

Market analysis
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Market analysis
Several data
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Theme park groups analysis
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10) Songheng Worldwide (China)
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9) Chimelong Group (China)
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8) Pongas Reunions (Spain)
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7) SeaWorld Parks and Entertainment (USA)
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6) Cedar Fair Entertainment Company (USA)
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5) Six Flags (USA)
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4) Universal Parks and Resorts - AMC (USA)
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3) Merlin Entertainment Group
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2) Walt Disney Attractions - Walt Disney Parks and Resorts (USA)
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1) Other theme parks
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Operational aspects
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Thank you!

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The Blackstone Group: Merlin Entertainment, Spanish Version

Market analysis

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Market analysis

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Theme park groups analysis

10) Songcheng Worldwide (China)

- First company in the performing arts industry
- 10 theaters and a total of 65,000 seats
- 40 resorts and 30 theme parks as for Extended Business with new business, Live entertainment and park to entertainment
- To create a performance script that covers both online and offline traffic

9) Chimelong Group (China)

- Leader in China's tourism industry
- These parks, 3 luxury hotels, convention centers, restaurants, leisure and entertainment businesses
- In 2016 the "China's Leading Tourism Eco-City"

6) Parques Reunidos (Spain)

- 50 parks in five areas
- 41 different assets (Mirakland (FR), Boscobland (GB), The Boscouth Aquarium (UK), Telerifugio de Madrid (Spain), Iberostar Adventure Spain and UK...)
- 2 zoos and 14 countries
- Values - Fair S, Safety, Service, Fun, Savings, Smiles

7) SeaWorld Parks and Entertainment (USA)

- 9 zoological theme parks, 11 theme parks
- Only across the United States
- One of the largest animal collections on the North American continent
- Conservation of the wildlife
- More than 12 million guests in 2015
- The Blackstone Group

4) Cedar Fair Entertainment Company (USA)

- Midsize Park for all
- 14 theme parks, 3 hotels across the United States
- 27 million guests in 2015
- Snappy

5) Six Flags (USA)

- More than 30 years of experience
- 22.8 million guests
- 30 parks (17 in the United States, 3 in Mexico and 10 in Canada)

10) Overseas Chinese Town Parks (China)

- State-owned company
- 4 hotels, 4 art museums, 10 theme parks all in China
- Myriad worlds

11) Universal Parks and Resorts - NBC Universal (USA)

- NBC Universal
- More than 40 million guests in 2014
- 4 resorts
- 3 resorts under construction
- Universal Orlando Resort

11) Merlin Entertainments Group

- 127 attractions, 19 hotels, 7 holiday villages
- 24 countries around the world
- 2008: The Blackstone Group
- 2010: Village Roadshow
- 2014: More than 50 million guests
- 2016: \$1.6 billion
- To become the worldwide leader

8) Walt Disney Attractions - Walt Disney Parks and Resorts (USA)

- The Walt Disney Company
- A world-class vacation destination, 22 theme parks, 1 cruise line, 10 resorts, 1 hotel, 1 travel agency, 1 design company
- 2014: More than 114 million guests
- 2016: \$6.9 billion

Thank you!

Other theme parks

Practical exercise

- A theme and why
- A name and why
- The location and why
- At least 3 activities (including roller coasters)
- One idea of a theme park product, which could be used to visitors (optional)

Trends

Definition: "How could you catch the next trend?"

Trends

New technologies

Public technology and apps

Twitter

2015: The next Disney strategy

When you are going to a theme park, do you have a mobile device? Do you use it? Do you have an app?

An example of technology (MG World of Adventure)

Trends

Experience

- The most visited attraction
- How it was created
- Role playing
- Integration
- Project V, Valerium - Europe Park
- The Void - Madame Tussauds, Time Square, New York City

Rollercoast

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The Blackstone Group: Merlin Entertainment, Spanish Version

Market analysis

1. Do you know how many amusement parks in Europe are existing ?

- a. 100
- b. 300 Thecasesolutions.com
- c. 500
- d. 700

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2. Do you know in which part of the world the attendance is more powerful in theme parks ?

- a. Latin America
- b. North America
- c. Asia Pacific
- d. Europe, Middle East and Africa

Economic Impact:

- United States: \$55 billion
- Europe: \$10.8 billion

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Amusement Park Industry Employment:

- United States: a total job impact of 2.3 million
- Europe: 53 full-time employees

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Number of theme parks in Europe and attendance in theme parks

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Attendance in theme parks in the United States and Europe

1. Do you know how many amusement parks in Europe are existing ?

a. 100

b. 300 Thecasesolutions.com

c. 500

d. 700

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2. Do you know in which part of the world the attendance



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Number of Amusement Parks and Attractions :

- more than 400 amusement parks and attractions in the United States.
- 300 amusement parks in Europe



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2. Do you know in which part of the world the attendance is more powerful in theme parks ?

- a. Latin America
- b. North America
- c. Asia Pacific
- d. Europe, Middle East and Africa

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Attendance:

- Asia Pacific: 368 million guests annually
- Europe, Middle East, and Africa: 161 million guests annually
- Latin America: 30 million guests annually
- North America: 375 million guest annually

A tall, red, textured tower, possibly a lighthouse or a monument, stands against a clear blue sky. The tower has a decorative top section with a white circular element. The background is a solid blue color.

Economic Impact:

- United States: \$55 billion
- Europe: \$10.8 billion

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Amusement Park Industry Employment:

- United States: a total job impact of 2.3 million
- Europe: 53 full-time employees

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Market analysis

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3. Do you know how many days a chinese factory worker needs to work for a family outing in a theme park ?

- a. 5
- b. 12
- c. 18
- d.24

A chinese factory worker would have to work 18 days to raise enough cash for a family outing.

4. Do you know how many years of opening has the oldest theme park which is still in operation today ?

- a. 360
- b. 418
- c. 435
- d. 502

The oldest theme park is Bakken in Denmark, the park opened in 1583.

- Jurassic Parc, the ride costed \$110 million at Universal Studio Hollywood
- 2,500 roller coasters in the world

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