



Trends in der  
Freizeitwirtschaft –  
ein Fokus auf die  
Infrastruktur

Ostsee Netzwerk Tag

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INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS & ATTRACTIONS

# Wer sind wir?



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1918



1962



2015



1930



1972



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# Was ist eine Attraktion?



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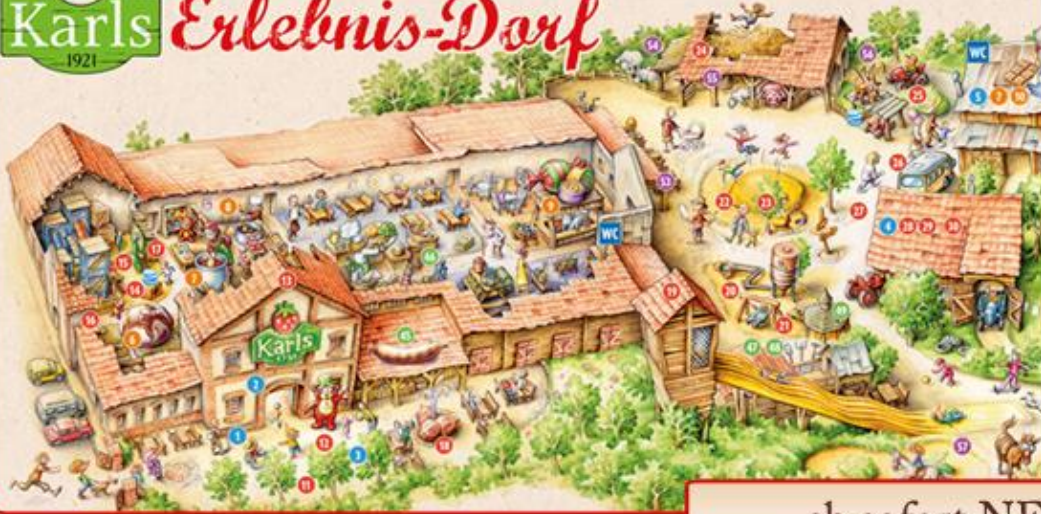




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*Erlebnis-Dorf*



...ab sofort NEU!



*Erlebnis-Dorf*



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# Europäische Kennzahlen

How many parks are there in Europe and how many people visit them?

**307** theme and amusement parks.



**149.5 million**

visitors in 2012.



How much revenue do theme and amusement parks generate?

**€4.9 bn** in revenue.



attributable to money spent in parks.

**16%** to hotels.



**4%** to sponsorships, corporate events and other revenue streams.



How many people do they employ?

**53,100**



full-time equivalents.

**€1.5 bn**



in direct wages per year.



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What's the total economic impact?



direct and indirect economic impact.

How do theme and amusement parks contribute to public finances?

€1.2bn



Contribution in terms of VAT, business rates, as well as corporation and employment taxes.

How much revenue do theme and amusement parks generate?

€587m

Invested in capital expenditure.

€558m

spent in the EU.

How do they help to attract tourists to Europe?

€265m

spent on marketing which is 6% of industry revenues.



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Wer, wie, was?



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Location

Markt

Konzept

Wirtschaftliches Umfeld

Infrastruktur

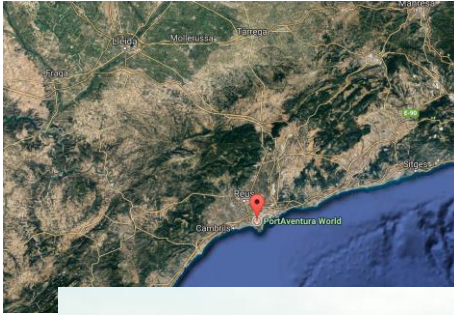
Investoren

Strategie

Innovation



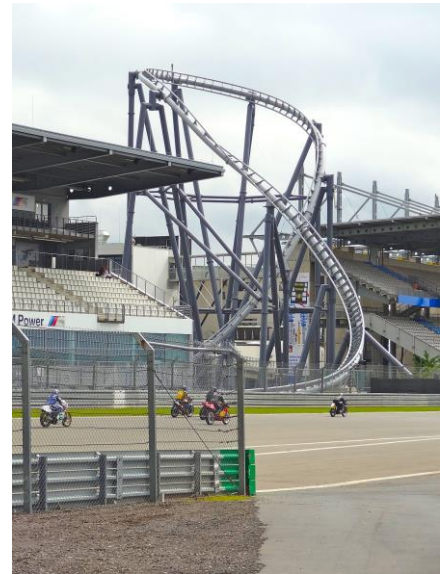
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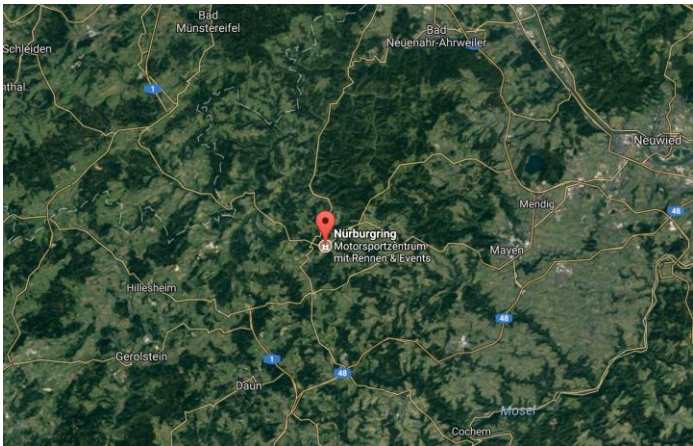
 "laCaixa"



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*ring<sup>o</sup>werk*



*Phantasia*  
LAND



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# EUROPA PARK



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# Trends in der Freizeitwirtschaft



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Hybrid Parks

Intellectual Property

Konsolidierung

Storytelling

Globalisierung

Digitalisierung

Resorts

Saisonalisierung



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# Globalisierung



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2017-10-16

# Konsolidierung



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# WORLD OF ATTRACTIONS

## ★ NORTH AMERICA ATTRACTIONS



Arizona California Charlotte** Dallas Kansas City Minnesota	Hollywood Las Vegas New York San Francisco** Washington DC	San Francisco**	California Florida	Atlanta Boston** Chicago Dallas Kansas City Toronto Westchester
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## ● UK ATTRACTIONS



Birmingham Blackpool Brighton Great Yarmouth Hunstanton Loch Lomond London Manchester Scarborough Weymouth and Tower	Gweek Oban	Blackpool Edinburgh London Warwick York	Blackpool London	Alton	Cheshington
London Blackpool	Warwick	Windsor	Manchester	Chertsey	

## ■ ASIA ATTRACTIONS



Bangkok Busan Shanghai	Bangkok Beijing** Hong Kong Shanghai Tokyo Wuhan*
Malaysia	Tokyo

## ▲ EUROPE ATTRACTIONS



Benalmadena Berlin Blankenberge Bray Gardaland Hannover Helsinki Jesolo Königswinter Konstanz München Oberhausen Paris Porto Rome** Scheveningen Speyer Timmendorfer Strand	Amsterdam Berlin Vienna	Soitau
Amsterdam Berlin Hamburg	Billund Günzburg	
Lake Garda	Berlin Oberhausen	
Milan		

## ◆ AUSTRALIA/NEW ZEALAND ATTRACTIONS



Auckland Melbourne Mooloolaba Sydney	Manly	Sydney Hamilton Island	Sydney
Sydney	Otway Illawarra	Mount Hotham	Falls Creek

\* Scheduled opening 2013

\*\* Scheduled opening 2014

Di Gasell

**MERLIN**  
ENTERTAINMENTS

# Midway Attractions



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## Midway Attractions



# Storytelling



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# MECHANICA

科学の未来

科学の未来



Stadshuset AB





# Saisonalität



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# BLUEGRASS & BBQ FESTIVAL



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# Digitalisierung



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Room Key



PhotoPass Card



FastPass+ Access



Form of Payment



Park Admission

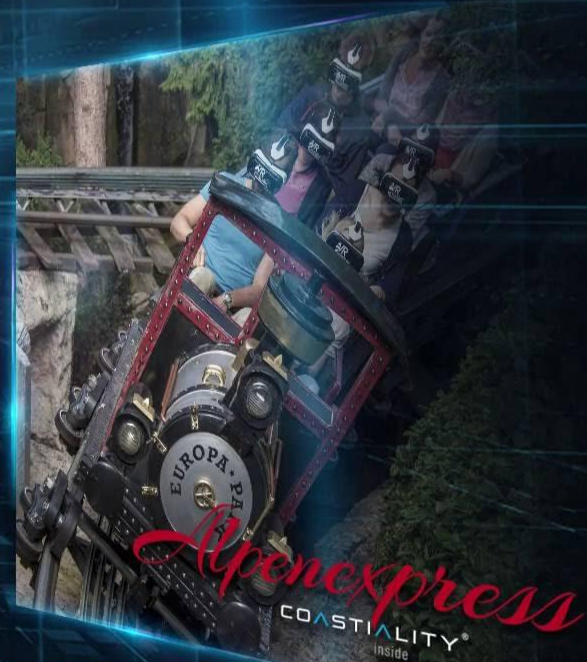
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# COASTIALITY®

ENTDECKE NEUE UNGLAUBLICHE WELTEN



COASTIALITY® ist eine Marke der MACK international GmbH.



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# Dynamic Pricing



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# Het avontuur gaat door!

- Home
- Attractiepark
- Vakantiepark
- Groepen
- Reserveren
- Tickets**
- Events

## Tickets

### Tickets en CombiDeals op datum

Koop hier met korting je entreeticket inclusief een menu of shoptegoed! Deze CombiDeals zijn alleen online te boeken. Kies hieronder de datum van uw bezoek en klik op deze datum om verder te gaan. De entreekaarten zijn uitsluitend geldig op de gekozen datum.

Juni 2014

[Volgende Maand >>](#)

Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag	Zaterdag	Zondag
26 Mei	27 Mei	28 Mei	29 Mei	30 Mei	31 Mei	1 Juni
2 Juni	3 Juni	4 Juni	5 Juni	6 Juni	7 Juni	8 Juni 24,50 <b>€ 22,10</b> Bestellen
9 Juni 24,50 <b>€ 22,10</b> Bestellen	10 Juni 18,50 <b>€ 16,70</b> Bestellen	11 Juni 18,50 <b>€ 16,70</b> Bestellen	12 Juni 18,50 <b>€ 16,70</b> Bestellen	13 Juni 18,50 <b>€ 16,70</b> Bestellen	14 Juni 24,50 <b>€ 22,10</b> Bestellen	15 Juni 24,50 <b>€ 22,10</b> Bestellen
16 Juni 18,00 <b>€ 13,50</b> Bestellen	17 Juni 15,00 <b>€ 13,50</b> Bestellen	18 Juni 18,50 <b>€ 16,70</b> Bestellen	19 Juni 15,00 <b>€ 13,50</b> Bestellen	20 Juni 18,50 <b>€ 16,70</b> Bestellen	21 Juni 24,50 <b>€ 22,10</b> Bestellen	22 Juni 24,50 <b>€ 22,10</b> Bestellen
23 Juni 18,50 <b>€ 16,70</b> Bestellen	24 Juni 18,50 <b>€ 16,70</b> Bestellen	25 Juni 18,50 <b>€ 16,70</b> Bestellen	26 Juni 18,50 <b>€ 16,70</b> Bestellen	27 Juni 18,50 <b>€ 16,70</b> Bestellen	28 Juni 24,50 <b>€ 22,10</b> Bestellen	29 Juni 24,50 <b>€ 22,10</b> Bestellen
30 Juni 18,50 <b>€ 16,70</b> Bestellen	1 Juli	2 Juli	3 Juli	4 Juli	5 Juli	6 Juli

### Tickets zonder datum €27,50

Neem een ticket zonder datum als je nog niet weet wanneer je precies komt.

[Bestellen >](#)

### Abonnement

50% korting voor vijf introducés en nog heel veel meer voordeel.

[Bestellen >](#)

### Actiecode ontvangen?

[Klik hier >](#)

### Jubileumboek

Bijzonder boek over 50 jaar Slagharen:

[Bestellen >](#)



# Intellectual Property



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THE WIZARDING  
WORLD OF  
Harry Potter™

UNIVERSAL STUDIOS HOLLYWOOD™

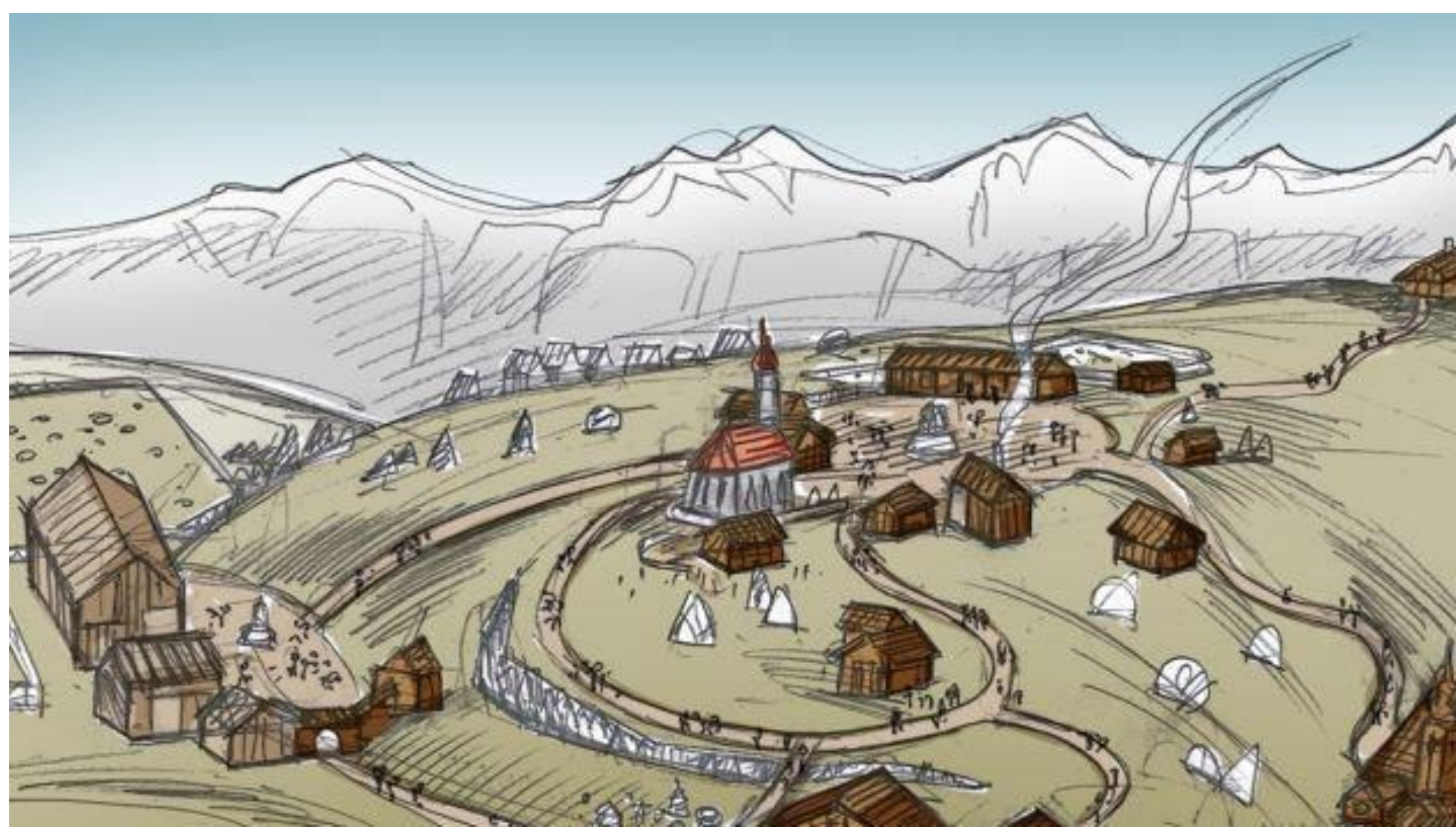


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# Hybrid Parks



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# Resort Development



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# Destination Building



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UNIVERSI

UNIVERSAL ISLANDS

SOFTWERKZ

exper



**SHANGHAI**  
**Disney RESORT**

上海迪士尼度假区



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