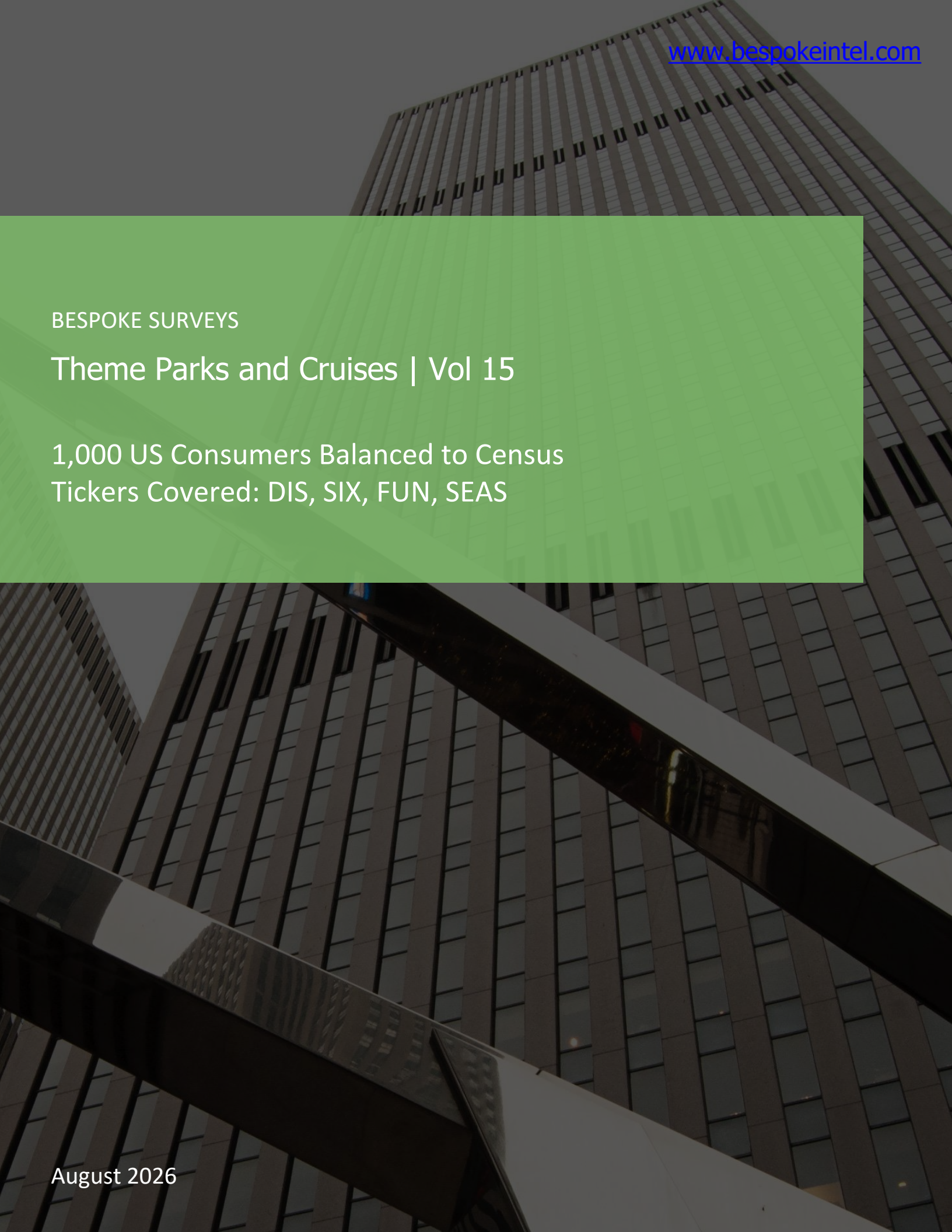


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BESPOKE SURVEYS

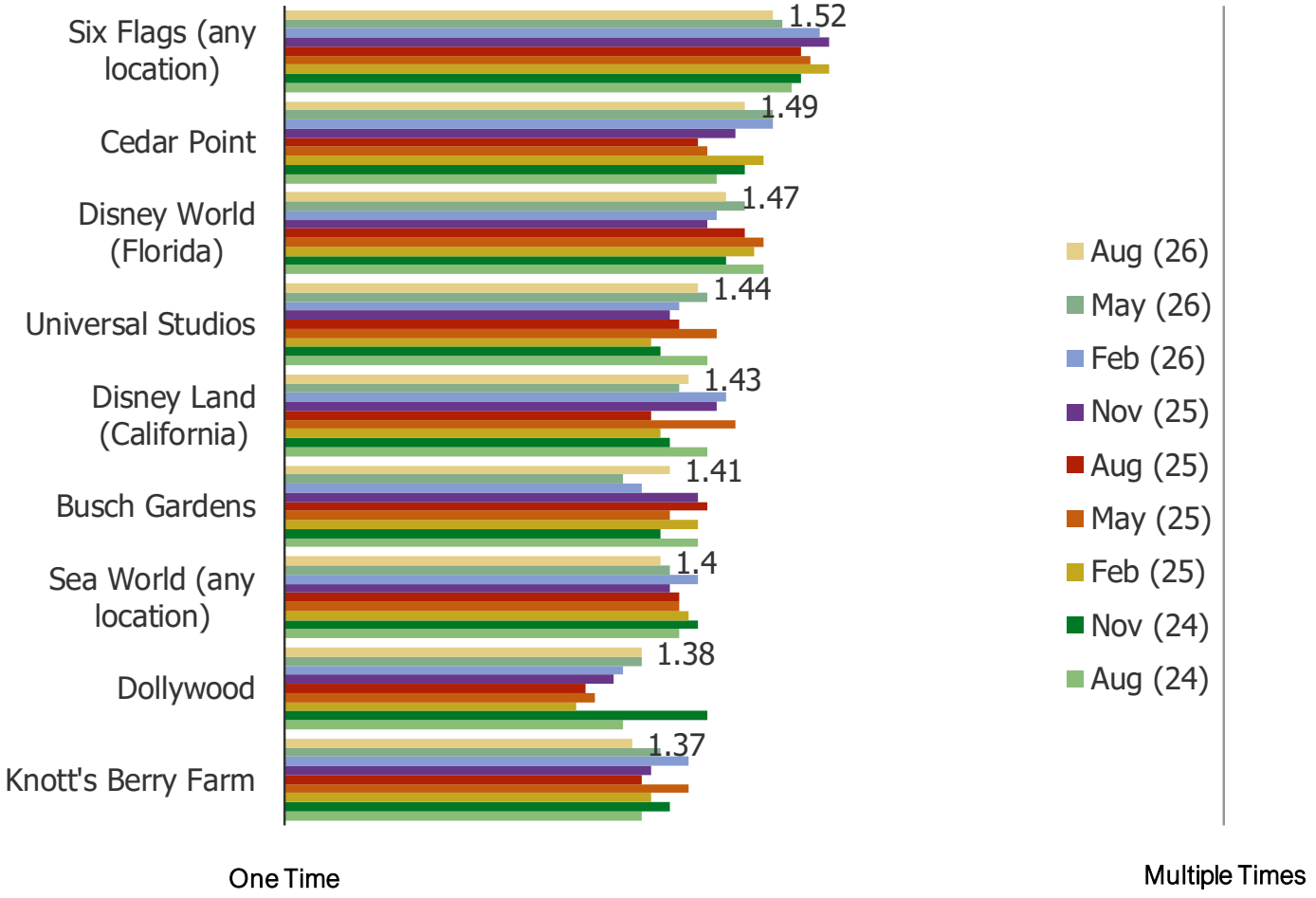
Theme Parks and Cruises | Vol 15

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

August 2026

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

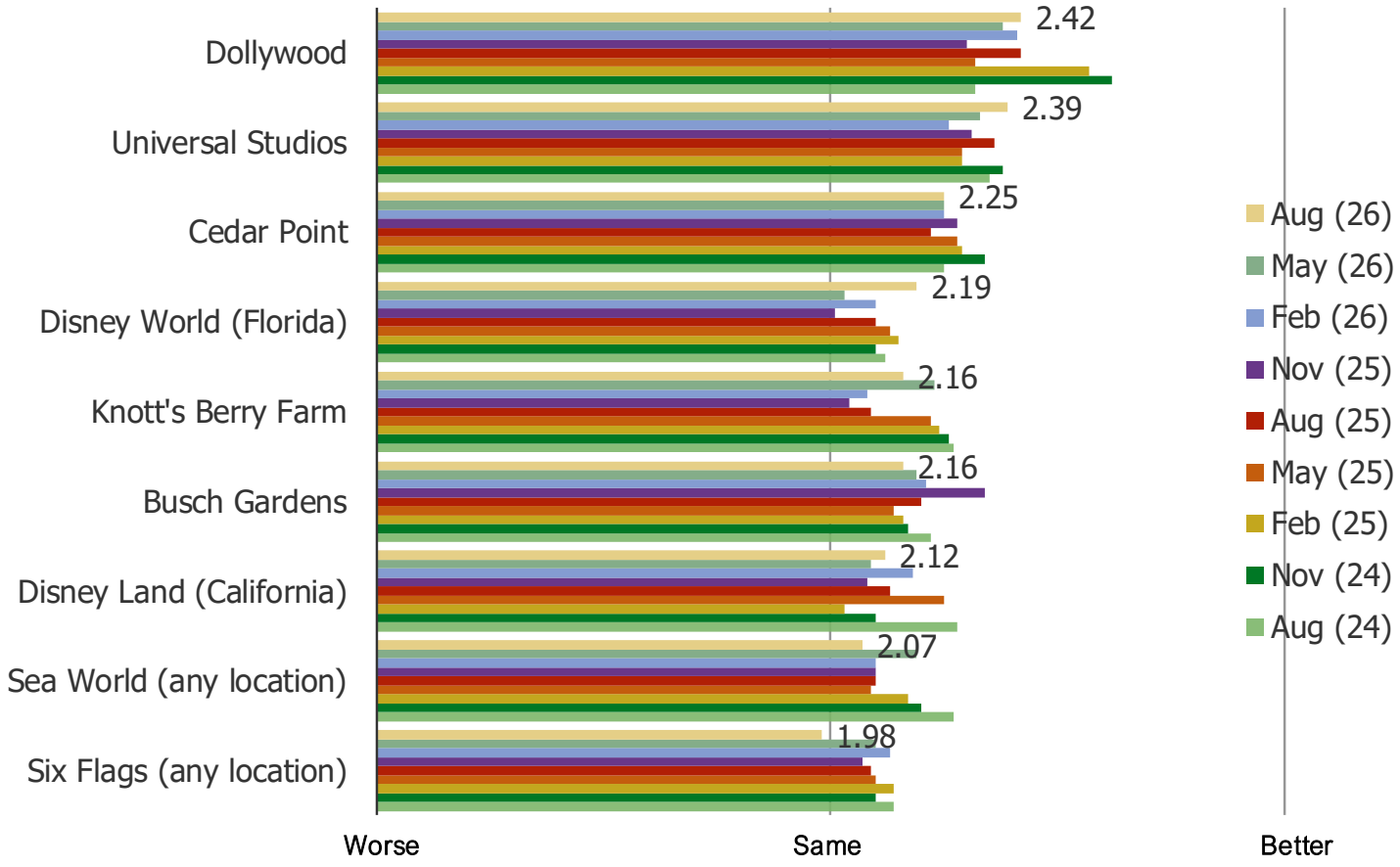
Posed to all respondents who have visited each of the below…



	N=
Disney World (Florida)	371
Disney Land (California)	233
Six Flags (any location)	357
Universal Studios	280
Sea World (any location)	270
Cedar Point	106
Knott's Berry Farm	123
Dollywood	95
Busch Gardens	185

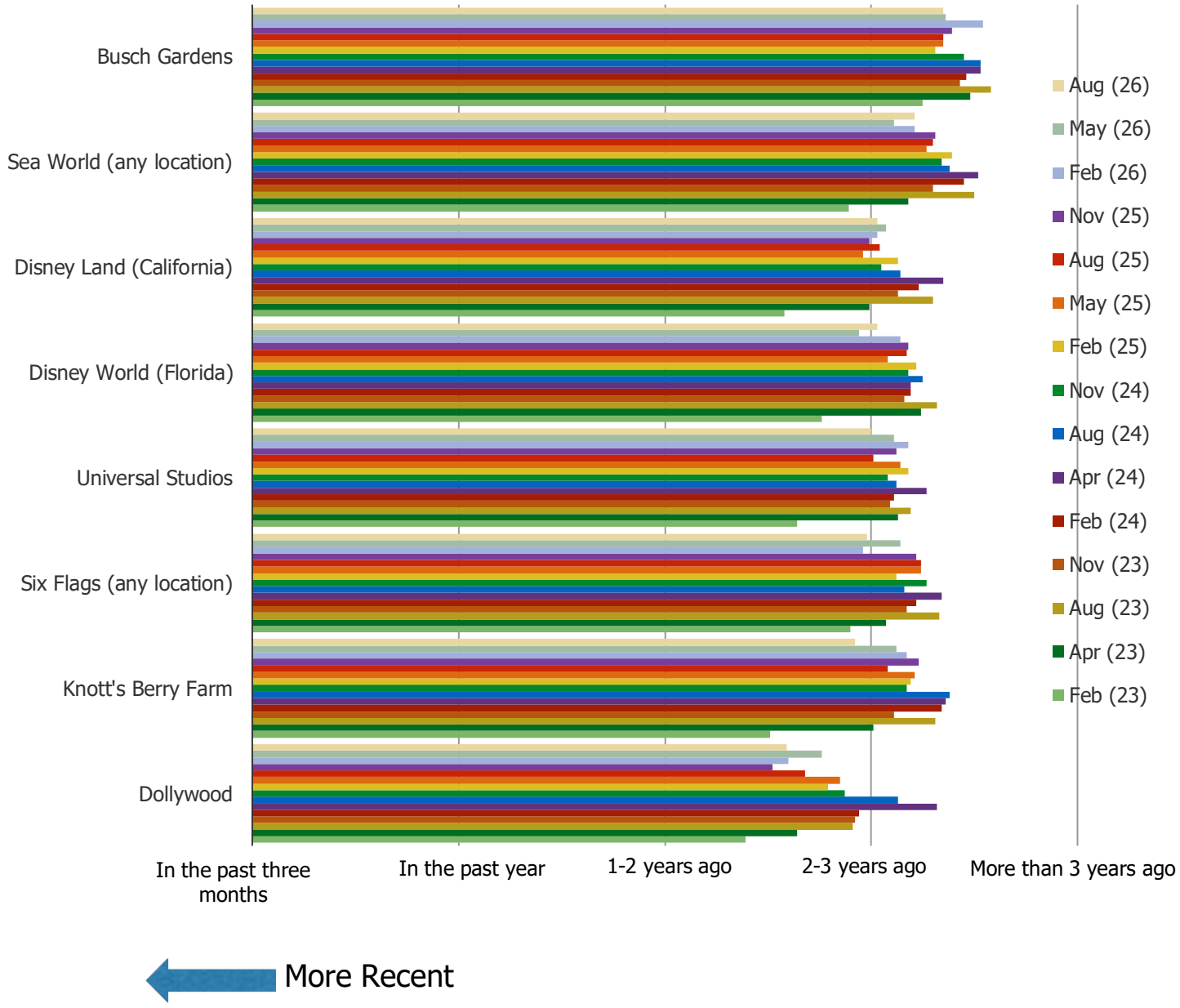
YOU MENTIONED THAT YOU HAVE TAKEN VISITS TO THE FOLLOWING MULTIPLE TIMES. IN YOUR OPINION, HAS THE EXPERIENCE GOTTEN BETTER OR WORSE VISITING THE FOLLOWING OVER TIME?

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



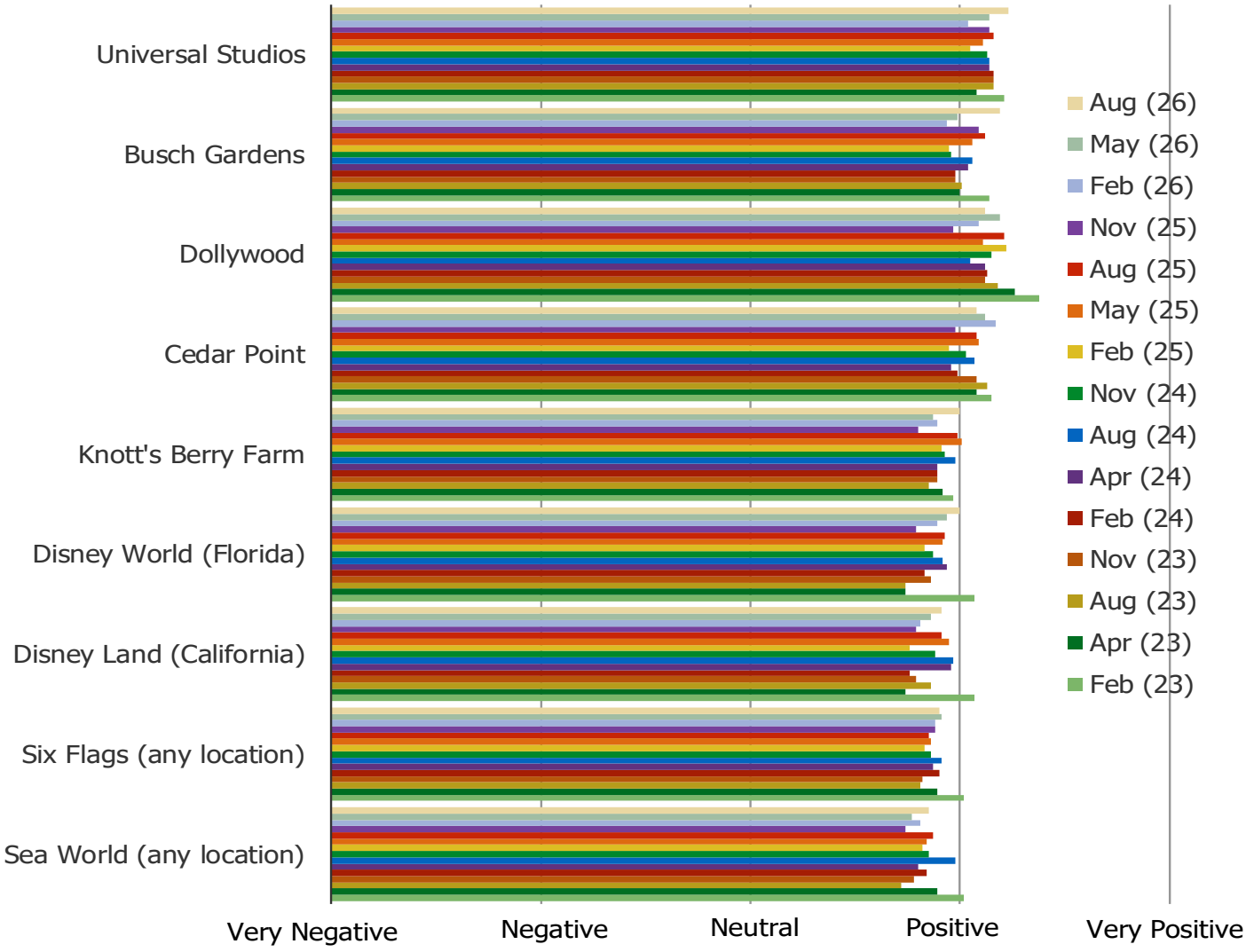
WHEN DID YOU MOST RECENTLY VISIT THIS THEME PARK?

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



WHAT IS YOUR OPINION OF THE FOLLOWING:

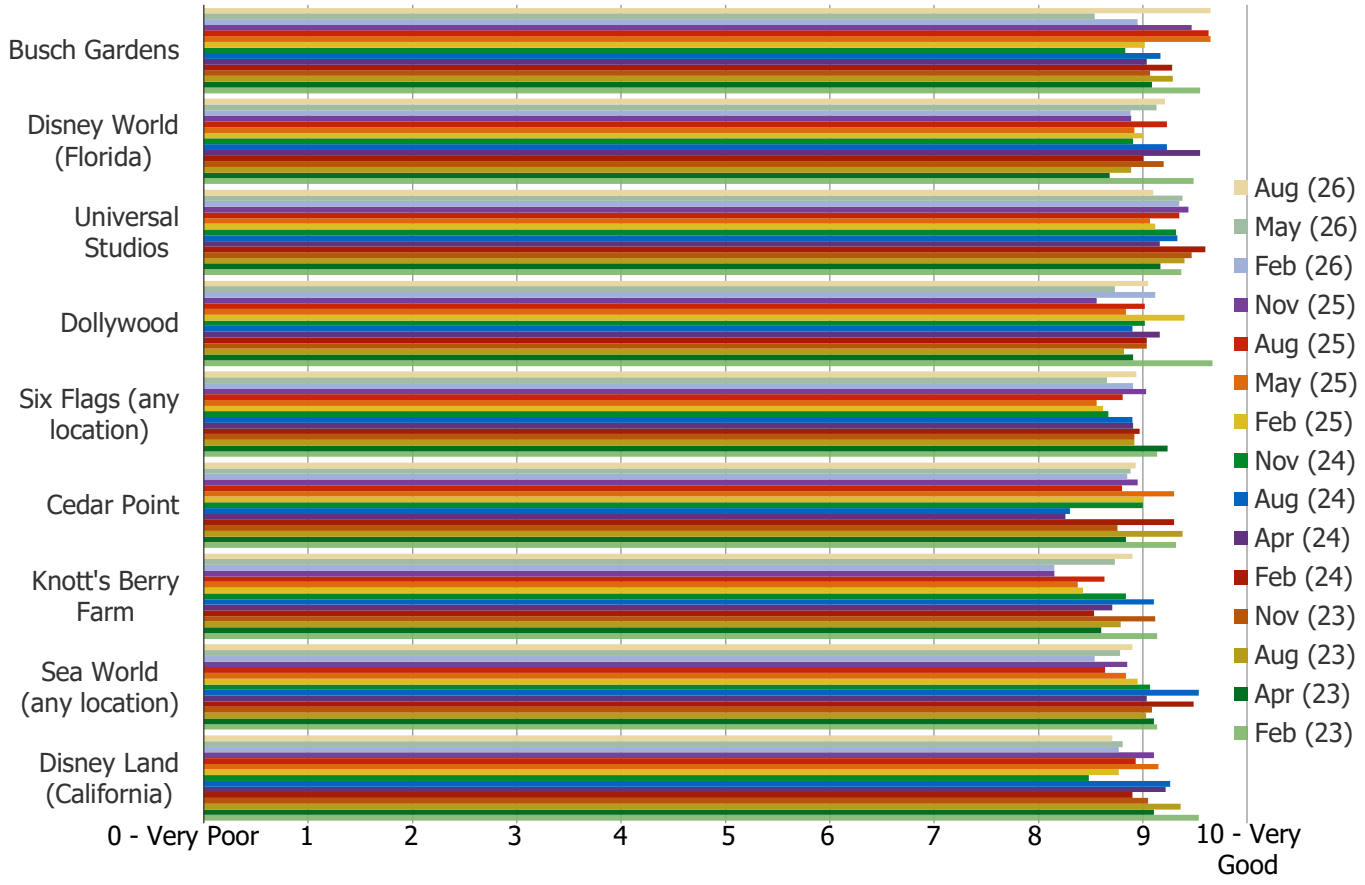
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THINKING ABOUT YOUR MOST RECENT VISIT, HOW WOULD YOU RATE THE EXPERIENCE YOU HAD IN THE THEME PARK?

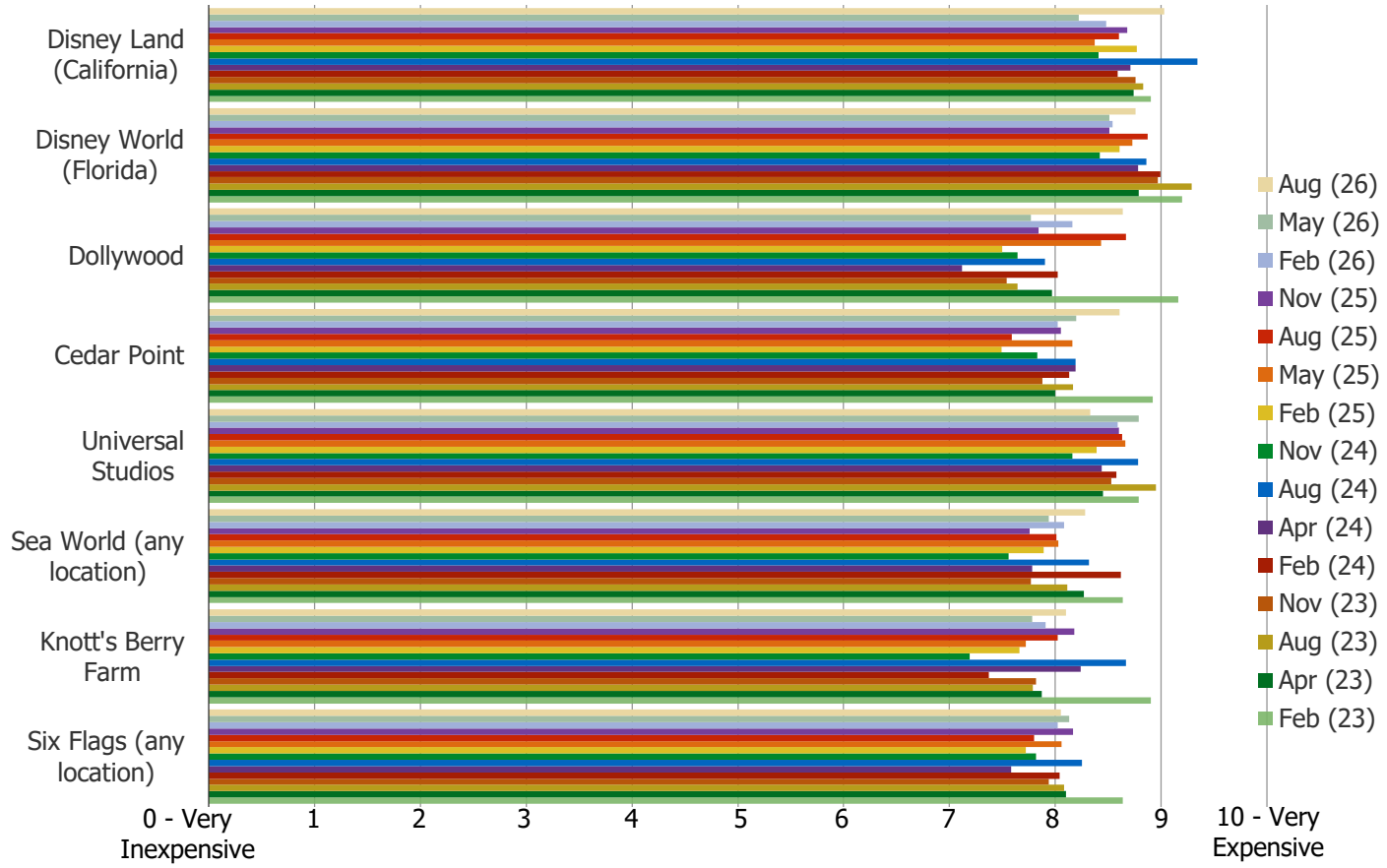
Posed to all respondents who have visited the below most recently in the past three years.



	N=
Disney World (Florida)	148
Disney Land (California)	90
Six Flags (any location)	144
Universal Studios	115
Sea World (any location)	92
Cedar Point	57
Knott's Berry Farm	51
Dollywood	58
Busch Gardens	52

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

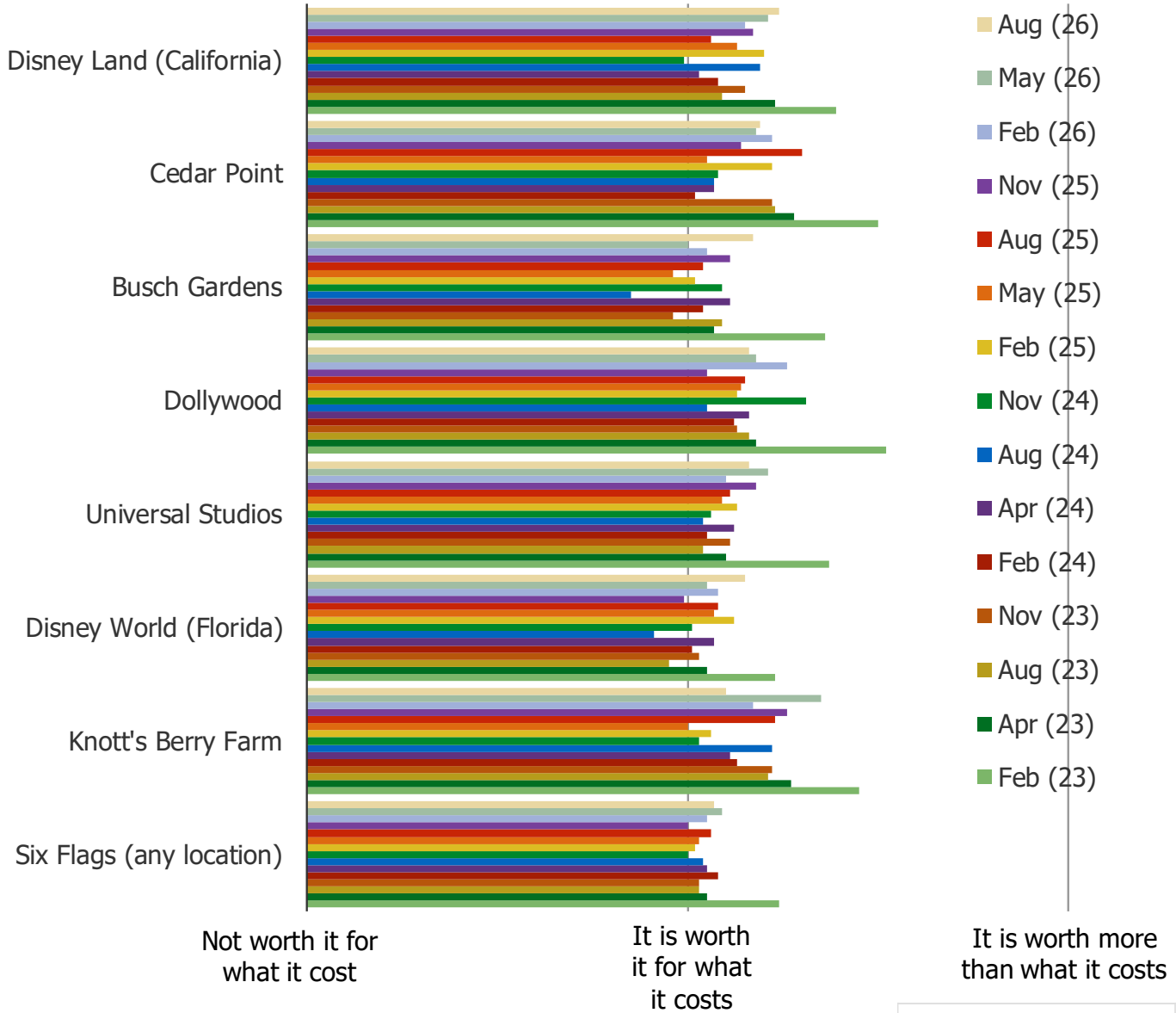
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Dollywood	58
Busch Gardens	52

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

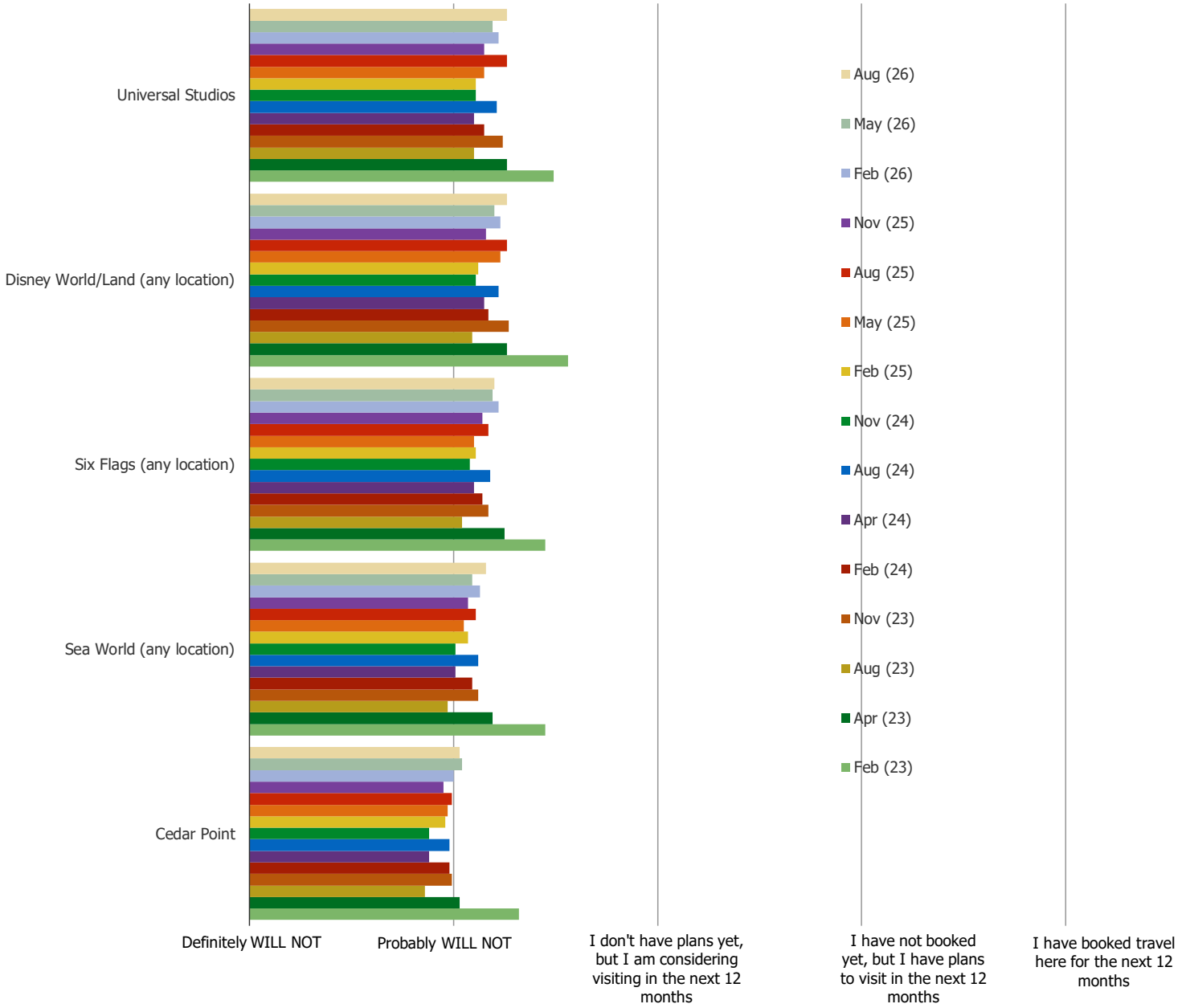
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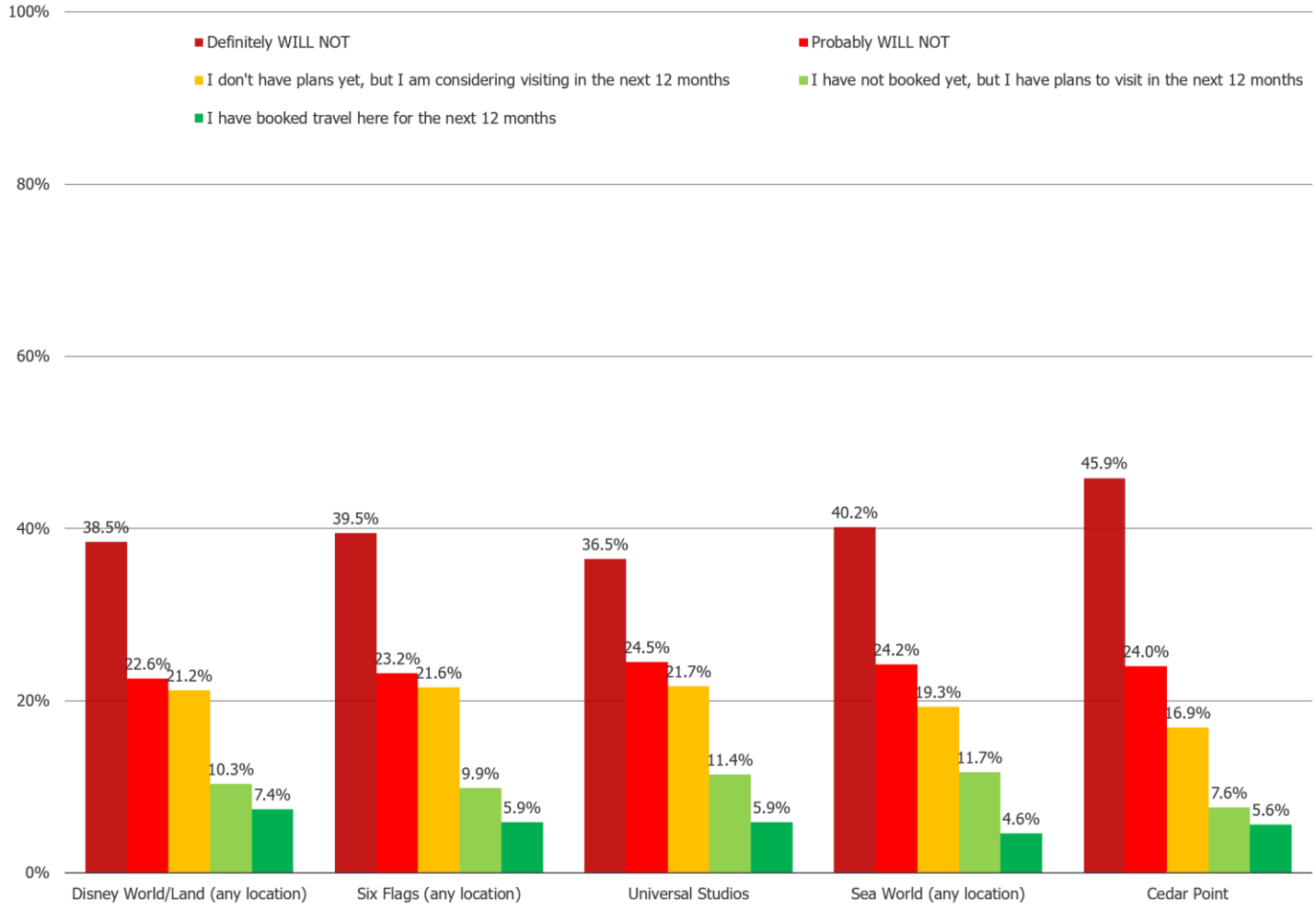
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING IN THE NEXT 12 MONTHS…?

Posed to all respondents.



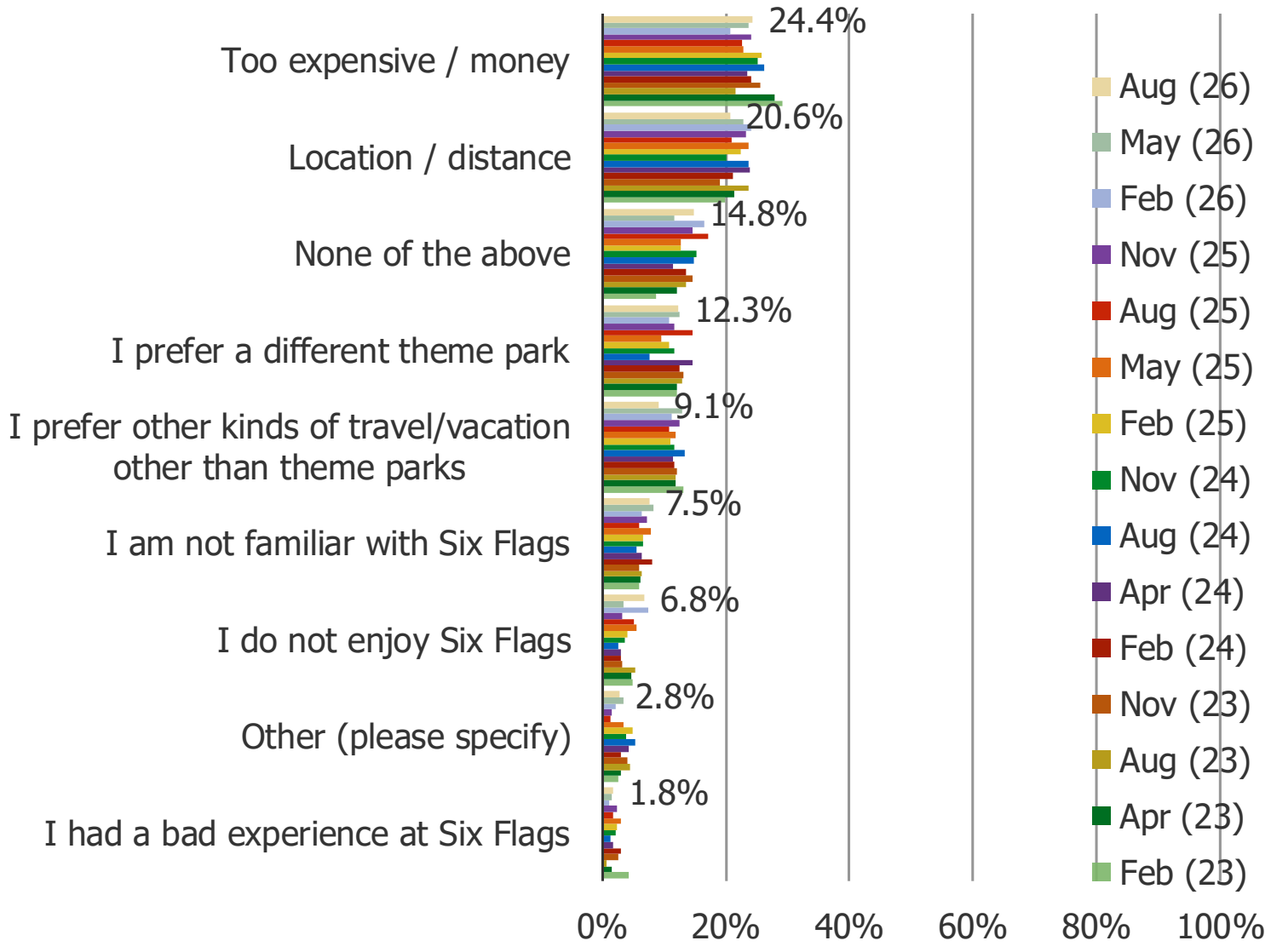
HOW LIKELY ARE YOU TO VISIT THE FOLLOWING THEME PARKS IN THE NEXT 12 MONTHS?

Posed to all respondents.



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

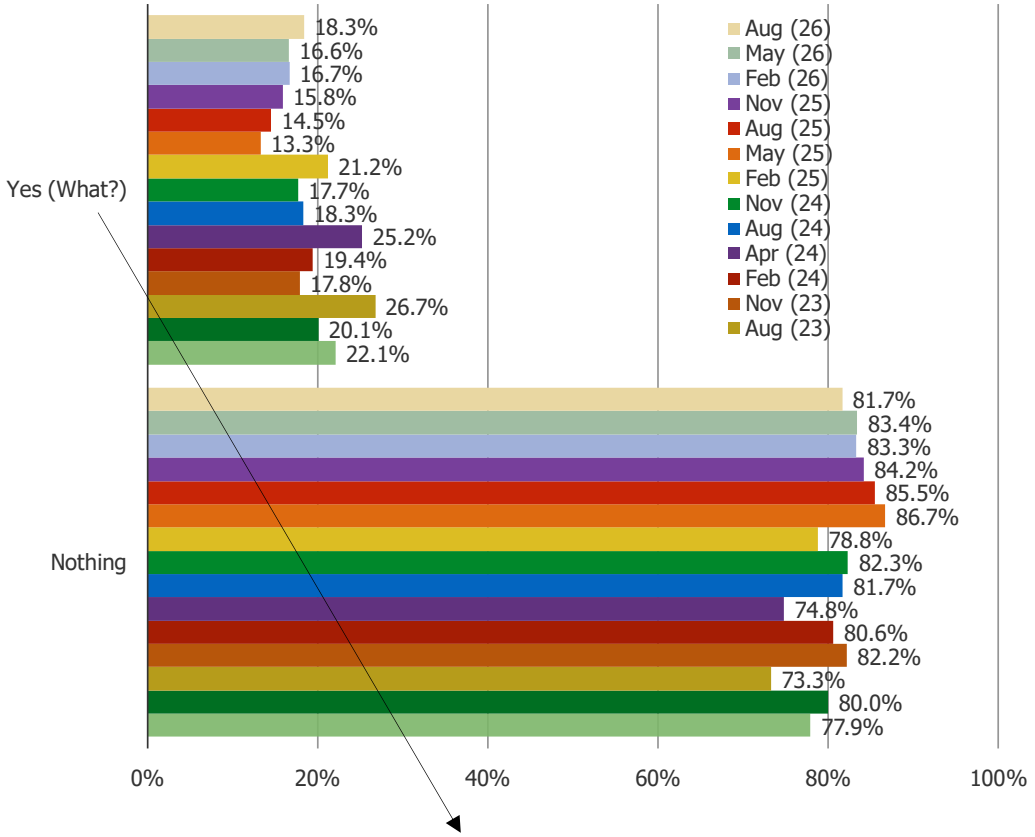
Posed to all respondents who do not have plans to visit the above.



Theme Parks and Cruises | August 2026

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.

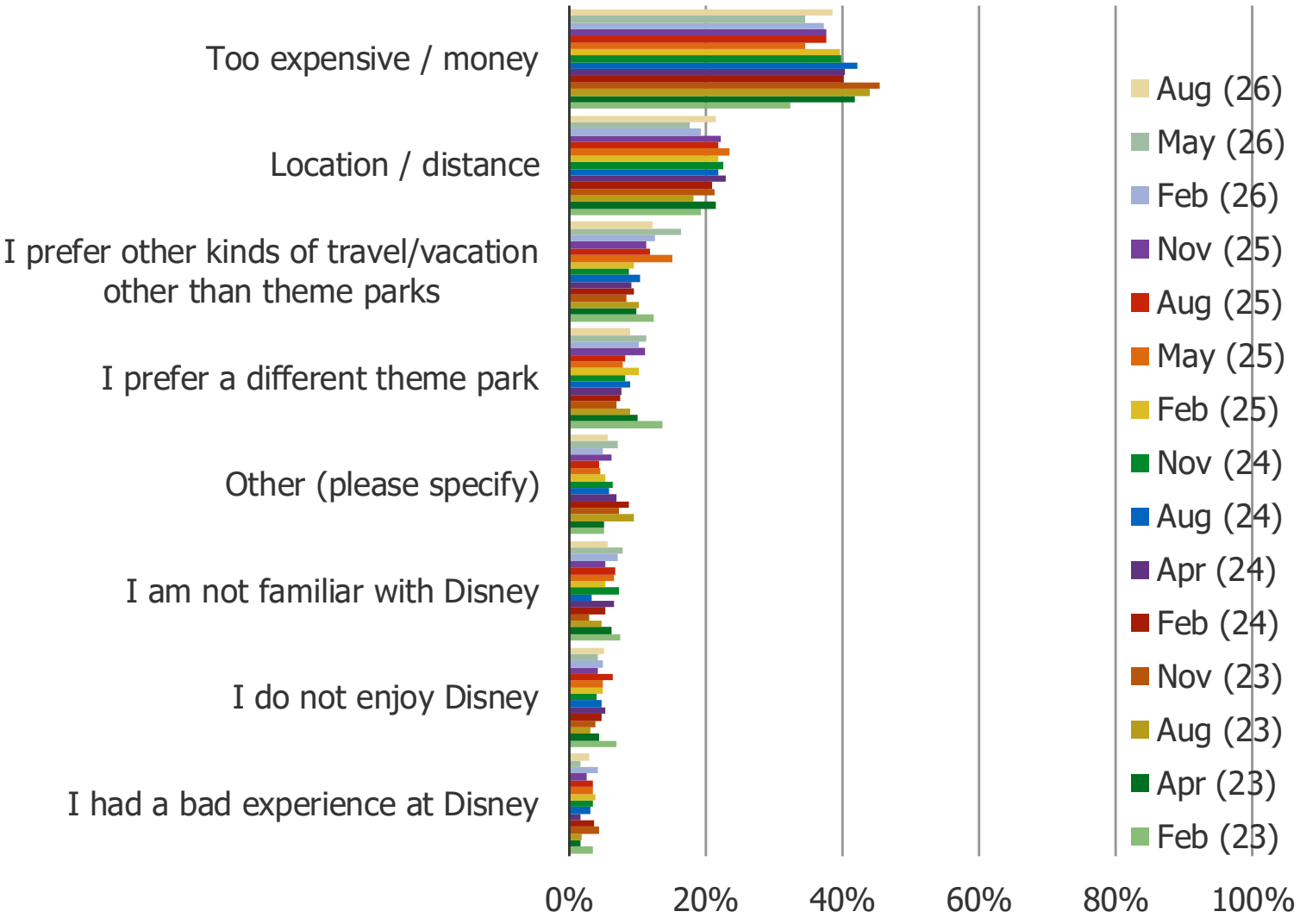


Category	% of Total Responses	Key Terms & Groupings Captured
Pricing: Lower Cost, Discounts & Promos	34.42%	Cheaper, lower prices, discount, free, tickets, admission, promos
Other / Unclassified	21.96%	Ambiguous or unique responses that could not be mapped
New or Better Rides, Attractions & Events	17.64%	Rides, coasters, attractions, water park, Halloween, events
General Positive / Already Interested	9.11%	Fun, love it, exciting, "wanna go," great
Location & Proximity (Closer to Home)	6.23%	Closer, near, location, travel distance, convenient
Park Experience: Crowds, Lines, Food & Facilities	4.79%	Shorter lines, less crowded, clean, safe, food, better experience
Family & Social (Kids, Friends, Family)	3.74%	Kids, grandchildren, family, friends
Invalid / Unsure / Noise	2.11%	"Not sure," "I don't know," "no opinion," keyboard smashes

Category	Trend Direction	R^2	P-Value
Other / Unclassified	Down	0.2564	0.0541
Pricing: Lower Cost, Discounts & Promos	Up	0.1314	0.1842
Invalid / Unsure / Noise	Up	0.1293	0.1881
Park Experience: Crowds, Lines, Food & Facilities	Up	0.1247	0.1967
General Positive / Already Interested	Down	0.0396	0.4769
Family & Social (Kids, Friends, Family)	Down	0.0282	0.5494
New or Better Rides, Attractions & Events	Down	0.0082	0.7477
Location & Proximity (Closer to Home)	Up	0.0025	0.8591

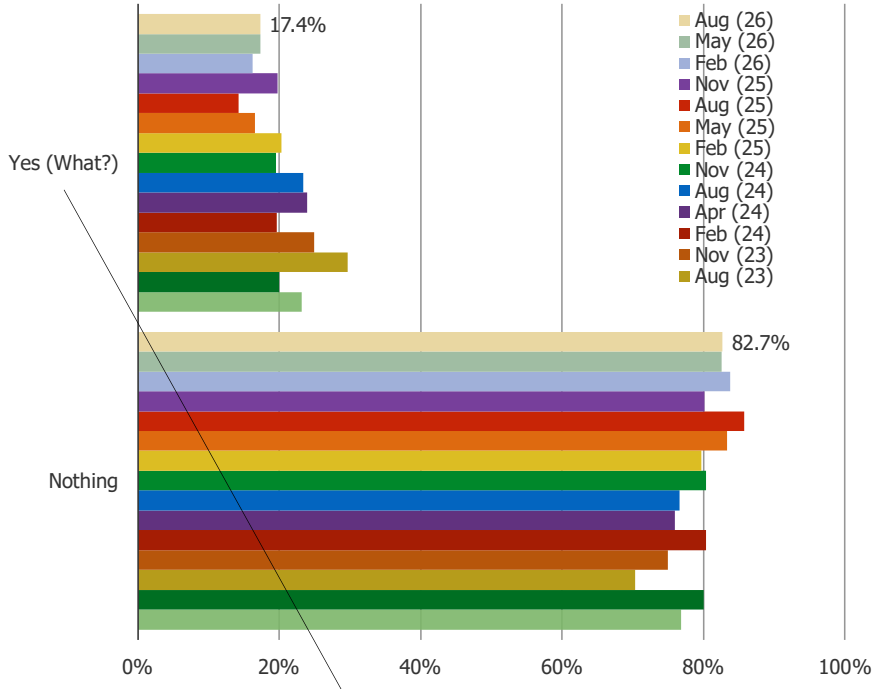
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A DISNEY THEME PARK IN THE NEXT 12 MONTHS?

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.

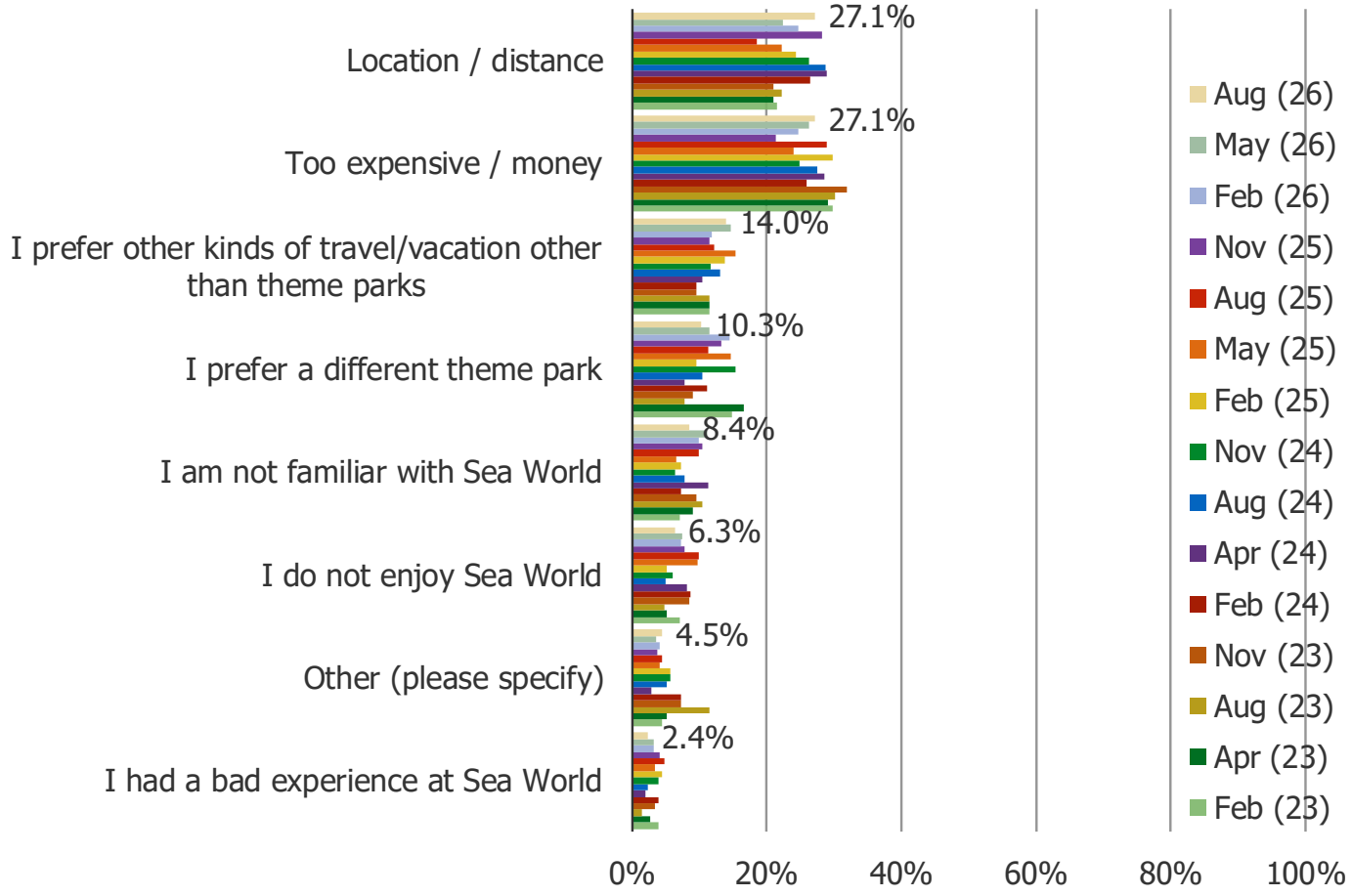


Category	% of Total Responses	Key Terms & Groupings Captured
Pricing: Lower Cost, Discounts & Promos	51.51%	Cheaper, lower prices, discount, free, tickets, admission, promos, packages
Other / Unclassified	18.06%	Ambiguous or unique responses that could not be mapped
General Positive / Already Interested	10.45%	Fun, love it, exciting, "wanna go," great, "fine the way it is"
Rides, Attractions, Characters & Events	9.53%	Rides, coasters, Star Wars, Marvel, characters, Halloween, hotels
Family & Social (Kids, Friends, Family)	5.77%	Kids, grandchildren, family, friends, daughter
Location & Proximity (Closer to Home / Travel)	2.42%	Closer, near, location, travel distance, Florida, California
Invalid / Unsure / Noise	1.34%	"Not sure," "I don't know," "no opinion," keyboard smashes
Park Experience: Crowds, Lines & Facilities	0.92%	Shorter lines, less crowded, safe, FastPass, "woke"/politics

Category	Trend Direction	R^2	P-Value
Other / Unclassified	Down	0.1847	0.1099
Rides, Attractions, Characters & Events	Up	0.1640	0.1343
Pricing: Lower Cost, Discounts & Promos	Up	0.0810	0.3040
General Positive / Already Interested	Down	0.0167	0.6465
Family & Social (Kids, Friends, Family)	Down	0.0062	0.7796
Park Experience: Crowds, Lines & Facilities	Up	0.0058	0.7880
Location & Proximity (Closer to Home / Travel)	Up	0.0005	0.9358
Invalid / Unsure / Noise	Down	0.0000	0.9962

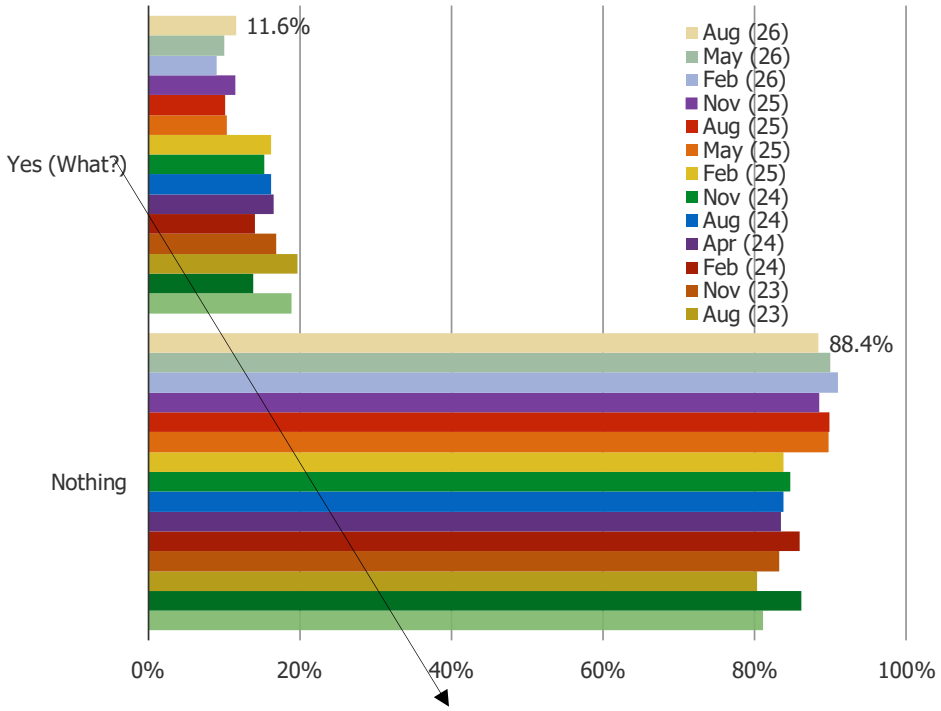
WHAT IS THE PRIMARY REASON YOU ARE NOT VISITING A SEA WORLD THEME PARK IN THE NEXT 12 MONTHS?

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?

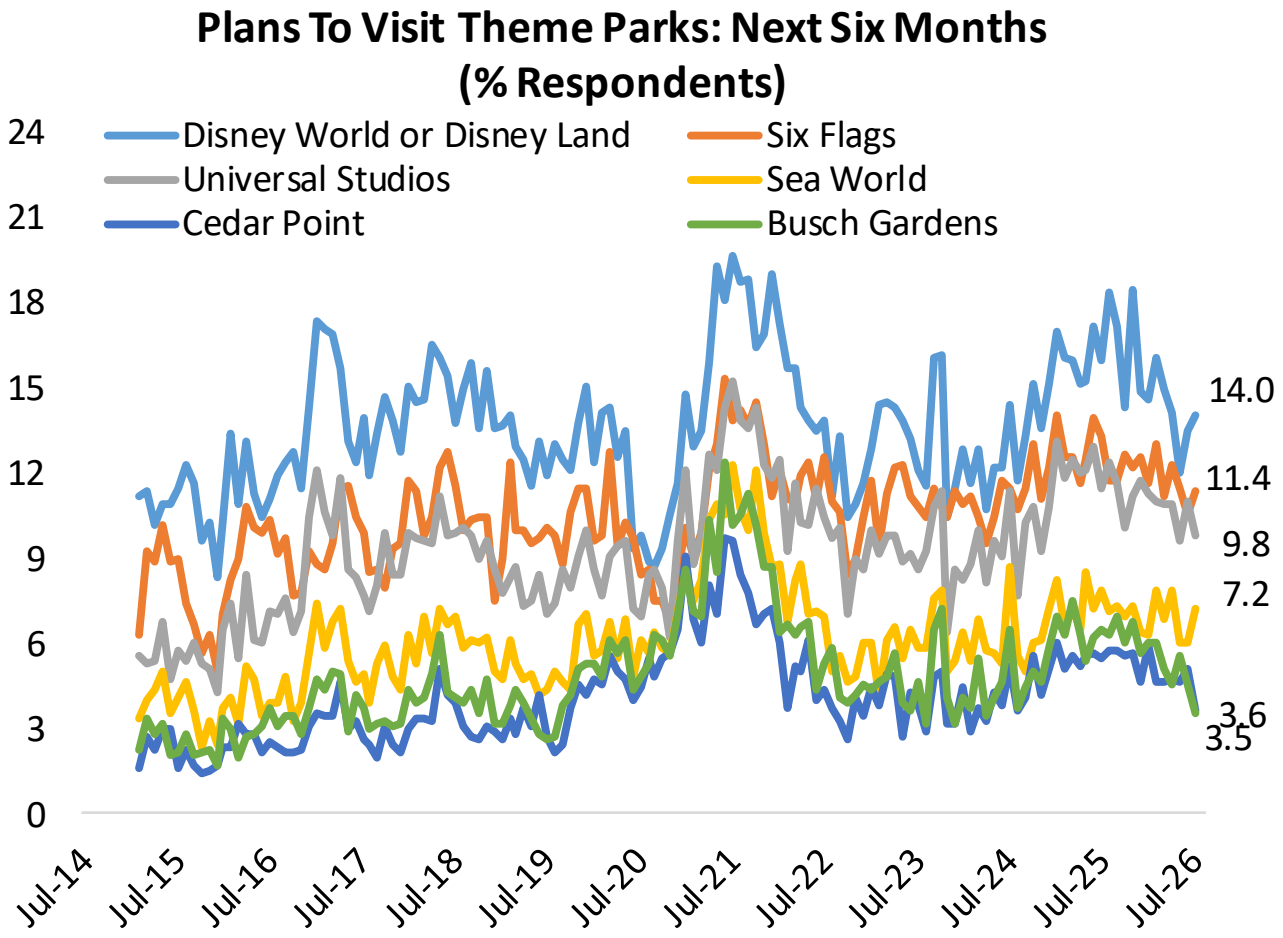
Posed to all respondents who do not have plans to visit the above.



Category	% of Total Responses	Key Terms & Groupings Captured
Pricing: Lower Cost, Discounts & Promos	34.18%	Cheaper, lower prices, discount, free, tickets, admission, promos
Other / Unclassified	26.02%	Ambiguous or unique responses that could not be mapped
General Positive / Already Interested	13.50%	Fun, love it, exciting, "wanna go," great, "always enjoy"
Animals, Rides, Shows & Attractions	12.24%	Animals, whales, dolphins, rides, coasters, attractions, shows
Location & Proximity (Closer to Home / Travel)	5.63%	Closer, near, location, travel distance, Florida, San Diego
Family & Social (Kids, Friends, Family)	4.50%	Kids, grandchildren, family, friends
Invalid / Unsure / Noise	3.52%	"Not sure," "I don't know," "no opinion," keyboard smashes
Animal Welfare & Ethical Concerns	0.42%	Captivity, cruelty, abuse, "release them," *Blackfish*

Category	Trend Direction	R^2	P-Value
Animal Welfare & Ethical Concerns	Down	0.1579	0.1425
Pricing: Lower Cost, Discounts & Promos	Up	0.0834	0.2965
Other / Unclassified	Down	0.0727	0.3310
Location & Proximity (Closer to Home / Travel)	Down	0.0704	0.3391
Invalid / Unsure / Noise	Down	0.0463	0.4412
Animals, Rides, Shows & Attractions	Up	0.0406	0.4712
General Positive / Already Interested	Down	0.0107	0.7132
Family & Social (Kids, Friends, Family)	Up	0.0078	0.7543

MONTHLY SURVEY – THEME PARK VISIT INTENTIONS TRACKER



Note: Latest Datapoint is July 2026