

## **United States Amusement and Theme Park Market Report and Forecast 2024-2032**

Market Report | 2024-02-14 | 195 pages | EMR Inc.

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### **Report description:**

United States Amusement and Theme Park Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the United States amusement and theme park market reached a value of USD 19.64 billion in 2023. Aided by the relentless pursuit of memorable experiences, cutting-edge attractions, and immersive storytelling, the market is projected to further grow at a CAGR of 5.1% between 2024 and 2032 to reach a value of USD 30.84 billion by 2032.

Amusement and theme parks in the United States are celebrated for their diverse offerings, ranging from thrilling roller coasters and interactive rides to themed lands that transport visitors to fantastical worlds. These parks serve as a cornerstone of American leisure, attracting millions of domestic and international visitors each year. The industry's resilience and capacity for reinvention have enabled it to navigate challenges, including economic fluctuations and health concerns, to emerge stronger and more innovative.

The increasing demand for immersive and personalised experiences is a significant driver of the United States amusement and theme park market growth. Theme parks are investing heavily in augmented reality (AR) and virtual reality (VR) technologies to create unique, immersive attractions that blend physical thrills with digital enhancements. These technological advancements not only elevate the guest experience but also set new standards for storytelling and interactivity in the industry.

Sustainability and accessibility have become paramount in the strategic planning of theme parks. Initiatives to reduce environmental impact through energy efficiency, waste reduction, and sustainable sourcing are gaining traction. Simultaneously, parks are enhancing accessibility features to ensure that guests of all abilities can enjoy their offerings, reflecting a commitment to inclusivity and social responsibility.

According to the United States amusement and theme park market analysis, collaborations with film studios, entertainment companies, and technology firms are propelling the development of new themed areas and attractions, bridging the gap between popular culture and theme park experiences. This synergy has led to the creation of lands and rides based on blockbuster movies, beloved characters, and virtual worlds, driving attendance and fan engagement.

The United States amusement and theme park market demand is poised for sustained growth, driven by the endless quest for innovation, memorable experiences, and the industry's ability to adapt to changing consumer preferences. As parks continue to

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expand their horizons with new technologies, sustainability initiatives, and immersive storytelling, they not only contribute to the country's entertainment landscape but also to its economic vitality. The future of the industry looks bright, with endless possibilities for fun, adventure, and magical experiences that captivate the hearts of visitors from around the world.

#### Market Segmentation

The market can be divided based on type, rides, age, revenue, and region.

#### Market Breakup by Type

- Theme Parks
- Water Parks
- Adventure Parks
- Zoo Parks

#### Market Breakup by Rides

- Mechanical Rides
- Water Rides
- Others

#### Market Breakup by Age

- Upto 18 Years
- 19 to 35 Years
- 36 to 50 Years
- 51 to 65 Years
- More Than 65 Years

#### Market Breakup by Revenue

- Tickets
- Food and Beverage
- Merchandise
- Hospitality
- Others

#### Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States amusement and theme park market. Some of the major players explored in the report by Expert Market Research are as follows:

- Walt Disney Company
- Six Flags Entertainment Corporation
- SeaWorld Entertainment Inc.
- NBCUNIVERSAL MEDIA, LLC
- Cedar Fair Entertainment Company
- Fun-Plex Waterpark & Rides
- Family Kingdom
- Camden Park

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-□Atlantic Beach Park

-□Funland

-□Others

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