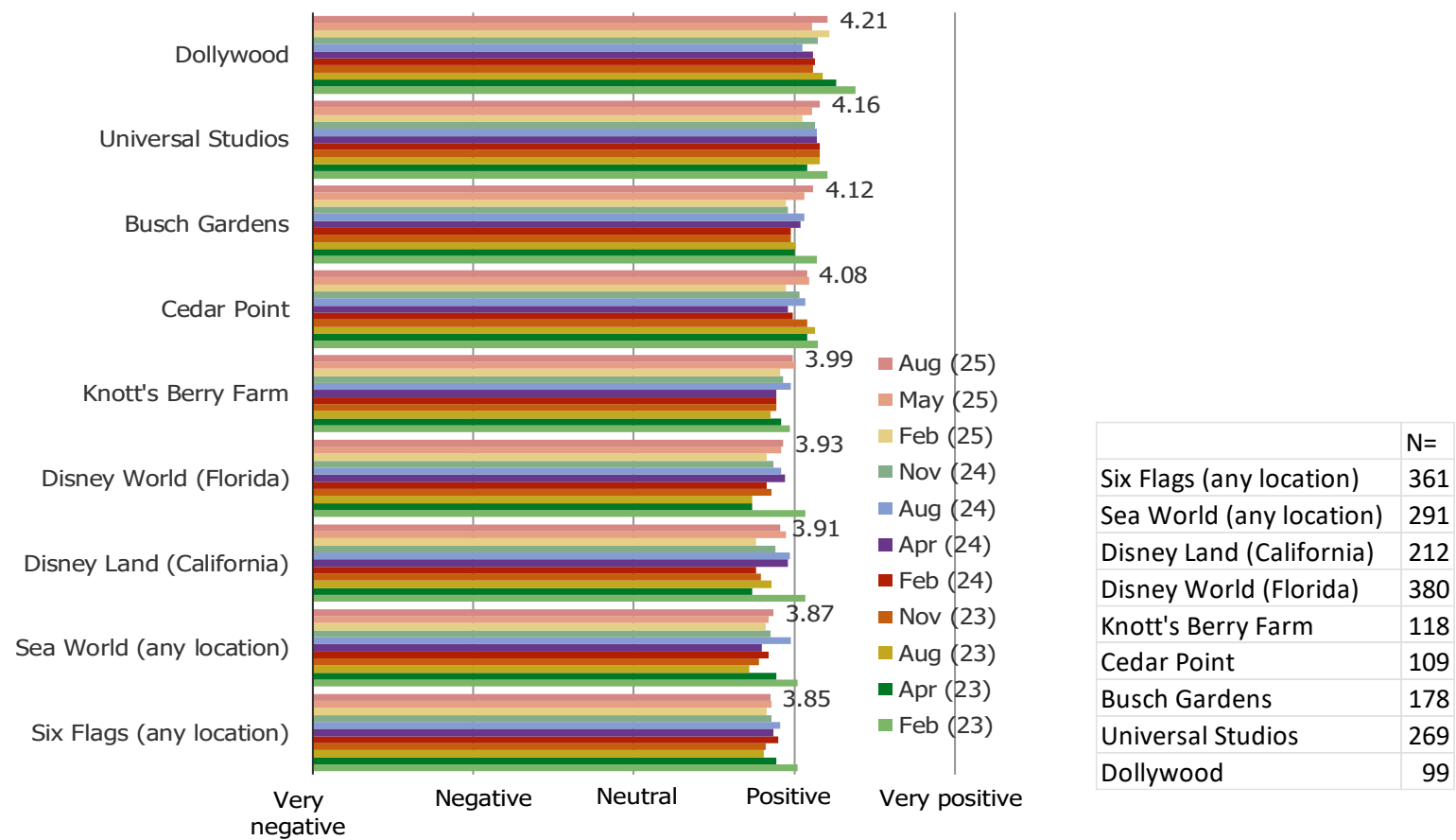
Time Series (Weighted Average)



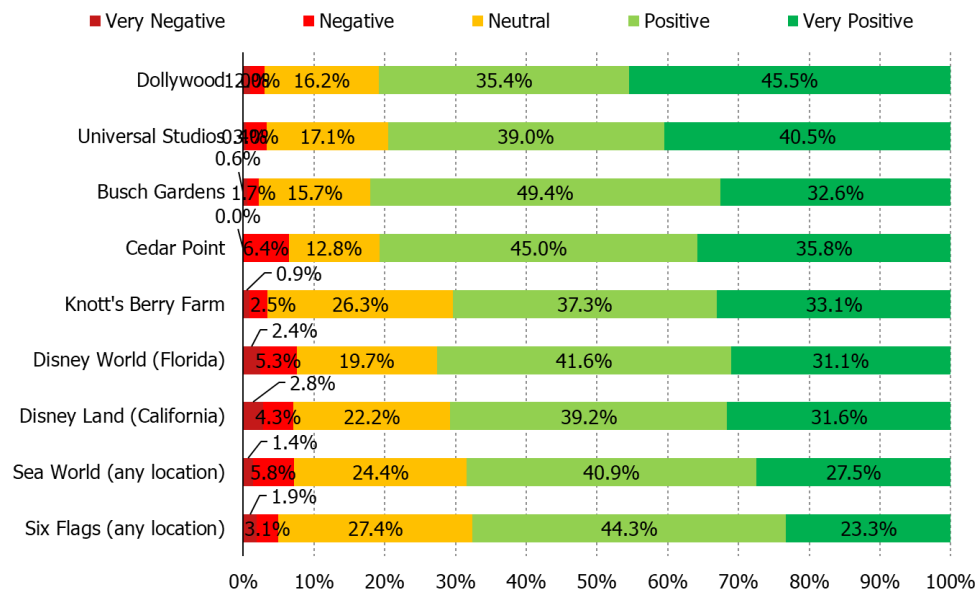
← More Recent

WHAT IS YOUR OPINION OF THE FOLLOWING:

Posed to all respondents who have visited the below.

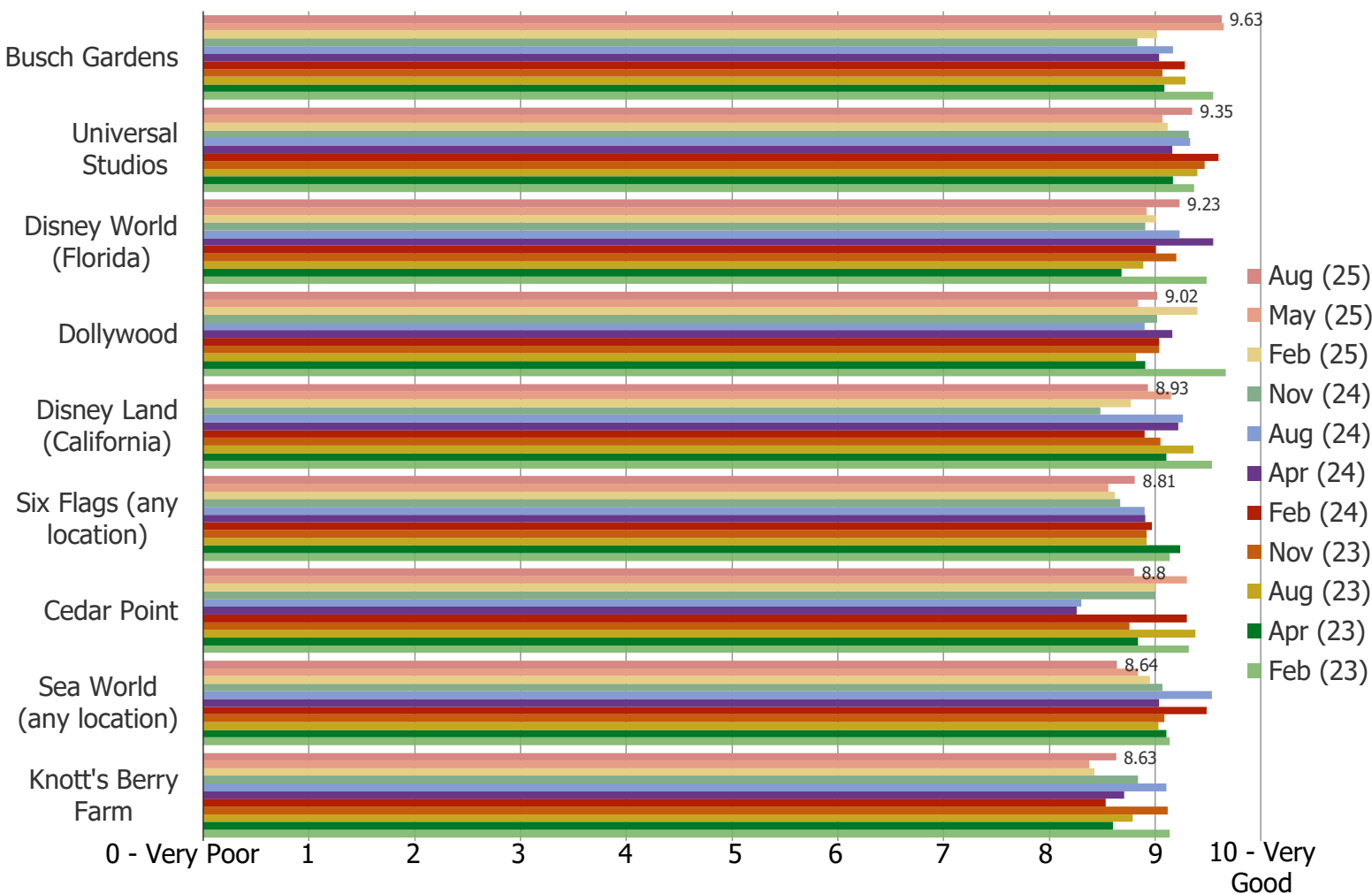


August 25 Data Breakout



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

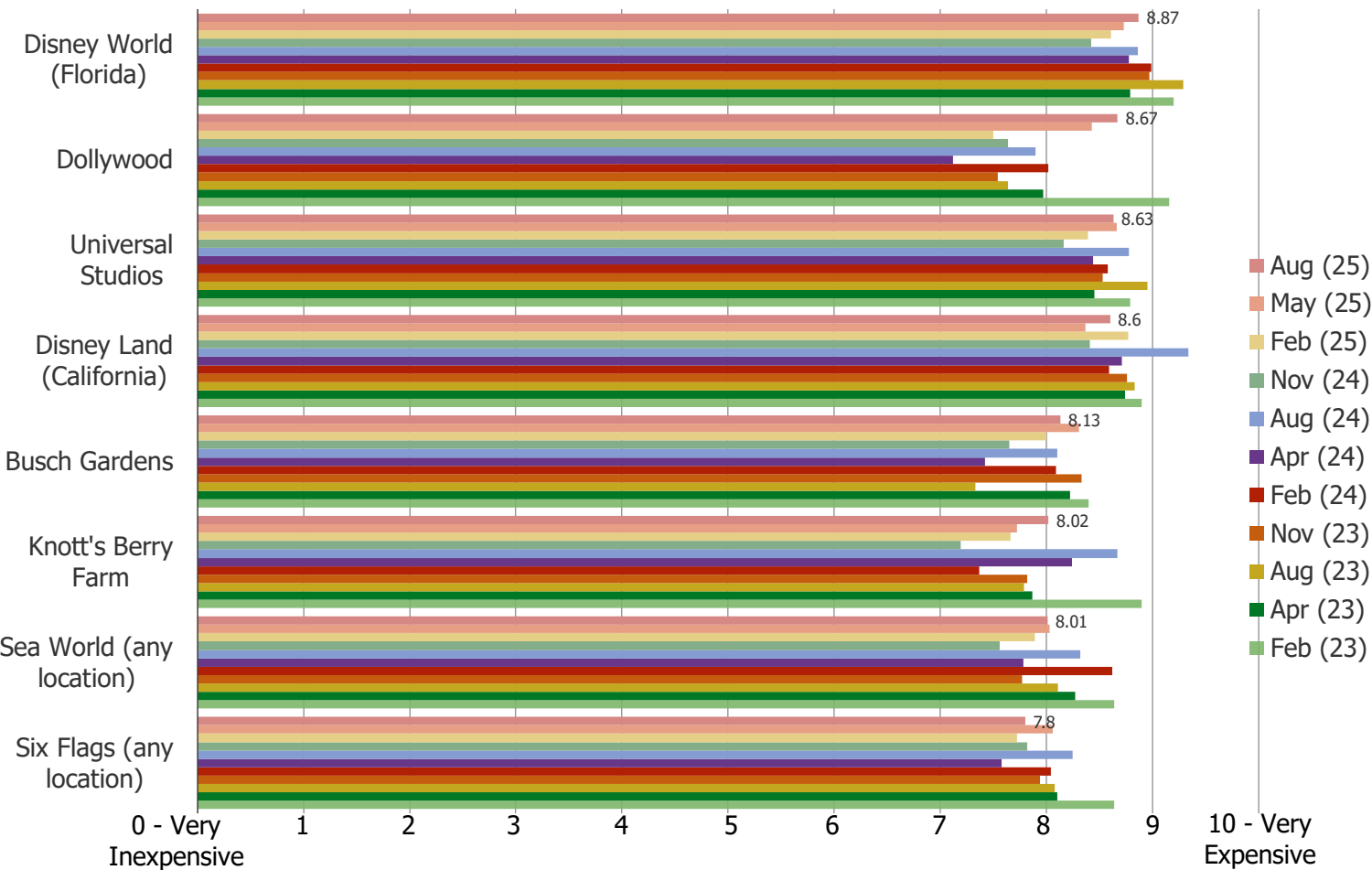
Posed to all respondents who have visited the below most recently in the past three years.



	N=
Disney World (Florida)	132
Disney Land (California)	80
Six Flags (any location)	109
Universal Studios	111
Sea World (any location)	81
Cedar Point	46
Knott's Berry Farm	43
Dollywood	54
Busch Gardens	52

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

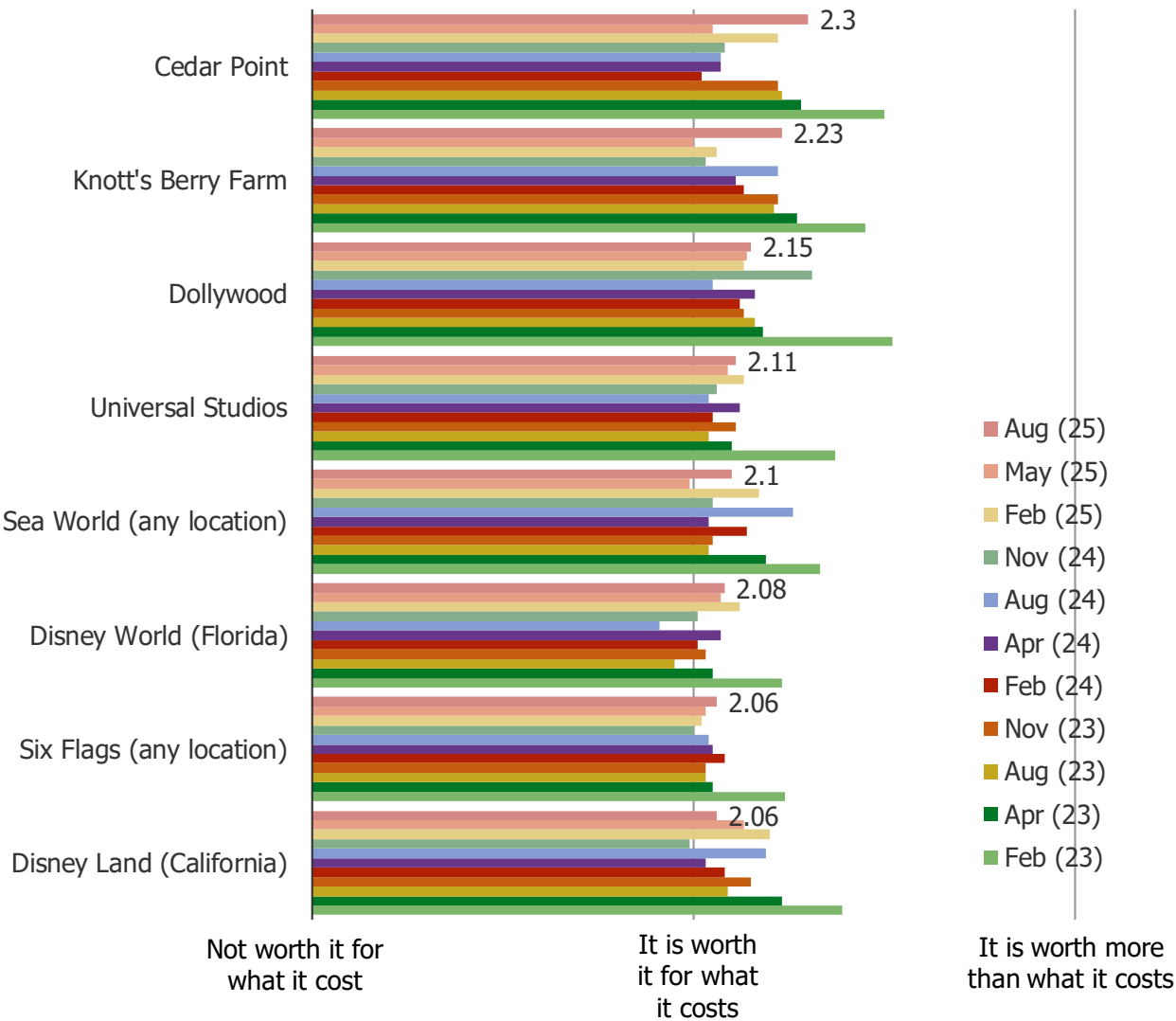
Posed to all respondents who have visited the below most recently in the past three years.



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Disney World (Florida)	132
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Universal Studios	111
Sea World (any location)	81
Cedar Point	46
Knott's Berry Farm	43
Dollywood	54
Busch Gardens	52

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

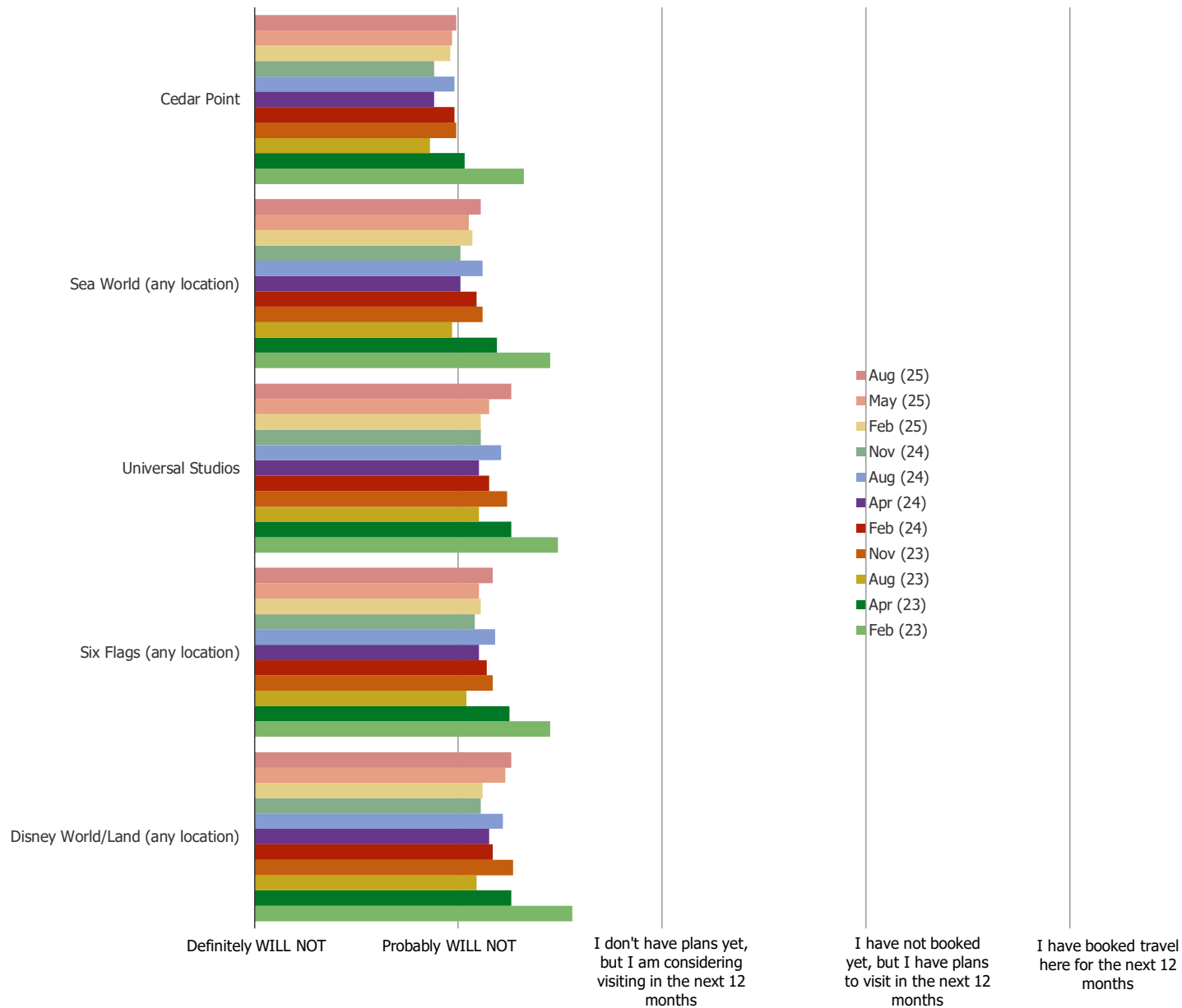
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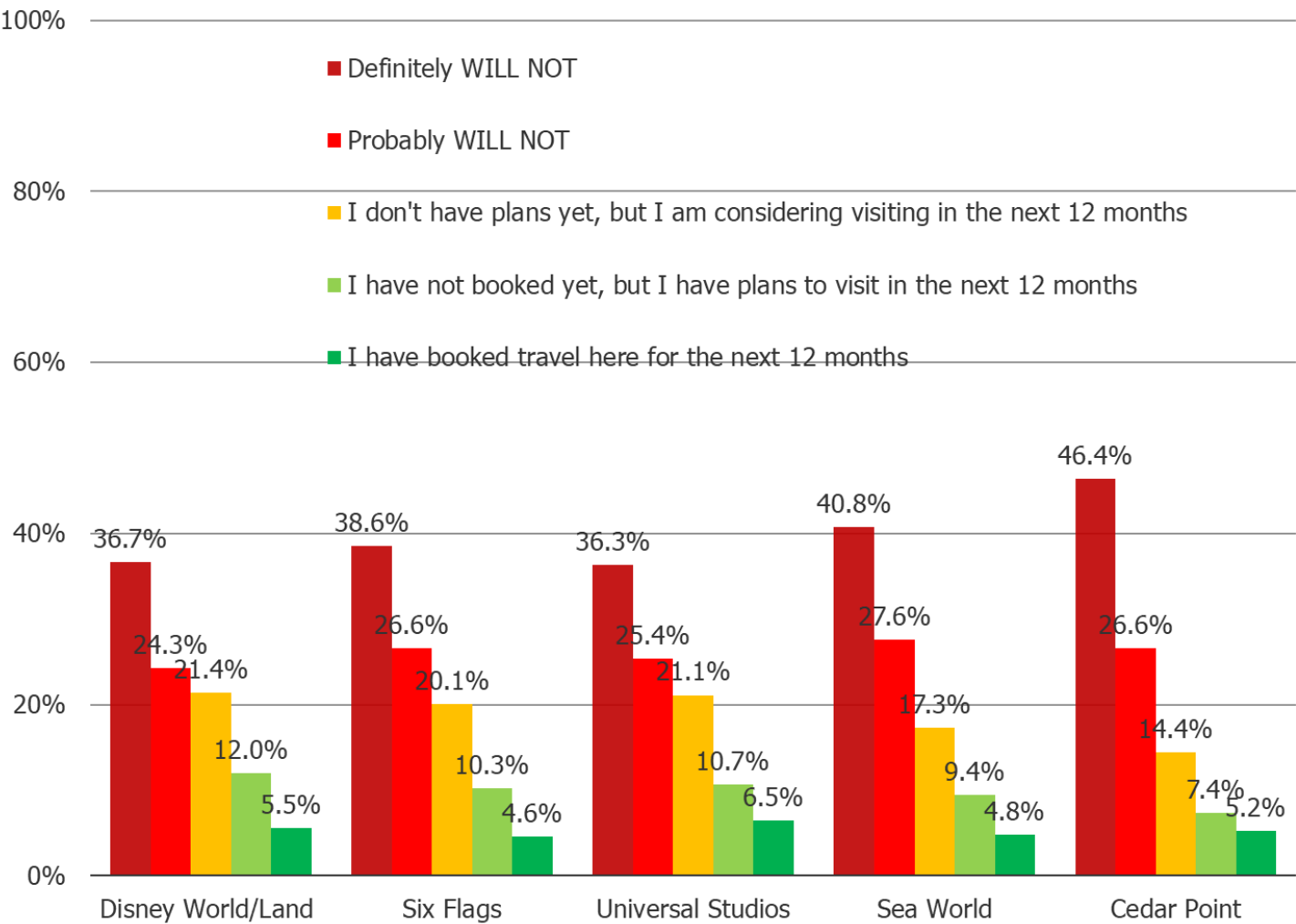
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to all respondents.



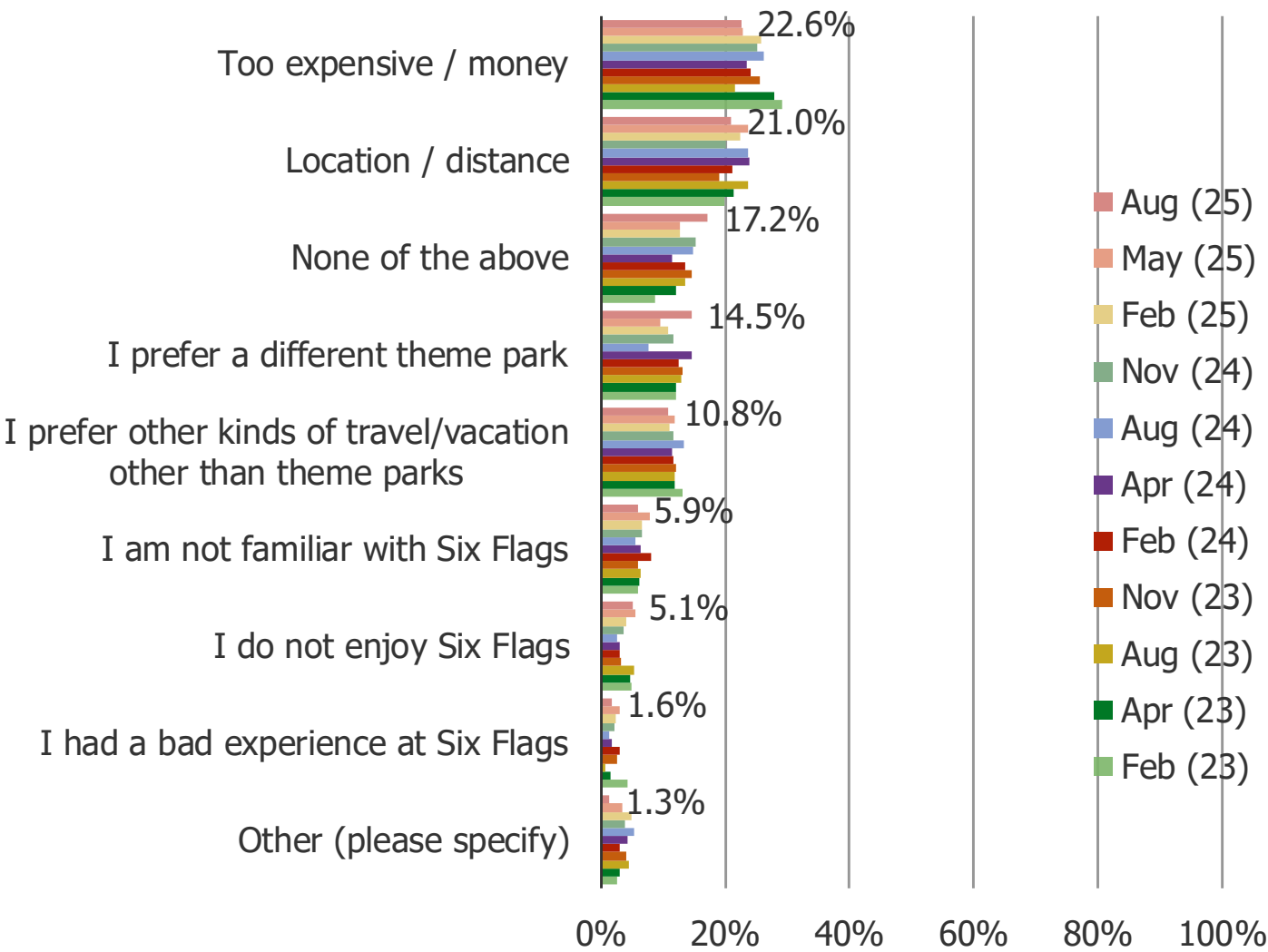
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING THEME PARKS IN THE NEXT 12 MONTHS?

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.

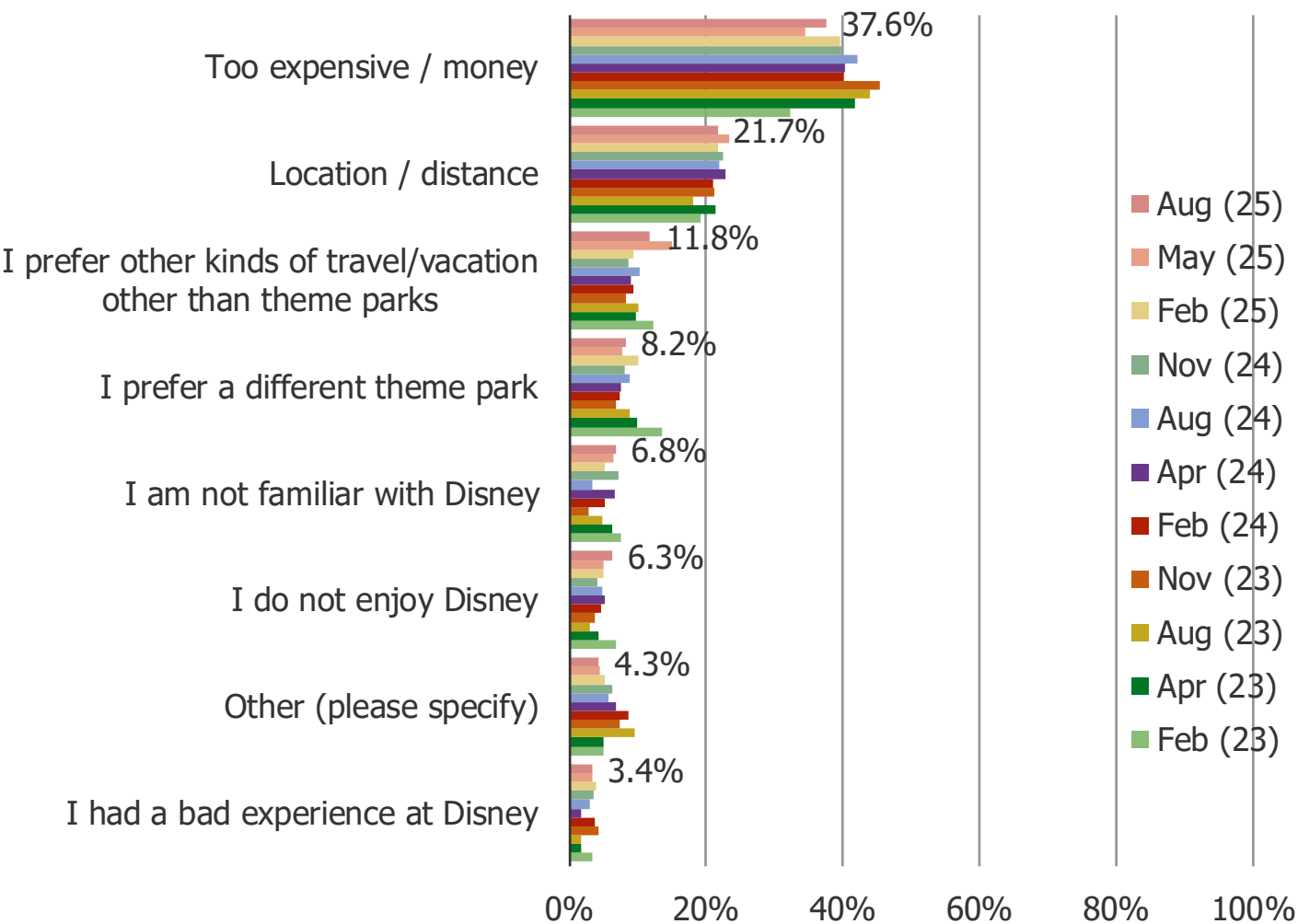


Posed to all respondents who do not have plans to visit the above.



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.

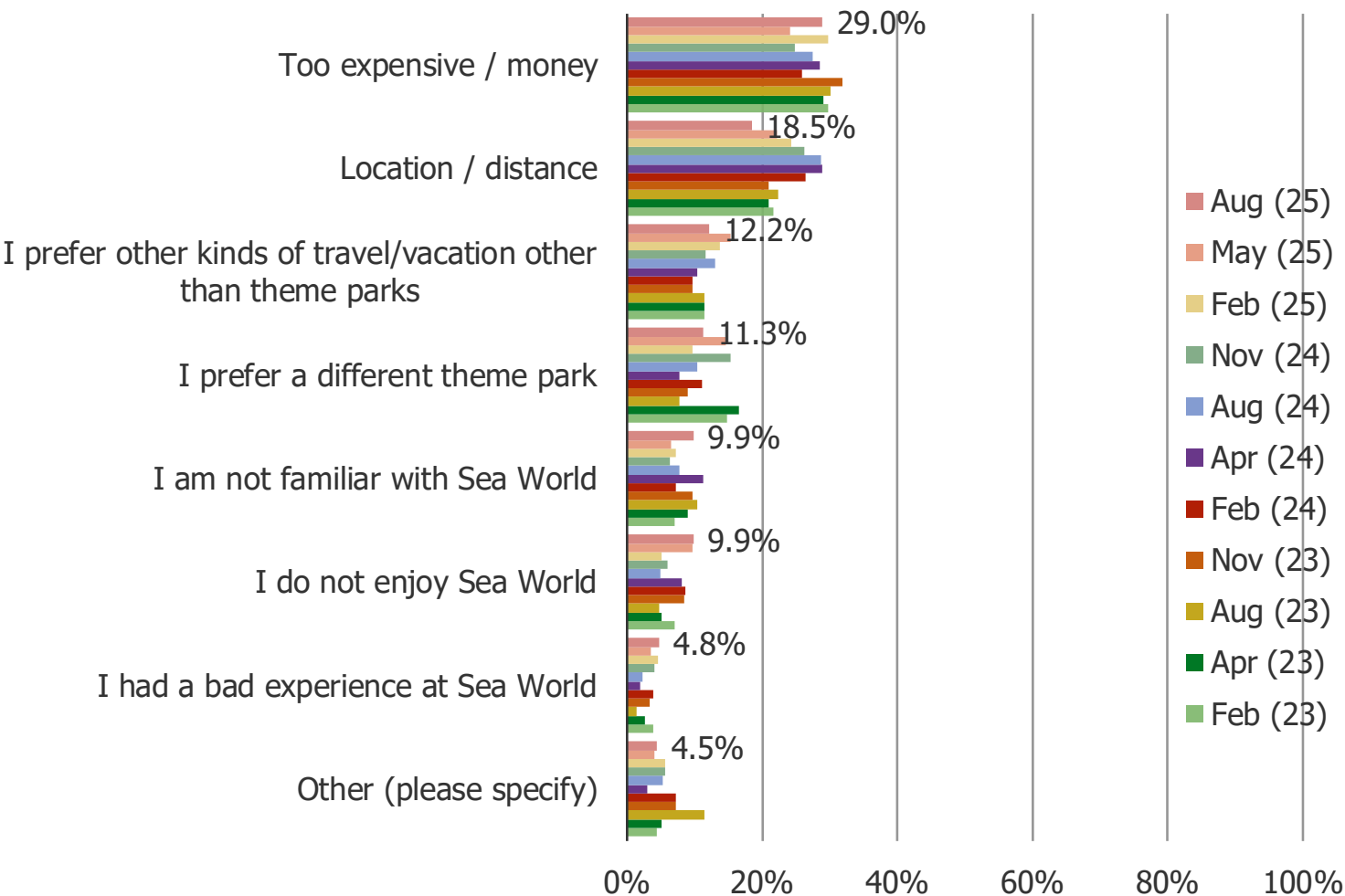


Posed to all respondents who do not have plans to visit the above.



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

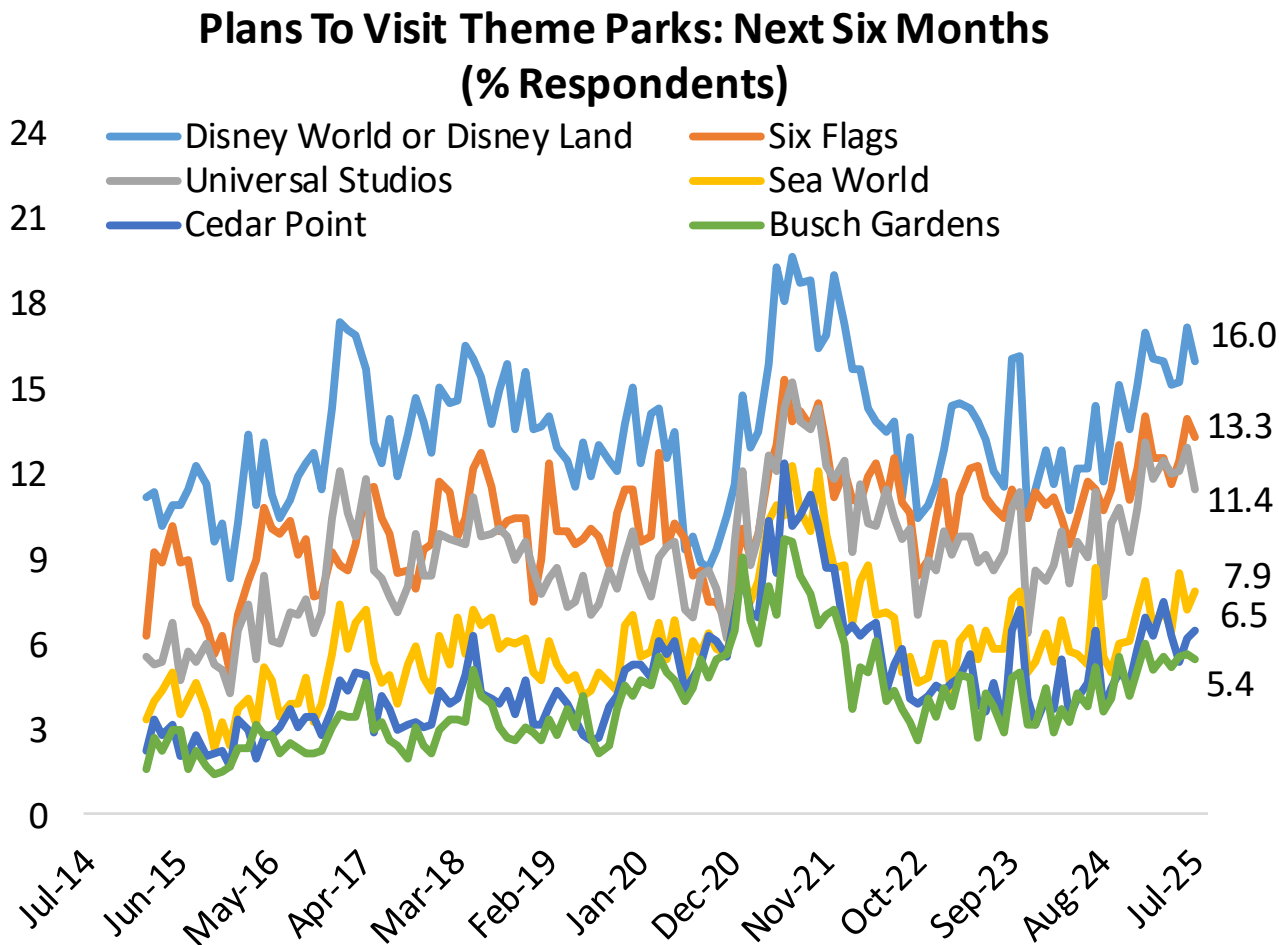
Posed to all respondents who do not have plans to visit the above.



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



MONTHLY SURVEY – THEME PARK VISIT INTENTIONS TRACKER



Note: Latest Datapoint is July 2025