

BESPOKE SURVEYS

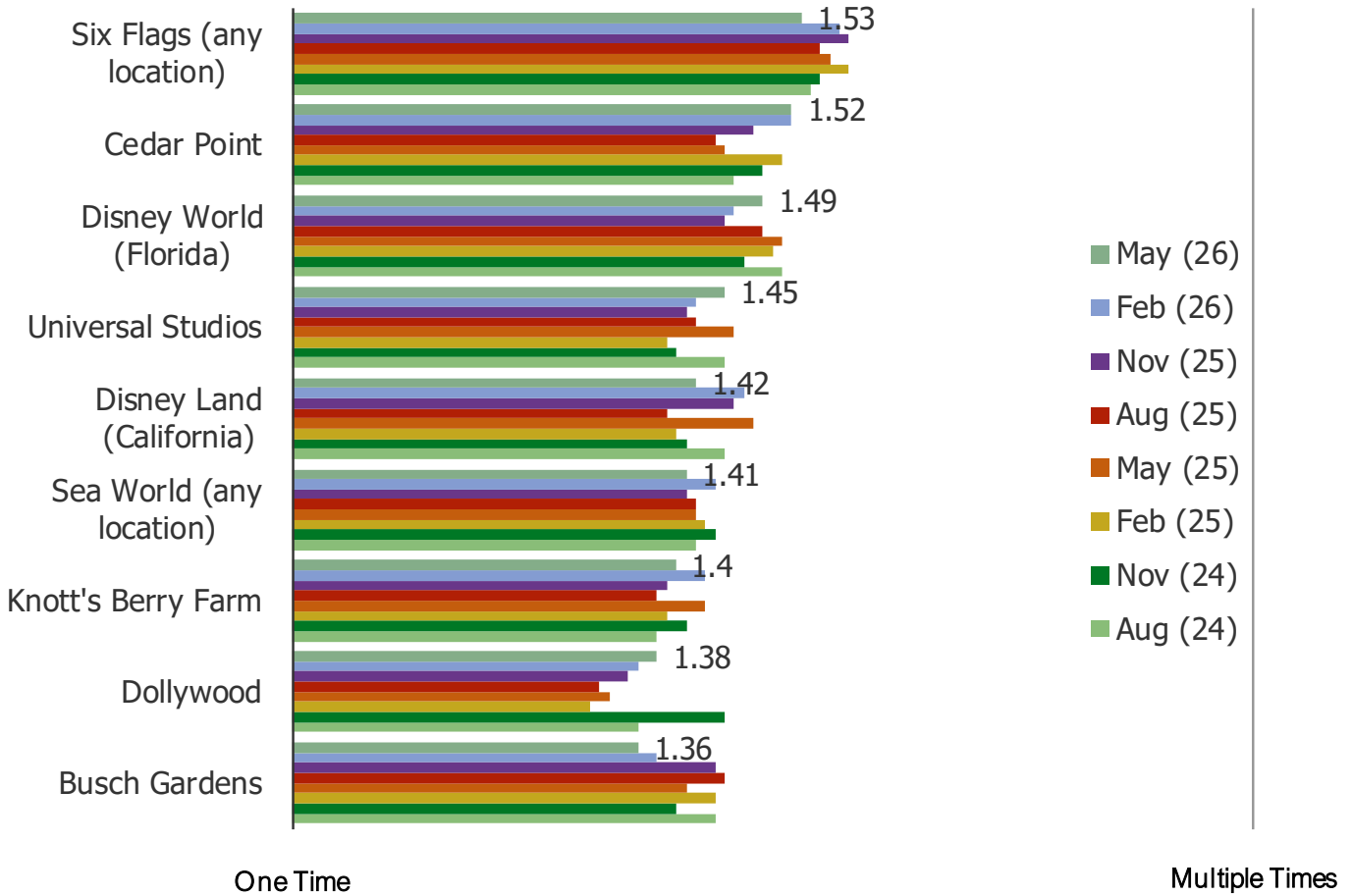
Theme Parks and Cruises | Vol 14

1,000 US Consumers Balanced to Census
Tickers Covered: DIS, SIX, FUN, SEAS

MAY 2026

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

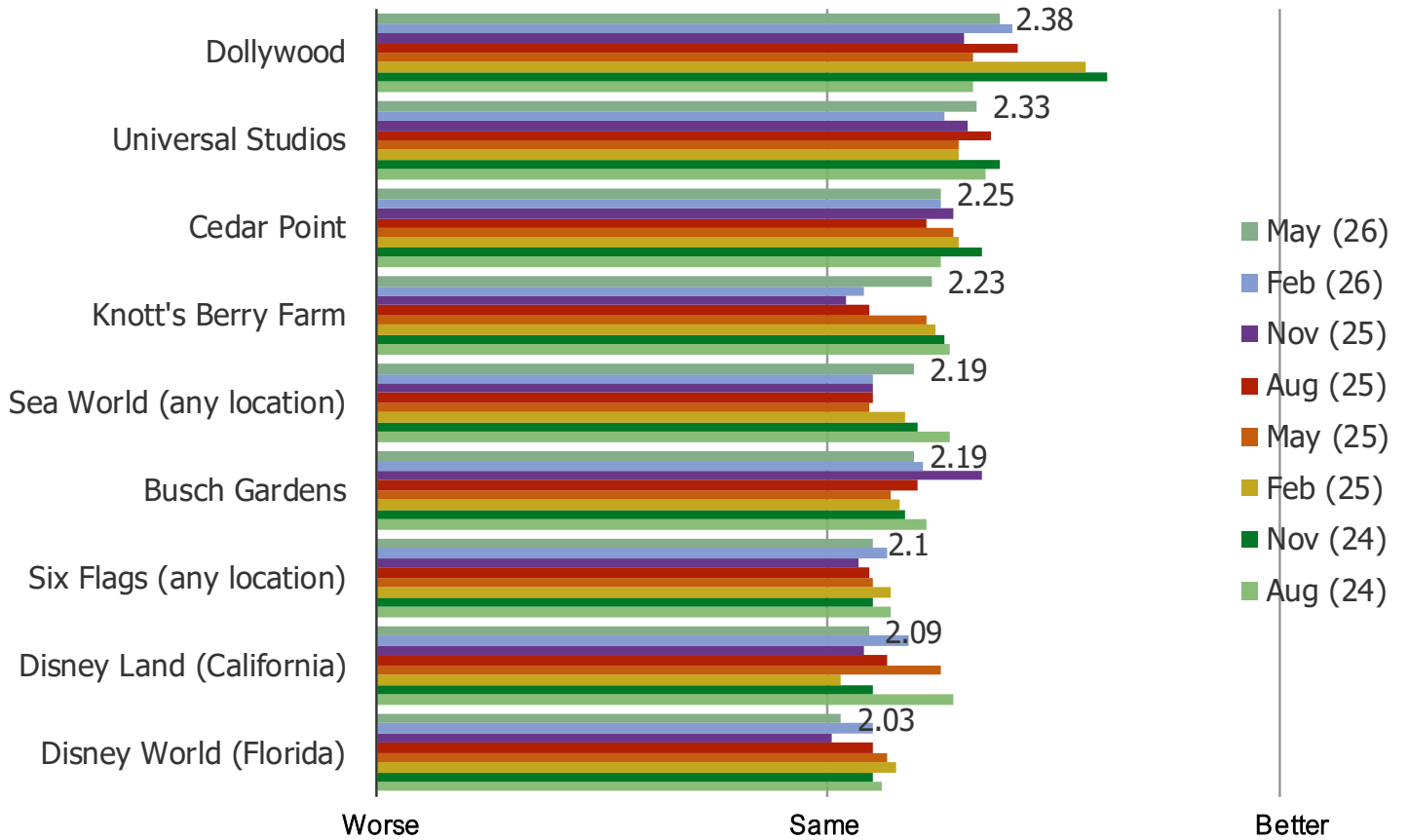
Posed to all respondents who have visited each of the below...



	N=
Disney World (Florida)	375
Disney Land (California)	215
Six Flags (any location)	372
Universal Studios	273
Sea World (any location)	298
Cedar Point	126
Knott's Berry Farm	109
Dollywood	97
Busch Gardens	173

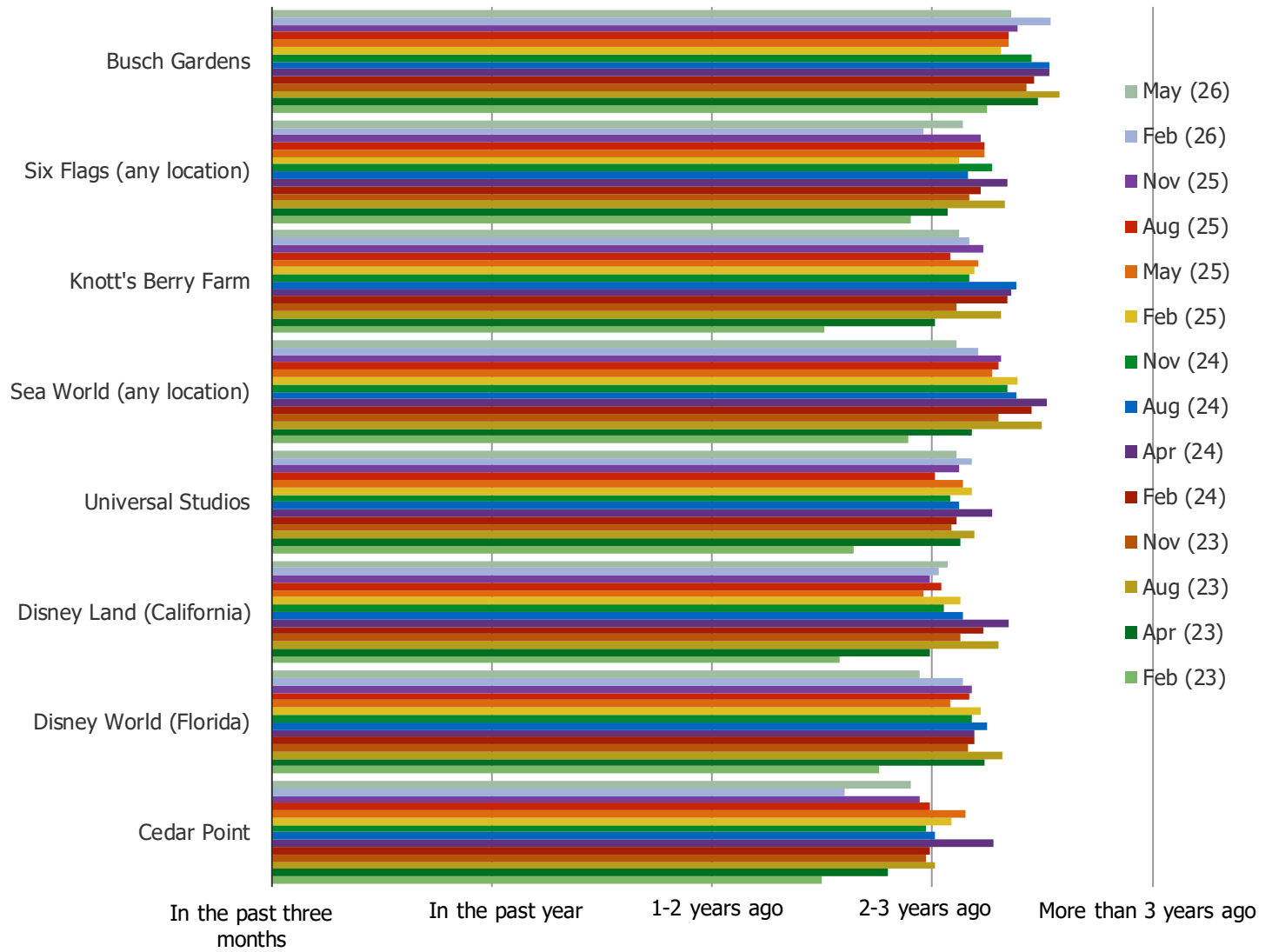
YOU MENTIONED THAT YOU HAVE TAKEN VISITS TO THE FOLLOWING MULTIPLE TIMES. IN YOUR OPINION, HAS THE EXPERIENCE GOTTEN BETTER OR WORSE VISITING THE FOLLOWING OVER TIME?

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



WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

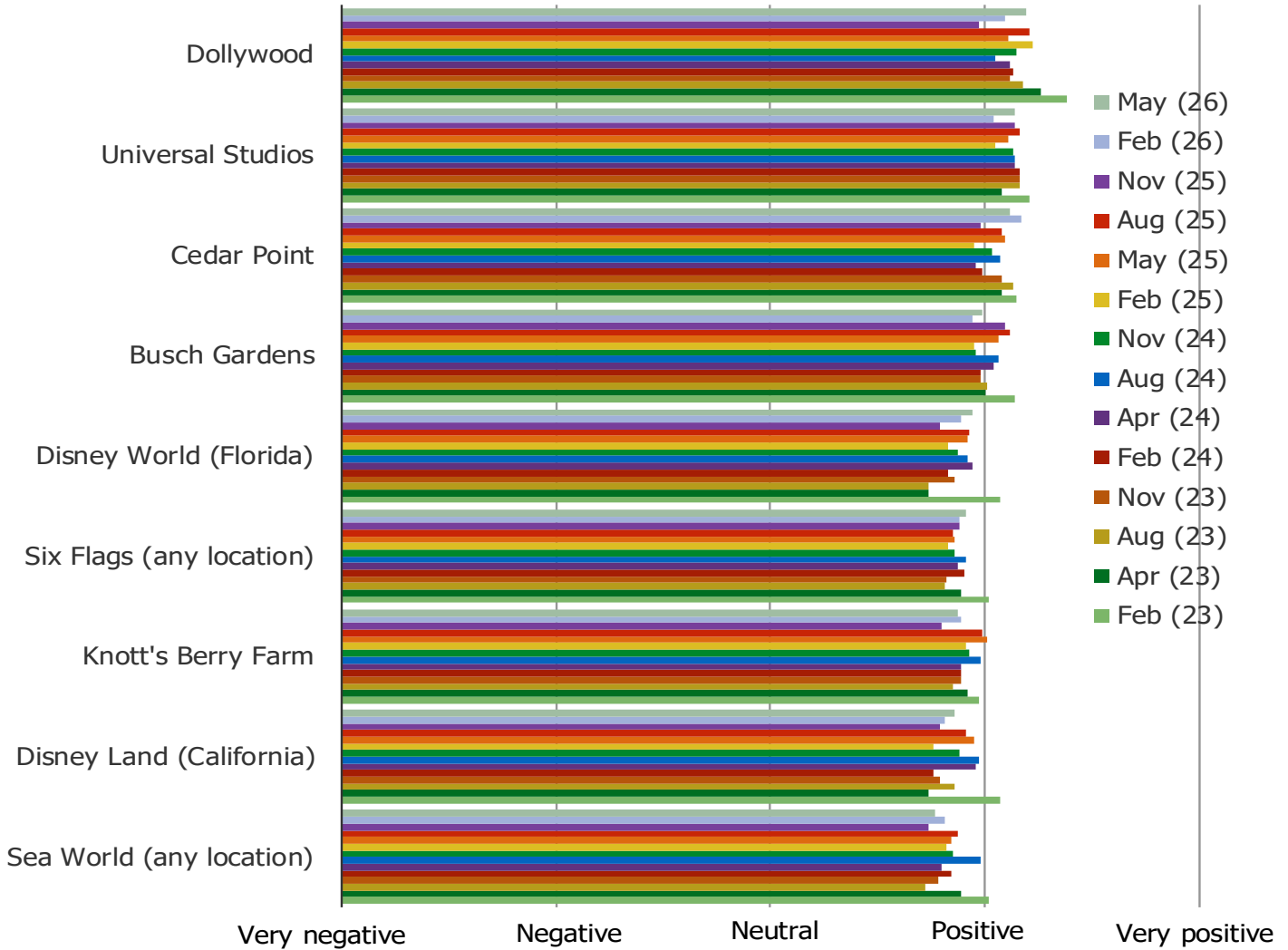
Posed to all respondents who have visited each of the below.



← More Recent

WHAT IS YOUR OPINION OF THE FOLLOWING:

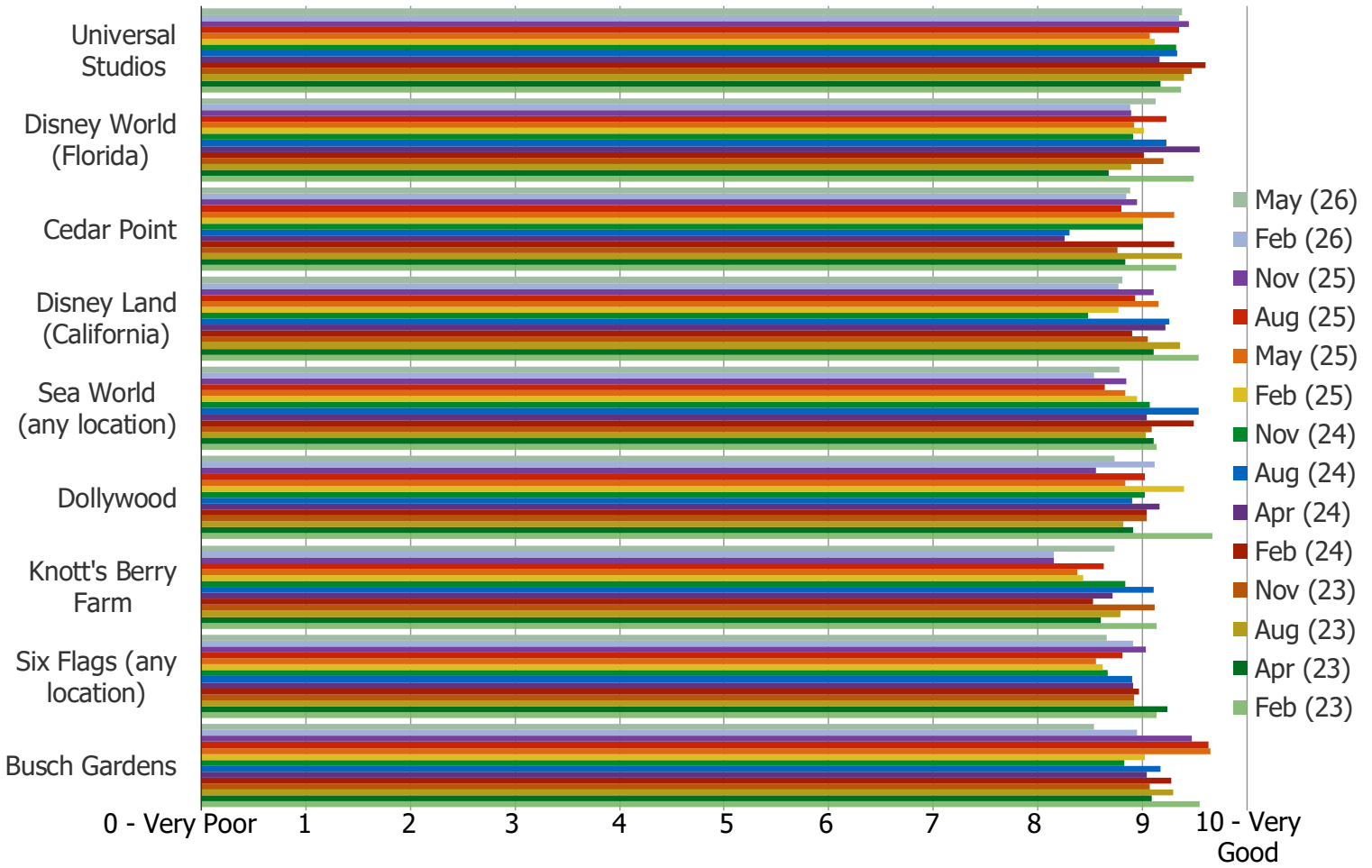
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THINKING ABOUT YOUR MOST RECENT VISIT, HOW WOULD YOU RATE THE EXPERIENCE YOU HAD IN THE THEME PARK?

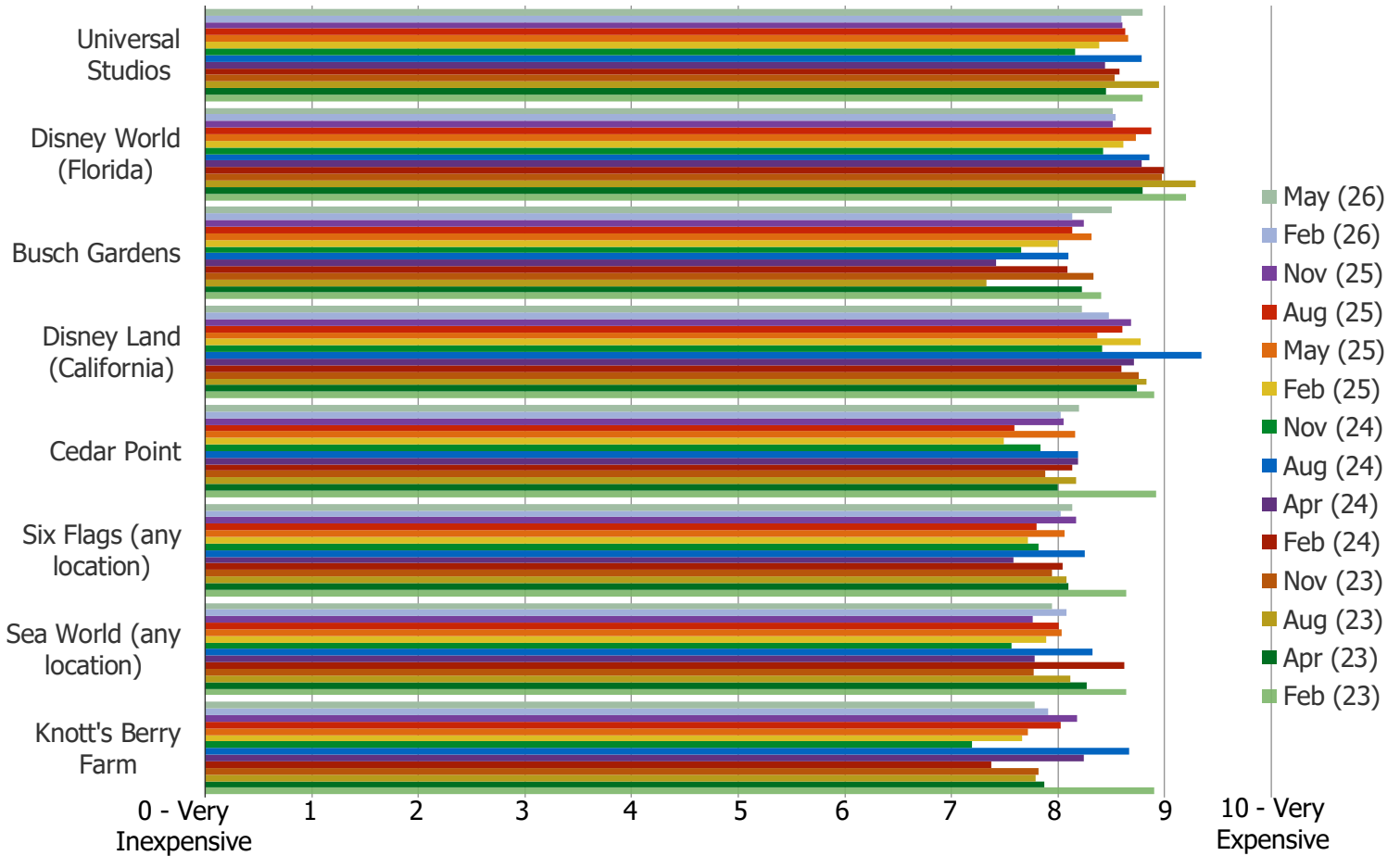
Posed to all respondents who have visited the below most recently in the past three years.



	N=
Disney World (Florida)	164
Disney Land (California)	81
Six Flags (any location)	138
Universal Studios	104
Sea World (any location)	110
Cedar Point	51
Knott's Berry Farm	37
Dollywood	56
Busch Gardens	46

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

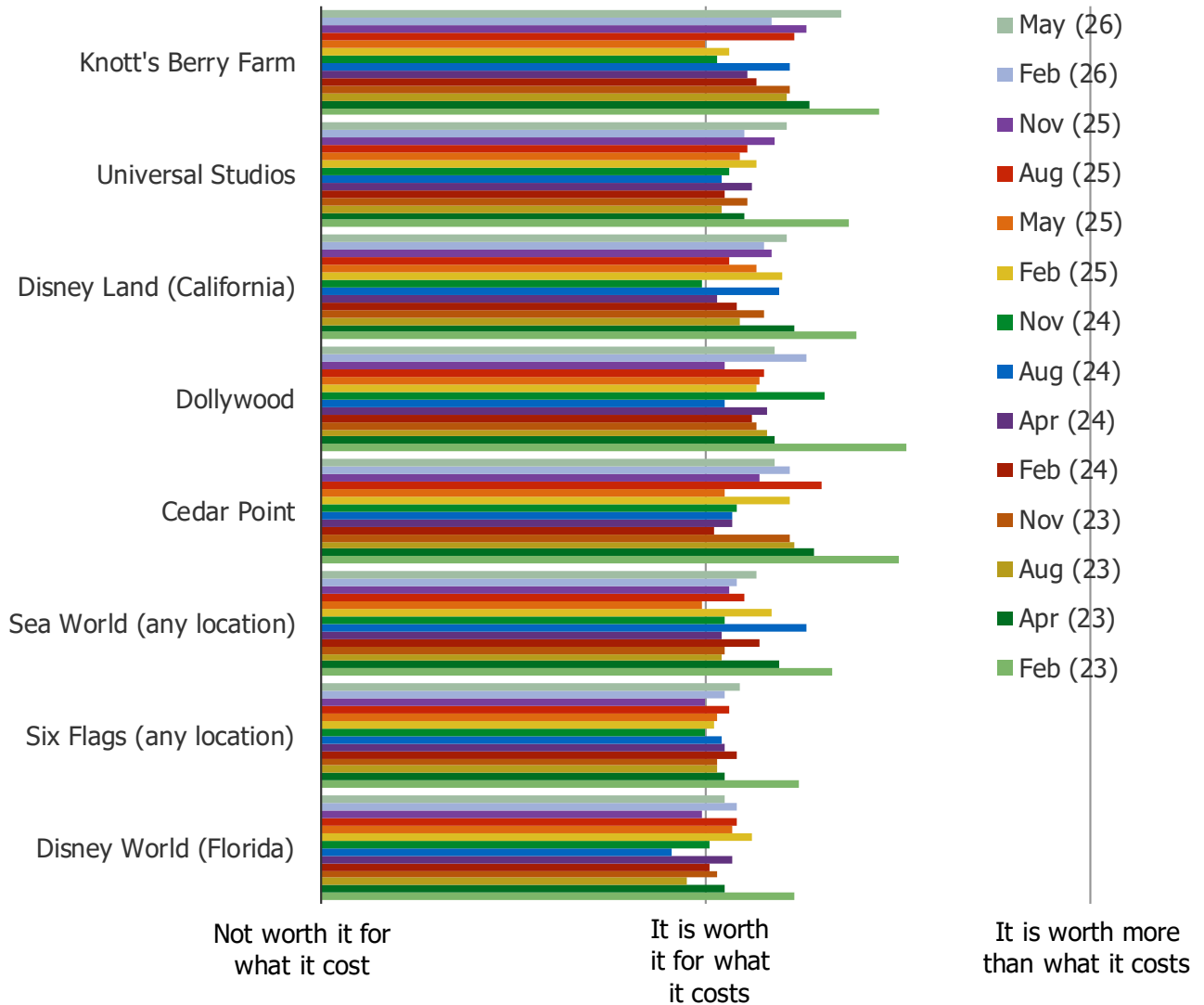
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IN YOUR OPINION, HOW WORTH IT IS THE EXPERIENCE FOR THE PRICE THAT IT COST TO VISIT THE THEME PARK?

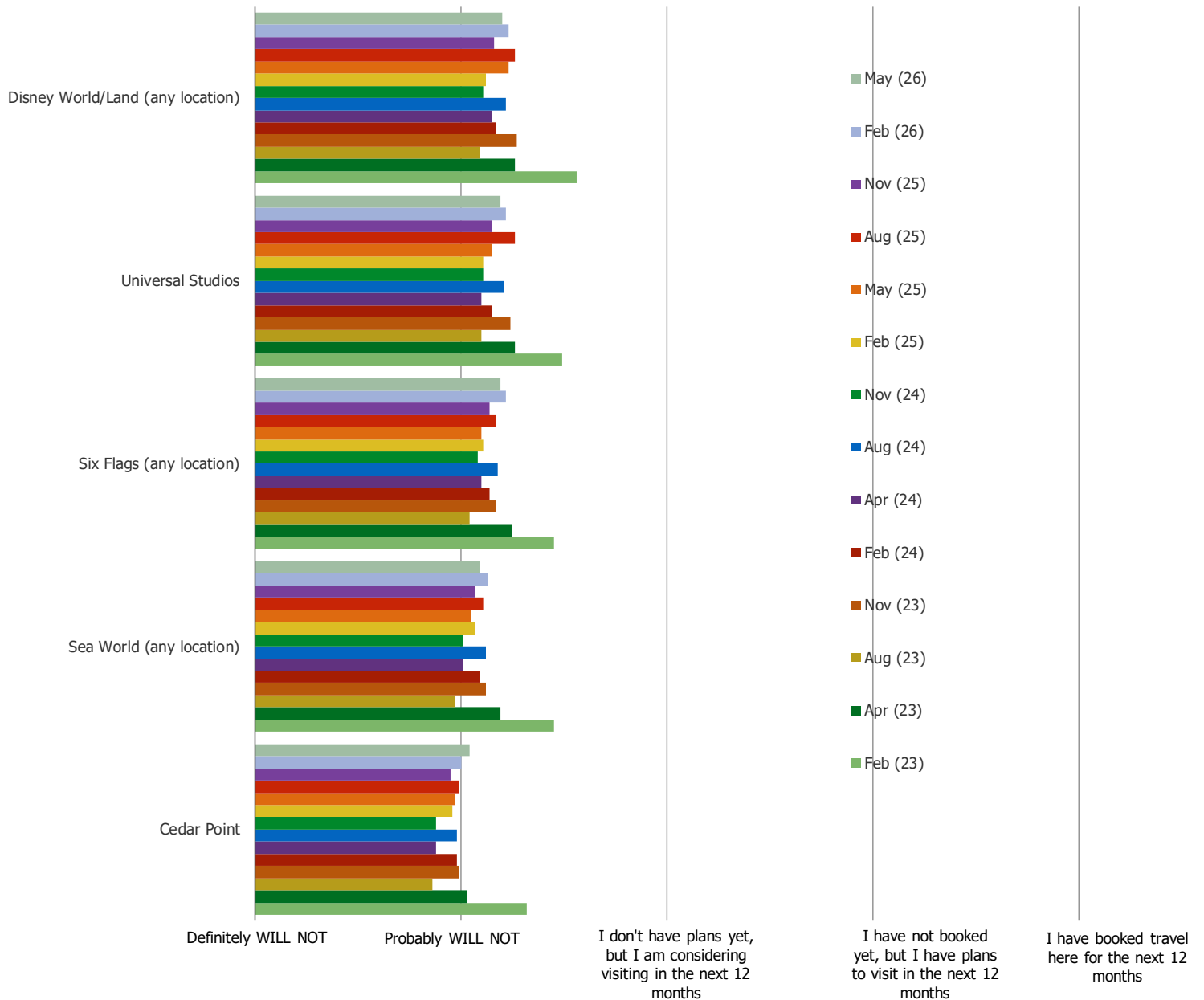
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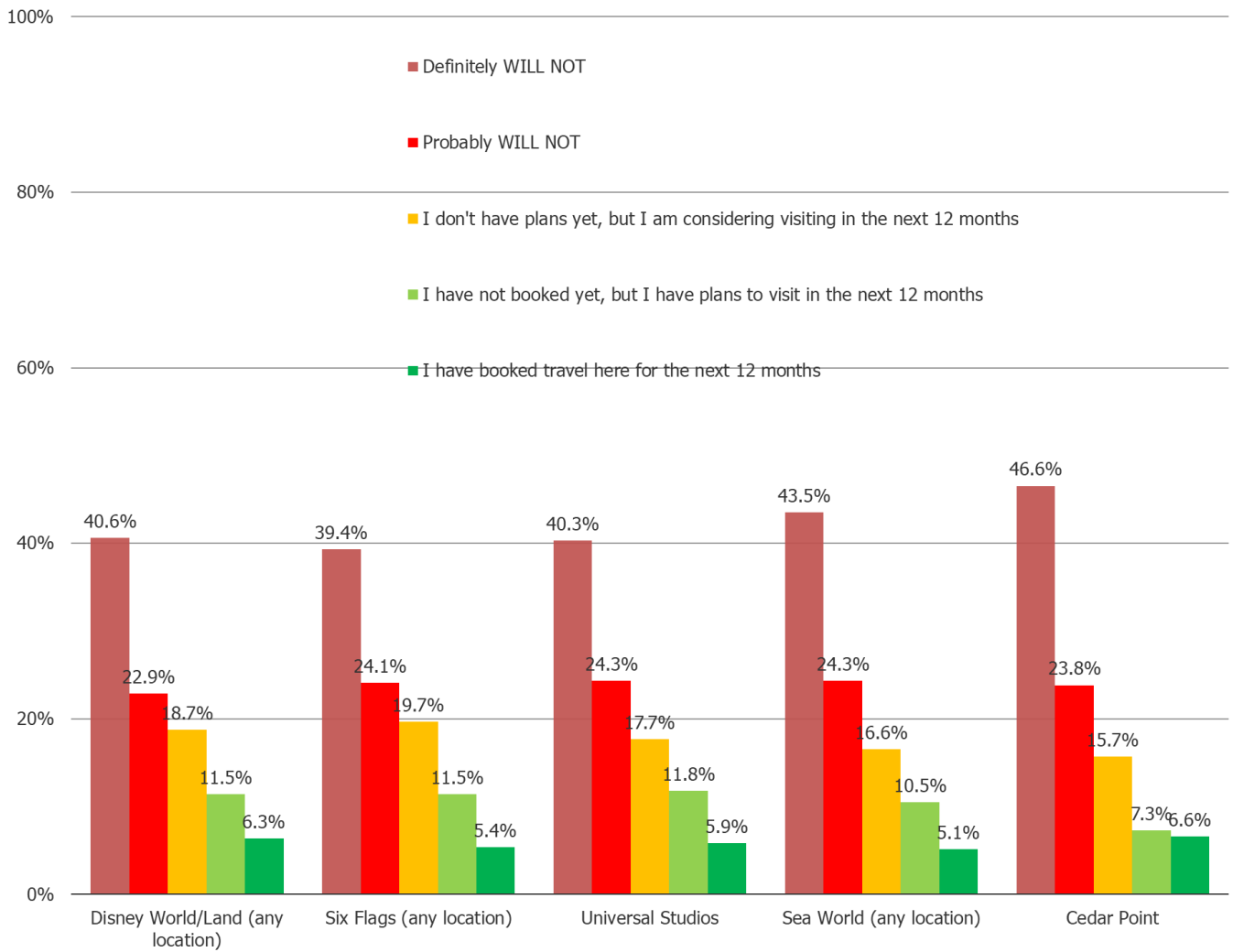
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS...?

Posed to all respondents.



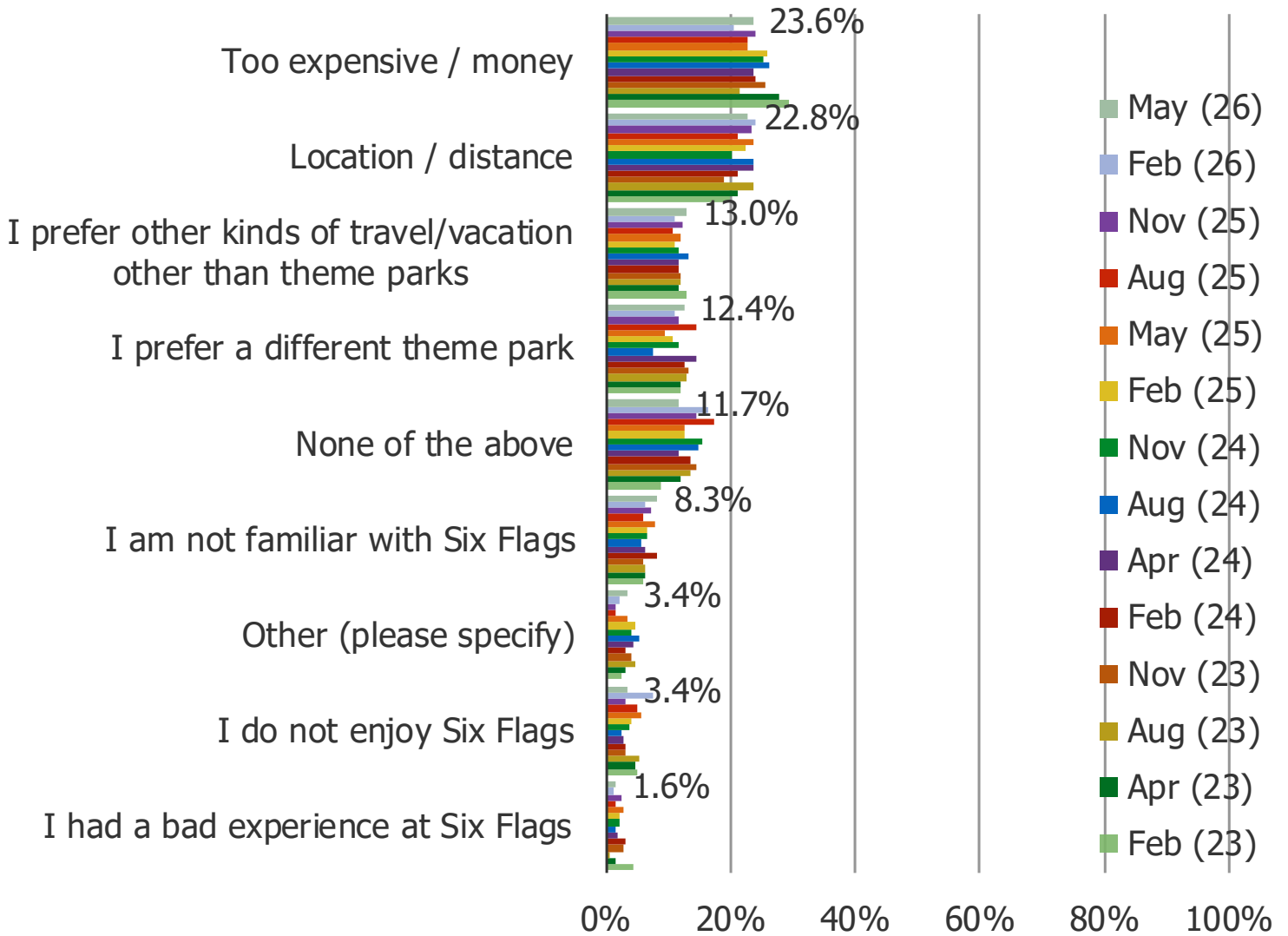
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING THEME PARKS IN THE NEXT 12 MONTHS?

Posed to all respondents.



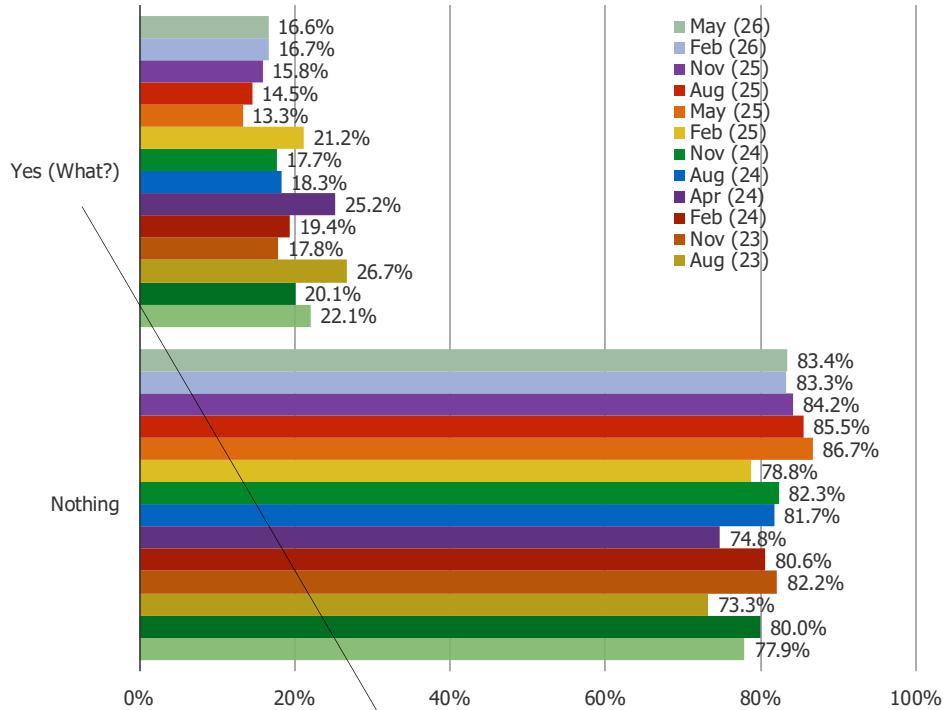
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SIX FLAGS THEME PARK IN THE NEXT 12 MONTHS?

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.



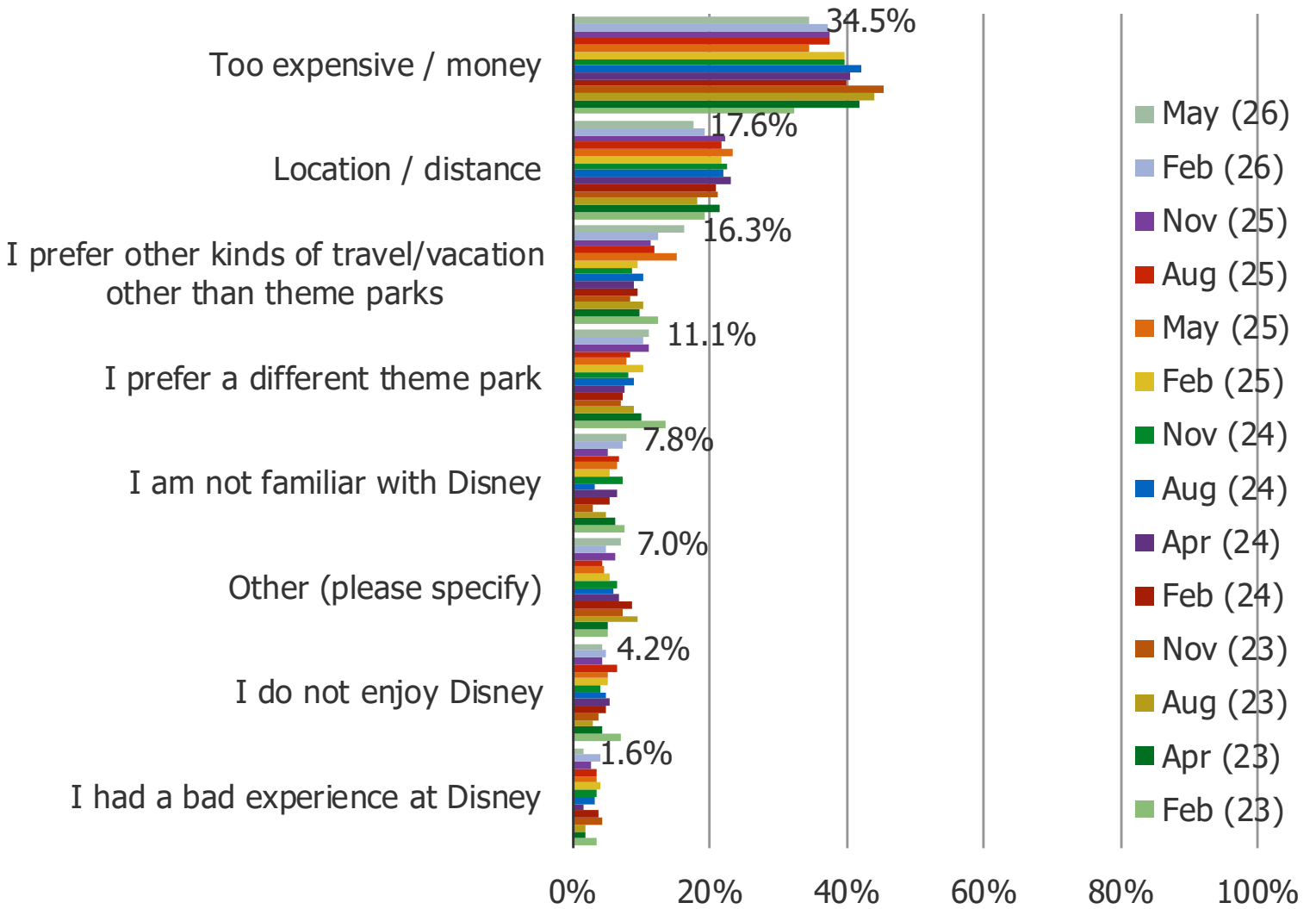
Here is the overall breakdown of what would motivate consumers to visit Six Flags:

Category	Percentage	Count
Lower Prices / Discounts / Affordability	35.83%	349
Other / Unclassified (unique edge cases)	18.79%	183
New Rides / Attractions / Themes / New Experiences	18.58%	181
Generic Positive / Atmosphere / Experience	8.32%	81
Closer Location / Less Travel	5.75%	56
If my Kids/Family/Friends wanted to go	4.62%	45
Better Food / Shows / Concerts	2.87%	28
Blank / Unsure / Nothing	2.67%	26
If I had more time	1.54%	15
Less Crowds / Shorter Lines	0.92%	9
Better Cleanliness / Maintenance / Updates	0.10%	1

Category	R ²	P-Value	Trend Direction
Generic Positive / Atmosphere / Experience	0.2189	0.0916	Down
Other / Unclassified	0.0968	0.2790	Down
Less Crowds / Shorter Lines	0.0936	0.2874	Up
Lower Prices / Discounts / Affordability	0.0802	0.3266	Up
Better Cleanliness / Maintenance / Updates	0.0580	0.4069	Up
If I had more time	0.0566	0.4126	Up
Blank / Unsure / Nothing	0.0297	0.5558	Up
Better Food / Shows / Concerts	0.0160	0.6662	Up
Closer Location / Less Travel	0.0110	0.7210	Up
If my Kids/Family/Friends wanted to go	0.0087	0.7507	Down
New Rides / Attractions / Themes	0.0030	0.8527	Down

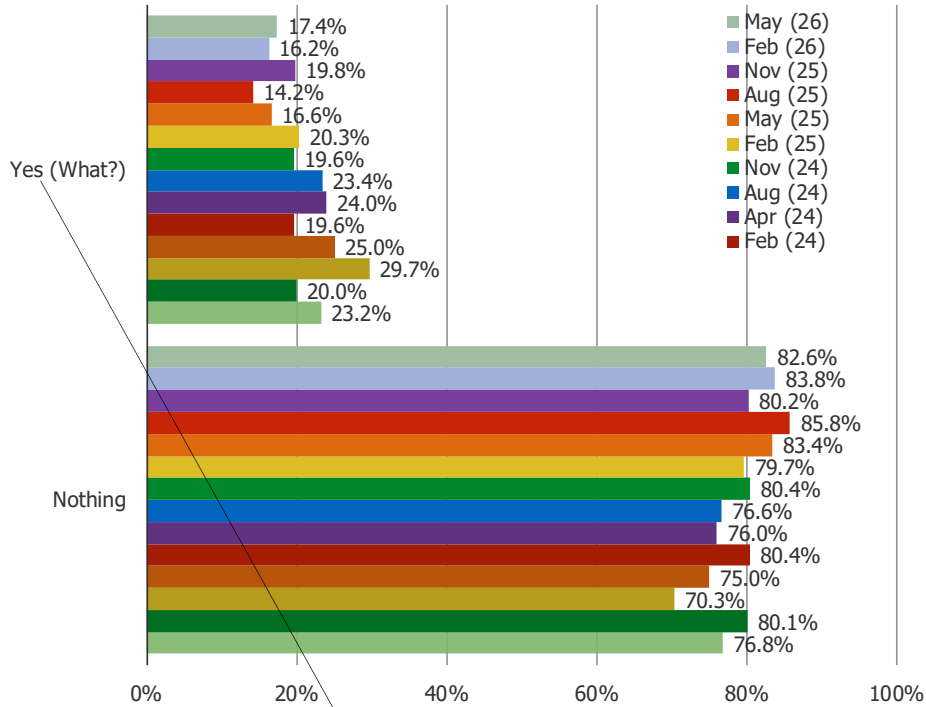
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A DISNEY THEME PARK IN THE NEXT 12 MONTHS?

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.



Here is the quantified breakdown of what would make consumers interested in Disney:

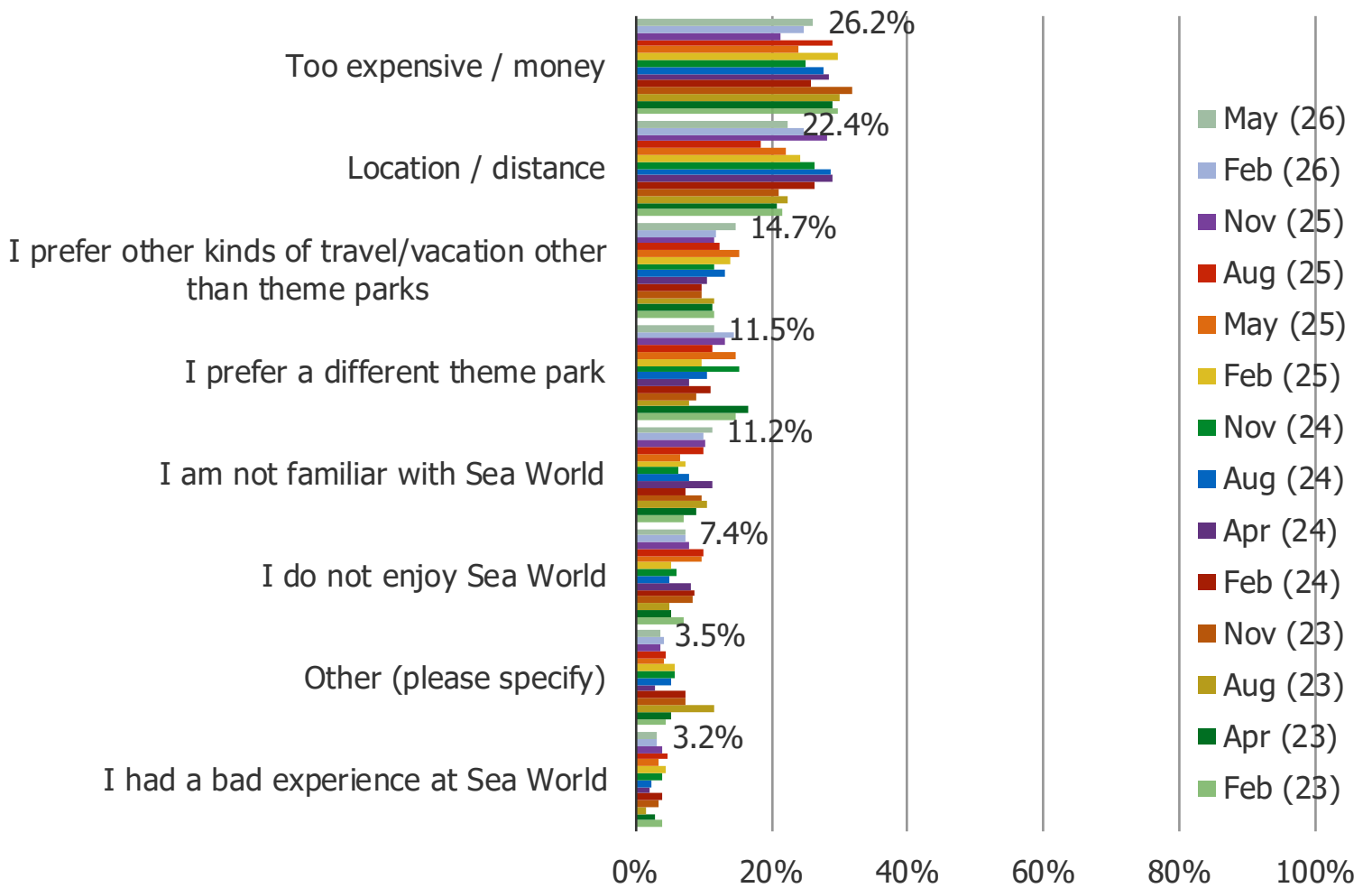
Category	Percentage	Count
Lower Prices / Discounts / Affordability (e.g., "tickets were cheaper," "budget")	52.26%	590
Other / Unclassified (highly unique or one-off comments)	23.83%	269
New Rides / Attractions / Characters (e.g., "Star Wars," "Marvel," "Mickey")	8.59%	97
Taking Kids / Family / Grandkids	5.49%	62
Blank / Unsure / General Positive	3.90%	44
Travel / Distance / Winning a Trip (e.g., "free trip," "closer location")	2.39%	27
Quality / Cleanliness / Service / Hotels	1.59%	18
Food / Events / Holidays / Festivals	1.59%	18
Less Crowds / Shorter Lines	0.35%	4

Here are the linear regression results, sorted by R^2 :

Category	R^2	P-Value	Trend Direction
Other / Unclassified	0.0823	0.3200	Down
Lower Prices / Discounts / Affordability	0.0681	0.3675	Up
Quality / Cleanliness / Service / Hotels	0.0657	0.3764	Up
Blank / Unsure / General Positive	0.0478	0.4527	Down
New Rides / Attractions / Characters	0.0371	0.5093	Down
Travel / Distance / Winning a Trip	0.0123	0.7063	Up
Taking Kids / Family / Grandkids	0.0054	0.8030	Up
Less Crowds / Shorter Lines	0.0030	0.8526	Down
Food / Events / Holidays / Festivals	0.0028	0.8583	Down

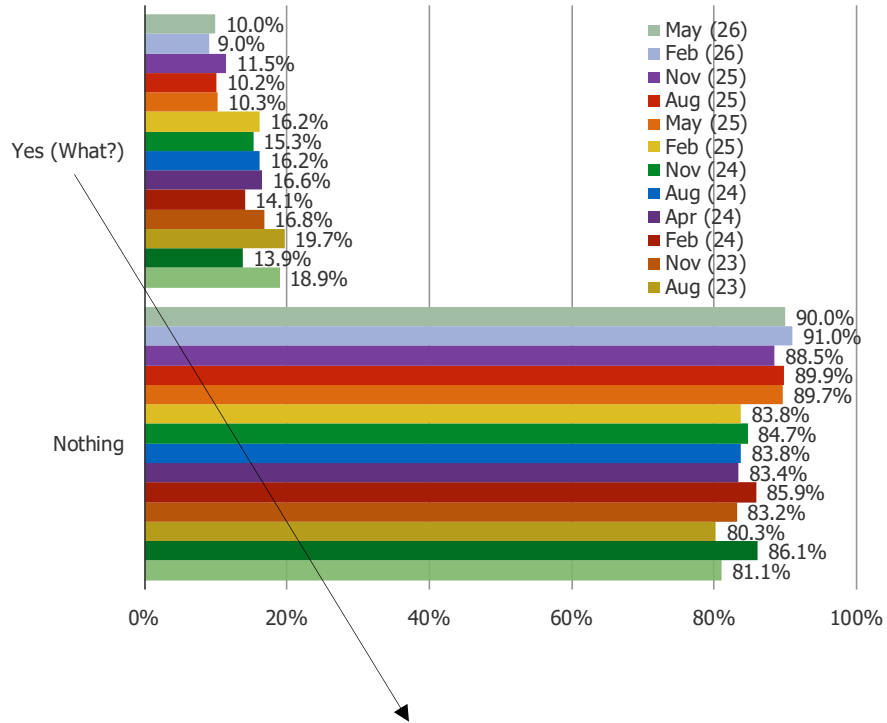
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SEA WORLD THEME PARK IN THE NEXT 12 MONTHS?

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.



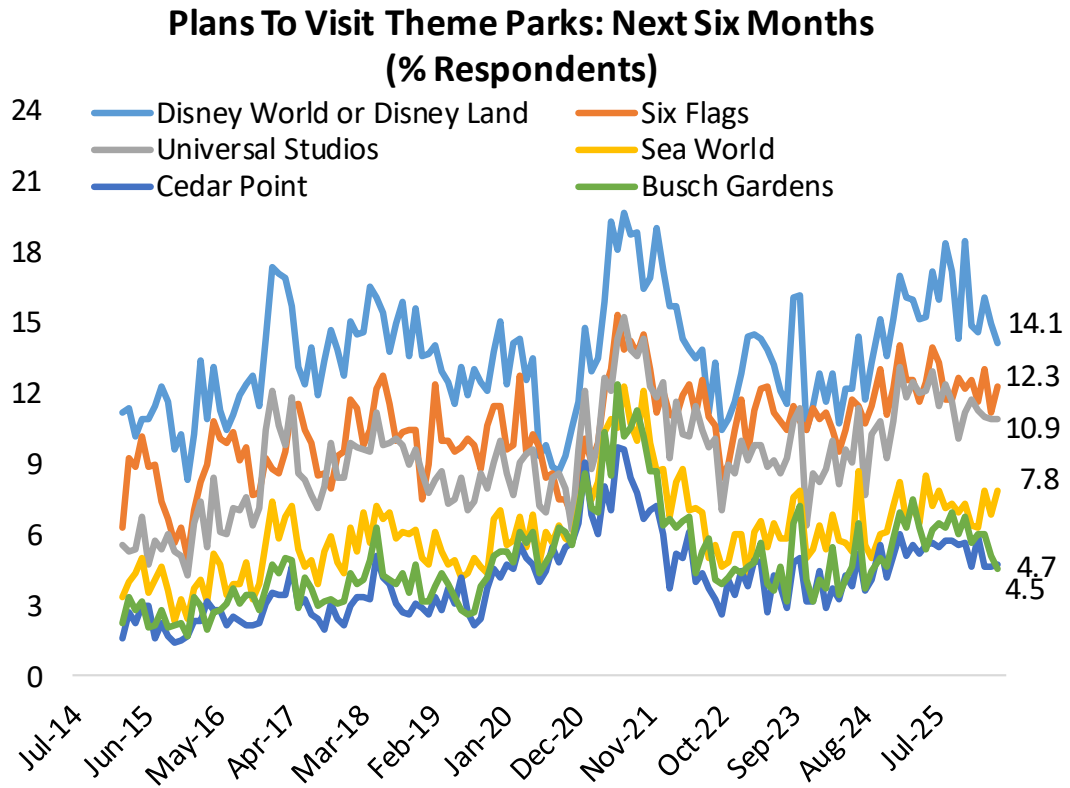
Here is the quantified breakdown of what would make consumers interested in Sea World:

Category	Percentage	Count
Lower Prices / Discounts / Affordability (e.g., "cheaper," "discount," "win the lottery")	34.92%	235
Other / Unclassified (unique or short non-descriptive comments)	29.72%	200
Animals / Shows / Entertainment / Education (e.g., "whales," "dolphin show," "education")	9.06%	61
Blank / Unsure / General Positive	7.73%	52
Taking Kids / Family / Friends	6.54%	44
Closer Location / Less Travel	5.79%	39
New Rides / Attractions / Park Experience	4.31%	29
If I had more time	1.49%	10
Weather / Seasonal / Environment	0.45%	3

Here are the linear regression results, sorted by R²:

Category	R ²	P-Value	Trend Direction
Closer Location / Less Travel	0.2235	0.0878	Down
New Rides / Attractions / Park Experience	0.2148	0.0951	Up
Lower Prices / Discounts / Affordability	0.1658	0.1485	Up
If I had more time	0.1226	0.2197	Down
Animals / Shows / Entertainment / Education	0.1017	0.2664	Down
Weather / Seasonal / Environment	0.0933	0.2883	Down
Blank / Unsure / General Positive	0.0796	0.3286	Down
Other / Unclassified	0.0267	0.5770	Down
Taking Kids / Family / Friends	0.0003	0.9516	Up

MONTHLY SURVEY – THEME PARK VISIT INTENTIONS TRACKER



Note: Latest Datapoint is April 2026