

THEME PARKS:

BACK ON TRACK

After a rollercoaster year, consumers are looking for a safe and enjoyable experience as they return to their favorite theme parks and attractions.

Consumer confidence is optimistic

81%

In June, people in the US and UK are 'optimistic' about the prospect of spending quality time with families and friends at their favorite leisure attractions



68%

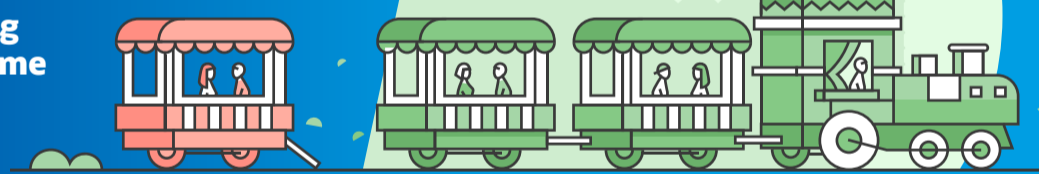
will be heading back to theme parks soon as they're able

1 in 3 & 1 in 5

travelers in the US

travelers in the UK

are staying closer to home



REFRESHMENTS ESSENTIAL

79%

of consumers agree that refreshments are an integral part of their theme park experience



PRE-ORDERING FOOD

54%

think pre-ordering from concessions should be the norm



DEDICATED APP

41%

of families would love to interact via a dedicated mobile app



QR CODE USAGE

24%

Gen Z are most keen on a QR code system for ordering food and drinks



CONCESSIONS

28%

Staffed-concessions are still the favored option for Boomers

After a year spent mostly indoors, people increasingly want to book ahead not only to have an outing to look forward to, but to also enhance the safety and convenience of the trip. This includes everything from planning and paying for activities to ordering food and drinks in advance.