

Global Amusement Parks Market Thrives Despite Challenges, Envisioned to Reach \$122.50 Billion by 2027

The Business Research Company's Amusement Parks Global Market Report 2023 – Market Size, Trends, And Market Forecast 2023-2032

LONDON, GREATER LONDON, UK,
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-- The [global amusement parks market](#)

has experienced remarkable growth, escalating from \$67.16 billion in 2022 to \$106.57 billion in 2023, reflecting an extraordinary compound annual growth rate (CAGR) of 58.7%. reaching \$122.50 billion in 2027, driven by a sustained CAGR of 3.5%.



Social Media Amplifies Amusement Park Experiences



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The Business Research Company

The increasing use of social media and broader access to mass media are exerting a positive influence on the amusement parks market. Visitors to amusement facilities, such as amusement parks, share their experiences, photographs, and videos on social media platforms, effectively showcasing the attractions and experiences offered. A study by Visa, a global payment company, revealed that 73% of Asians check in online while on holiday, with 71% sharing their experiences on social media. The extensive use of social media is expected to be a key driver for the amusement parks market going

forward, serving as an effective marketing tool to attract new customers.

Explore the global amusement parks market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=2883&type=smp

Key Players Shaping the Amusement Parks Market

Major companies influencing the amusement parks market include The Walt Disney Company,

Oriental Land Company Ltd., Maruhan, OCT Amusement Park, Vail Resorts, Inc., Comcast Corporation, Merlin Entertainment Plc, Fantawild, Chimelong, and Delaware North. These industry leaders play a pivotal role in defining the trajectory of the amusement park sector globally.

Integration of Virtual and Augmented Reality

Amusement parks are increasingly leveraging virtual and augmented reality technologies to enhance customer experiences. Virtual reality creates a 3D, computer-generated environment that interacts with individuals, while augmented reality turns the real world into a digital interface by placing virtual objects in the environment. Parks are implementing these technologies in rides and theater-based attractions, such as the virtual reality wooden roller coaster called Heidi the Ride at Plopsaland De Panne in Belgium and The Walking Dead mazes with augmented reality elements at Universal Studios.

Regional Dynamics: North America Leads, Western Europe Accelerates

In 2022, North America emerged as the largest region in the amusement parks market, with Western Europe expected to be the fastest-growing region in the forecast period. The comprehensive market report covers regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

Key Segments:

1. Type:

- Theme Parks
- Water Parks
- Amusement Arcades

2. Revenue Source:

- Tickets
- Merchandise
- Food and Beverages
- Hotels & Resorts
- Other Revenue Sources

3. Age Group:

- Below 25 Years
- 25 to 39 Years
- 40 to 59 Years
- 60 to 74 Years
- 75 Years and Above

4. Visitors' Gender:

- Male
- Female

Access the complete report for in-depth analysis:

<https://www.thebusinessresearchcompany.com/report/amusement-parks-global-market-report>

[Amusement Parks Global Market Report 2023](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Amusement Parks Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on amusement parks market size, amusement parks market drivers and amusement parks market trends, amusement parks market major players, amusement parks market competitors' revenues, market positioning, and market growth across geographies. The amusement parks market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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