

## **Europe Amusement Parks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 140 pages | Mordor Intelligence

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### **Report description:**

The Europe Amusement Parks Market size is estimated at USD 1.27 billion in 2024, and is expected to reach USD 1.71 billion by 2029, growing at a CAGR of 6.10% during the forecast period (2024-2029).

Europe's amusement parks have a wide range of rides and attractions, such as roller coasters, water rides, and rides for the whole family. Many parks also have themed attractions and immersive experiences, which are getting more and more popular. Now, amusement parks and other attractions are being combined with other tourist and recreation spots, so they have a bigger economic impact. In addition to shows, restaurants, and shops, they now offer a wide range of other services, such as online booking, night entertainment centers, hotels and resorts, and transportation services.

The coronavirus (COVID-19) pandemic had a big impact on the amusement and theme park industries. In 2020, the revenue of Merlin Entertainment, one of the largest amusement and theme park operators in Europe, dropped to 630 million British pounds, down from the previous year's revenue of over 1.74 billion British pounds. The COVID-19 containment measures are to blame for the decline in visitors that resulted in this loss of revenue. Also, the number of people who went to Legoland parks around the world went down from over 15 million every year to only 5 million in 2020.

### **Europe Amusement Parks Market Trends**

#### **The Rise in the Disposable Income and Changing Lifestyles is Driving the Market**

People in Europe have more money to spend and are changing the way they live, which has had a big effect on the market for amusement parks. With more disposable income, people have more money to spend on leisure activities and entertainment. This

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has made more people want to go to amusement parks and similar places.

Moreover, with changing lifestyles, people are looking for new and exciting ways to spend their free time. Amusement parks have a wide range of things to do and ways to have fun for people of all ages and interests. From thrilling roller coasters to water rides and family-friendly attractions, there is something for everyone at amusement parks.

As a result, amusement parks have become popular destinations for families and young adults. They offer a unique opportunity to have fun and create lasting memories with loved ones. In addition, many amusement parks have expanded their offerings to include themed attractions and immersive experiences, which further appeal to consumers' changing preferences. Overall, the rising disposable income and changing lifestyles of people in Europe have contributed to the growth of the amusement park market by increasing demand for leisure activities and entertainment.

#### Growing Popularity of Themed Attractions and Immersive Experiences is Contributing the Growth of the Market

In many ways, the growth of the amusement park market is helped by the fact that themed attractions and immersive experiences are becoming more and more popular. Themed attractions offer a unique and memorable experience for visitors. By creating a theme, amusement parks can transport visitors to a different world, making their visit more memorable and enjoyable. This can lead to increased visitor satisfaction and repeat visits. The immersive experiences allow visitors to become a part of the attraction rather than just passively observing it. For example, interactive exhibits, virtual reality rides, and other immersive experiences provide visitors with a more engaging and interactive experience, which increases their enjoyment and makes the visit more memorable.

Themed attractions and immersive experiences are often marketed as unique and exclusive, which helps attract a wider audience. This can increase the number of visitors and generate more revenue for the amusement park. As a result, many amusement parks are investing in new and innovative attractions to stay competitive in the market.

#### Europe Amusement Parks Industry Overview

The report covers the major international players operating in the Europe amusement parks market. In terms of market share, some of the major players currently dominated with players such as Disneyland Park, Europapark, Efteling, etc., However, with technological advancements and product innovations, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping into new markets.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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