



European Amusement and Theme Park Industry: An Assessment of Economic Impact

Prepared for
IAAPA Europe



Europe

Submitted by
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1 Executive Summary

- 1.1 D & J International Consulting and Morisetti Associates were commissioned by IAAPA Europe to conduct an assessment of the economic impact of theme & amusement parks, water parks, family entertainment centres, science centres and wildlife attractions in Europe.
- 1.2 In total, admissions to the five categories of attractions drew 460 million guests, generated €9.3 billion revenues and employed 115,500 people in 2012. The economic impact across Europe was over €19.2 billion and almost 238,500 people were employed in attractions and related businesses as shown in Figure 1.1.

Figure 1.1: European Attraction Industry Impacts, 2012

Countries	Direct Impact				Total Economic Impact	
	No. of Attractions	Attendance (mill)	Revenues (€ mill)	FTE jobs	Value (€ mill)	FTE Jobs
Theme & Amusement Parks	307	149.5	4,883.00	53,103	10,023.2	109,004
Water Parks	188	76.4	848.9	17,266	1,760.2	35,802
FECs	1,116	49.1	308.4	5,927	639.5	12,290
Science Centres	187	42.7	950.6	10,825	1,971.1	22,446
Wildlife Attractions	321	142.6	2,331.10	28,387	4,833.6	58,861
Total	2,119	460.3	9,322	115,508	19,227.6	238,403

Source: Individual attraction, D & J International Consulting and Morisetti Associates

- 1.3 The European total impact figures are greater than the sum of the individual country impacts as the area of impact is greater when considering on a Europe-wide basis.



2 Introduction

- 2.1 D & J International Consulting and Morisetti Associates were commissioned by IAAPA Europe to conduct an assessment of the economic impact of the theme and amusement park industry in Europe.
- 2.2 The assessment provides estimates of economic impact based on a sample of attractions, previous studies and other published data. The methodology used is consistent with IAAPA Europe's 2009 report on the economic impact of the theme and amusement park industry in Europe.
- 2.3 The output of the study provides estimates of the scale of visits, revenue, employees and marketing expenditure across the 17 member states of the European Union that have theme and amusement parks and Norway and Switzerland, together with estimates of the direct, indirect and induced economic impact of the attractions. The output does not include estimates of the off-site economic impact of visitors to theme and amusement parks.
- 2.4 The study also examines, on a broader scale, the size and economic impact of European water parks, FECs, science centres and wildlife attractions.
- 2.5 This report has been prepared by David Camp and Julie Vile, Partners of D & J Consulting, Lesley Morisetti, Director of Morisetti Associates, and Jonathan Lonie of J. Lonie Consulting.



3 Methodology, Definitions and Assumptions

Introduction

- 3.1 In this section, D & J International Consulting and Morisetti Associates outline the methodology, definitions and assumptions for the assessment of the economic impact of the European theme and amusement park industry. The report covers the estimated economic impact of 307 theme and amusement parks across 19 countries. All figures in this assessment are in 2012 values. We also discuss the research methodology for the assessment of water parks, FECs, science centres and wildlife attractions.

Parks Methodology

- 3.2 D & J International Consulting and Morisetti Associates, in consultation with IAAPA Europe, shortlisted a range of European attraction groups and individual large and small theme and amusement parks across the studied countries with the aim of benchmarking a representation across a range of types of parks and the main geographies. Each of these companies was requested to complete a questionnaire for the study, and we have analysed their response data to build a sample.
- 3.3 The resultant sample includes 40 theme and amusement parks across 11 countries. Disneyland Resort Paris, Merlin Entertainments, Compagnie Des Alpes, Plopsa Group and Crealy Great Adventure Parks submitted combined information for their parks. Appendix A lists the theme and amusement parks that participated in the assessment. We will refer to these 40 theme and amusement parks as the base sample for this assessment. All figures provided by the base sample refer to the 2012 operating year.
- 3.4 From the base sample as well as published data and previous studies, D & J International Consulting and Morisetti Associates determined ratios for performance for each category of theme park or amusement park and applied these ratios to estimate the economic impact of the remaining theme and amusement parks. We will refer to the remaining 267 theme and amusement parks as the estimated sample for this assessment.
- 3.5 D & J International Consulting and Morisetti Associates reviewed the economic impact of the theme and amusement park industry for each country separately as well as for Europe as a whole. Section Three sets out the full list of the countries reviewed.

Theme or Amusement Park

- 3.6 A theme or amusement park is defined as a leisure facility with at least one fixed ride. Based on this definition, we have determined in conjunction with IAAPA Europe that the European leisure market includes 307 theme and amusement parks.
- 3.7 From the base sample, it is clear that the operating characteristics of theme and amusement parks vary significantly depending on the scale of operation and therefore D & J International Consulting and Morisetti Associates separated the data collected from the base sample parks into five categories based on attendance and pricing structure in order to provide the best estimates of economic impact across all park types.
- Large Theme Parks: theme parks with over one million visitors
 - Medium Theme Parks: theme parks with between 250,000 and one million visitors
 - Small Theme Parks: theme parks with under 250,000 visitors

- Large Amusement Parks: parks with a pay-as-you-go pricing structure that attract over 500,000 visitors
- Small Amusement Parks: parks with a pay-as-you-go pricing structure that attract under 500,000 visitors

3.8 The base sample includes 18 large theme parks, 12 medium theme parks, 2 small theme parks, 7 large amusement parks and 1 small amusement park, as shown in Appendix A.

Attendance

3.9 Attendance is the total number of visitors to a park in one year. For theme parks which are pay-one-price attractions, attendance is based on tickets issued. For amusement parks which are free to enter pay-as-you-go attractions, attendance is typically estimated by manually counting visitors at the entry gate or based upon car parking.

3.10 Attendance levels for each park were either provided by the individual park or estimated by IAAPA Europe based on available statistics. Total attendance by country and for Europe as a whole is set out in Appendix B.

Revenues

3.11 Visitor revenues are generated through admissions (tickets) and secondary in park spend including food and beverage sales, retail sales, and other spend (parking, lockers, games, etc). For parks with a hotel or other forms of accommodation and/or second-gate attractions, this represents an additional source of visitor revenues. Revenue can also be generated from non-visitor activities such as corporate sponsorship, corporate events, conferencing and other private venue hire.

3.12 Revenue figures were collected for the base sample of 40 parks submitting data. Based on these figures, average ratios were calculated in order to project revenues for the estimated sample. In Figure 3.1 we set out the resultant assumptions for each category of theme or amusement park.

Figure 3.1: Revenue Break-Down

	Admission Yield	Admission as % of total revenue	Secondary Spend as % of total revenue	Non-Visitor as % of total revenue	Total
	(%)	(%)	(%)	(%)	(%)
Large Theme Parks	50	55	42	3	100
Medium Theme Parks	60	55	40	5	100
Small Theme Parks	60	55	40	5	100
Large Amusement Parks	45	50	45	5	100
Small Amusement Parks	35	80	15	5	100

Source: D & J International Consulting & Morisetti Associates

3.13 The admission yield measures the ratio of net per capita expenditures on admission to the full adult admission price net of sales taxes. The yield is affected by the level of discounting given



to children, school groups or tour groups, in addition to promotional discounts used to market the park.

- 3.14 For amusement parks which are typically pay-as-you-go, the yield was estimated against the day-pass options typically offered at such parks. The resultant yields take into account that a large proportion of visitors do not purchase a day pass and may only go on one or two rides.
- 3.15 To determine admission revenue for each park in the estimated sample, D & J International Consulting and Morisetti Associates applied the admission yield percentage to the lead admission price net of VAT and then multiplied that figure by the estimated annual attendance for the park.
- 3.16 Based on the base sample, D & J International Consulting and Morisetti Associates estimate that the percentage of admission revenue to total revenue is typically around 55 percent at theme parks. The larger urban amusement parks have a strong food and beverage focus and therefore admission as a percentage is lower at 50 percent and secondary spend is higher at 45 percent. Small amusement parks typically offer little in terms of dining and retail options and have short lengths of stay and therefore the majority of income is generated through ride tickets. Based on these findings, D & J International Consulting and Morisetti Associates determined total revenues for the estimated sample by dividing their admission revenues, determined through admission yield ratios, by the ratio of admission revenue to total revenue.
- 3.17 Non-visitor revenue at theme parks is typically three to five percent of total revenues and is mostly generated through events and corporate sponsorship.
- 3.18 D & J International Consulting and Morisetti Associates also considered hotel revenues for the 47 on-site hotels operated by the amusement and theme parks reviewed. Revenues for these properties were determined from the base sample as well as published data and previous studies. Where information was not available, D & J International Consulting and Morisetti Associates applied appropriate ratios from the base sample to estimate revenues.
- 3.19 The majority of revenues for on-site accommodation at theme and amusement parks are generated by hotels. An increasing number of sites also include other forms of on-site accommodation including camp sites and holiday villages; however income from these is not expected to be as substantial and has not been included at this stage of assessment.
- 3.20 D & J International Consulting and Morisetti Associates has assumed that all revenues generated by theme and amusement parks are a direct economic impact to the country in which they are located and therefore the direct economic impact of Europe as a whole is the summation of the direct economic impacts of each individual country.
- 3.21 Total estimated revenues by country and for Europe as a whole are set out in Appendix B.

Off-Site Spending

- 3.22 In addition to spending on-site, theme and amusement park visitors generate a significant level of off-site spending in the local area and on their journey to the attraction. These expenditures can include accommodation, food and beverage and petrol among others. Theme and amusement parks that attract a high level of domestic and international tourist visitation would have a more significant economic impact on their surrounding areas compared to parks that mostly attract day-tripping residents.



- 3.23 The impact of off-site spending has not been calculated for this report, however, it is important to note that this impact can be substantial. For example, previous studies indicate that within the UK off-site expenditure can equate to 81 percent of on-site expenditure.

Marketing Expenditure

- 3.24 In addition to expenditure on other goods and services, theme and amusement parks spend substantial amounts on marketing, the impact of which is included in the assessment of indirect and induced economic impact set out below.
- 3.25 Based on analysis of the data provided by the base sample, D & J International Consulting and Morisetti Associates have estimated marketing expenditure per park by assuming that at large theme and amusement parks marketing will equate to 5 percent of revenues, at medium theme parks marketing will equate to 6 percent of revenues, and for small theme parks and small amusement parks, marketing will equate to 8 percent and 7 percent of revenues respectively.
- 3.26 Estimates for marketing expenditure by country and for Europe as a whole, and marketing expenditure as a percentage of total country revenue and total Europe revenue are set out in Appendix C.

Employment

- 3.27 Employment can be measured in terms of people or in monetary terms. We have looked at the number of people employed as Full Time Equivalents (FTEs) and we have looked at employment costs, including direct wages, benefits and other on-costs. Total estimates for FTEs and employment costs by country and for Europe as a whole are set out in Appendix D.
- 3.28 Based on the findings from the base sample, D & J International Consulting and Morisetti Associates estimated the number of FTE (full-time equivalent) staff per park by assuming 3,500 visitors per FTE (full-time equivalent) staff member for the large and small theme parks, 4,000 visitors per FTE for medium theme parks and 4,000 visitors per FTE for large and small amusement parks.
- 3.29 Based on the base sample, D & J International Consulting and Morisetti Associates has assumed that wages account for 26 percent of large theme park revenues, 27 percent of medium theme park revenues, 32 percent of small theme park revenues and 30 percent of revenues for amusement parks. D & J International Consulting and Morisetti Associates have assumed that all staff are employed from within the country where the park is located and therefore all wages are an indirect economic benefit to that country.
- 3.30 D & J International Consulting and Morisetti Associates have not considered the indirect employment impact, (ie additional jobs created in supplier firms, for example, people hired to make more toys due to increased toy demand generated by the park) for the theme and amusement park industry in this report.

Capital Expenditure

- 3.31 We have analysed parks' capital expenditure (capex), which could include construction, rides or other major purchases. For the estimated sample, D & J International Consulting and Morisetti Associates have assumed that capital expenditures for parks equate to 12 percent of total park revenues and for parks with on-site hotels, capital expenditure on hotel development equates to 5 percent of hotel revenues. The estimated capex expenditures by country and for Europe as a whole are set out in Appendix E.



- 3.32 We have included capex within the park's home country for the country summaries, and within Europe for the European summary. We have excluded all capex estimated to have been spent outside Europe.
- 3.33 In order to estimate the location of capex spending, D & J International Consulting and Morisetti Associates assumed that 90 percent of total capex would be spent within a country that has a significant ride manufacturing industry, 80 percent would be spent within a country that has a small ride manufacturing industry and 70 percent would be spent in a country with no ride manufacturing industry. While the majority of European theme and amusement parks purchase rides and services from within Europe, some rides are purchased from other continents and D & J International Consulting and Morisetti Associates has therefore assumed that five percent of the total capex per park is spent outside of Europe.

Direct Economic Impact

- 3.34 The direct economic impact of a theme or amusement park includes revenues generated by the park from park visitors and other on-site spending. Other direct monetary impacts which are not included in this study are the expenditure by theme and amusement park visitors outside the park, but directly caused by their visit to the park, such as transportation.
- 3.35 The direct employment impact equates to the number of employees (typically measured as FTEs) of the park itself.

Indirect and Induced Economic Impact

- 3.36 The indirect economic impact is the expenditure by the park on employment, goods and services and capital expenditure and the secondary effect of these direct expenditures on suppliers. This includes, for example, a toy manufacturer purchasing more plastic to make the toys that are sold in the park's retail outlets.
- 3.37 The induced economic impacts are secondary effects in the economy due to the wages earned by employees. For example, an employee who uses their wages to purchase goods at a supermarket within the country.
- 3.38 For this assessment, we have used type II multipliers which measure the combined indirect and induced economic impacts.
- 3.39 The indirect and induced economic impact for Europe will be greater than the summation of the indirect and induced impacts of all the individual countries as a certain level of expenditure that is not spent within a country and is thus not counted as an indirect economic impact for that country, may be spent in another European country and therefore would reflect as a positive impact to Europe as a whole.
- 3.40 While D & J International Consulting and Morisetti Associates has provided estimated figures for marketing expenditure, wages and capital expenditure in the country summaries based on ratios determined from the base sample, however these expenditures are also accounted for in the total indirect and induced economic impact determined through multipliers shown in Appendix F.

Multipliers

- 3.41 A gross type II multiplier indicates the level of indirect and induced economic impact generated by the direct economic impact. For example, a gross type II multiplier of 1.5 indicates that every €1 of direct economic impact generates another €0.50 indirect and

European Facts and Figures

How much revenue do theme and amusement parks generate?

307 theme and amusement parks



149.5 million visitors in 2012



in revenues



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.



in direct wages per year.

How much do they invest in capital expenditure?



spent in capital expenditure



12% of industry revenues



spent in the EU

How do they help to attract tourists to Europe?

€265m



spent on marketing which is 6% of industry revenues.

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 VAT, Corporation and Employment Tax, and Business rates

All figures based on The International Association of Amusement Parks and Attractions Europe Economic Impact Study which uses data from 2013.



induced economic impact. Multipliers are typically calculated through a country's national accounts or tourism satellite accounts (TSA) by a country's statistics bureau.

- 3.42 In order to estimate the total economic impact of the theme and amusement park industry, we used two multipliers; a recreation multiplier applied to the admission, secondary spend and non-visitor revenues and an accommodation multiplier applied to hotel revenues.
- 3.43 For both categories, we were only able to source appropriate multipliers for the UK. Therefore, we have estimated the recreation multipliers for the other countries reviewed by comparing their ratios of total imports to GDP (gross domestic product) to the UK's ratio. We have assumed that countries with a higher reliance than the UK on importing goods and services from outside sources would achieve a lower multiplier as money would be more likely to be spent outside of the country. The resultant multipliers are shown in Appendix F, together with the estimated gross indirect and induced economic impact and the total gross economic impact.
- 3.44 The accommodation multipliers would not have the same variation as the recreation multipliers as most countries can manage to acquire goods and services for a hotel within the country. Therefore, we have used the UK accommodation multiplier at 1.71 for all countries.
- 3.45 For the assessment of employment multipliers we have applied the relevant country economic multiplier to the number of direct jobs.

Fiscal Impact

- 3.46 We have analysed the fiscal impact (ie taxes payable) at the European level only. The tax contributions fall into four categories: VAT or sales tax, corporation tax, local business taxes (which pay for local services such as rubbish removal and road maintenance), and employment taxes (including taxes on wages and social insurance payments).
- 3.47 In order to estimate this impact, D & J International Consulting and Morisetti Associates assumed a corporation tax of two percent of total revenues, an employee related tax of 25 percent of total wages and a business rate of 4.5 percent of total revenues based on the ratios achieved in the base sample.
- 3.48 For sales or VAT taxes, D & J International Consulting and Morisetti Associates applied the appropriate rate to each country's revenues, allowing for variance in VAT rates for admissions revenue, secondary spend and accommodation (admissions sales tax rates by country are shown in Appendix G). The VAT amount was then discounted by 25 percent to avoid double taxation. The resultant total VAT paid equates to around 10.6 percent of total revenues across Europe.

Water Parks, FECs, Science Centres & Wildlife Attractions

- 3.49 For the examination of these four attraction types, a broader assessment was undertaken. The starting point for the assessment was a database collated by IAAPA and listing attractions within the four categories across Europe. Desk-based research was undertaken on each attraction to gather available data on attendance, admission prices, size, number of staff and financial performance. In addition to the database research, we undertook research into additional attractions within the sectors to provide as full a picture of the sectors as possible.
- 3.50 From the available data we calculated a series of operating and performance ratios to use as guidelines for the extrapolation of findings across the market sectors. The ratios compared



attendance, adult admission price (in euro), attraction area and FTE staff numbers and these were used to estimate values where data was not directly available.

- 3.51 Calculations were made for each attraction and the results grouped by country to provide consolidated outputs. With some countries having few attractions, and the use of averages to estimate performance levels, we grouped the outputs into geographic areas for the presentation of data on these attraction types.

Currency

- 3.52 D & J International Consulting and Morisetti Associates have used local currency for the individual country summaries and euros for the Europe summary. For conversion purposes, an average exchange rate for 2012 has been used. The rates used are shown in Appendix H.



4 Country Overview

- 4.1 The aim of this report is to assess the 2012 economic impact of the theme and amusement park industry in the 27 member states of the European Union (excludes Croatia which joined in 2013), together with Norway and Switzerland. However, 10 member states including Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Luxembourg, Malta, Romania, Slovakia and Slovenia do not have any known qualifying theme or amusement parks and therefore their economic impact has not been assessed. These countries do have water parks, FECs, science centres or wildlife attractions and so they have been considered as part of this segment of the study.
- 4.2 The countries with some provision of theme or amusement park attractions are reviewed and set out in alphabetical order in this section. These include:
- Austria
 - Belgium
 - Denmark
 - Finland
 - France
 - Germany
 - Greece
 - Italy
 - Netherlands
 - Norway
 - Portugal
 - Spain
 - Sweden
 - Switzerland
 - UK
- 4.3 Cyprus, Hungary, Ireland and Poland have also been reviewed and are included in the summary tables at the end of the report. However, their results have not been set out in an individual country overview due to the very limited supply of amusement or theme parks within each country.

Economic Impact Assessment of Theme and Amusement Parks

Europe

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of theme and amusement parks. The European leisure market consists of an estimated 307 theme and amusement parks, which hosted an estimated 149.5 million visitors in 2012. The parks reviewed also operate 47 hotels, the majority of which are located in France and Germany.

France has the most significant theme and amusement park market and is estimated to account for 34 percent of the direct economic impact (total revenues) in Europe. Germany and the United Kingdom are also considered important players in the industry, accounting for 16 and 12 percent of the direct economic impact in Europe, respectively. Other countries with major theme and amusement parks include Denmark, Spain, Netherlands, Sweden and Italy. These eight countries are estimated to account for 92 percent of the total direct economic impact in Europe and 88 percent of total visitors.

Revenues

The industry generated an estimated €4.9bn in revenues in 2012, of which 80 percent is attributable to park spend, 16 percent to hotels and 4 percent to sponsorships, corporate events and other income streams.

Employment

European theme and amusement parks employed an estimated 53,100 FTEs. Employees were paid an estimated €1.5bn in direct wages over the year.

Capital Expenditure

Capital expenditure for European theme and amusement parks is estimated to equate to around 12 percent of industry revenues, a total of €587m, of which €558m is estimated to have been spent within Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €5.1bn on the European economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

Our analysis indicates that the European theme and amusement park industry generated a total economic impact of €10.0bn in 2012. In addition, it directly created an estimated 53,100 FTE jobs.

Fiscal Impact

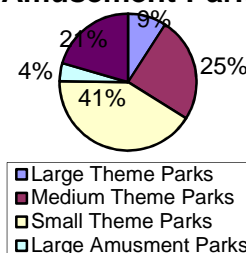
In addition to the economic impact, theme and amusement parks have a positive fiscal impact on Europe. It is estimated that the total fiscal impact was €1.2bn in 2012, generated from VAT tax revenue, corporation taxes, employment taxes and business rates.

Summary of Economic Impacts

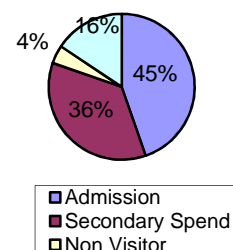
Total economic impact	€10.0bn
Total visitor attendance	149.5m
Total revenues	€4.9bn
Total wages paid	€1.5bn
Total marketing expenditure	€285m
Expenditure on capex within Europe	€558m
Total direct employment (FTEs)	53,103
Total tax contribution	€1.2bn

Source: Individual attraction, D & J and MA

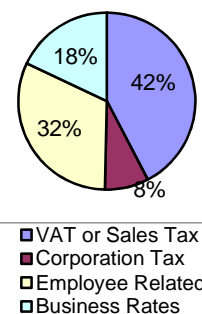
Type of Theme and Amusement Parks



Revenue Sources



Fiscal Impact By Source



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Austria

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. The Austrian leisure market is relatively small, consisting of an estimated 12 theme and amusement parks, which hosted an estimated 5.2 million visitors in 2012. Prater is the only major amusement park in the country.

Revenues

The industry generated an estimated €57m in revenues in 2012, of which 95 percent is attributable to park spend and 5 percent to sponsorships, corporate events and other income streams.

Employment

The Austrian theme and amusement parks employed an estimated 1,340 FTEs in 2012. Employees were paid an estimated €17 million in direct wages over the year.

Capital Expenditure 2012

Capital expenditure for Austrian theme and amusement parks is estimated to equate to around 12 percent of industry revenues, a total of €6.8m. We estimate that €4.8m was spent within Austria, and €1.7m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €38m on the Austrian economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

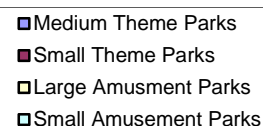
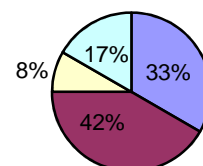
Our analysis indicates that the Austrian theme and amusement park industry generated a total economic impact of €95m in 2012. In addition, it directly created an estimated 1,340 FTEs.

Summary of Economic Impacts

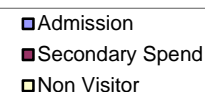
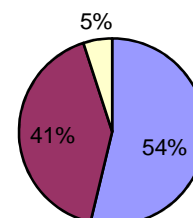
Total economic impact	€95.4m
Total visitor attendance	5.2m
Total revenues	€57.2m
Total wages paid	€16.7m
Total marketing expenditure	€3.4m
Expenditure on capex	
<i>Within Country</i>	€4.8m
<i>Elsewhere in Europe</i>	€1.7m
Total direct employment	1,340 FTEs

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Belgium

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. The Belgian leisure market is relatively small, consisting of an estimated 9 theme and amusement parks, which hosted an estimated 4.6 million visitors in 2012. The largest parks in the country are Plopsa de Panne, Walibi Belgium, Bellewaerde and Bobbejaanland.

Revenues

The industry generated an estimated €115m in revenues in 2012, of which 97 percent is attributable to park spend and 3 percent to sponsorships, corporate events and other income streams.

Employment

The Belgian theme and amusement parks employed an estimated 1,060 FTEs in 2012. Employees were paid an estimated €24.5 million in direct wages over the year.

Capital Expenditure

Capital expenditure for Belgian theme and amusement parks is estimated to equate to around 16 percent of industry revenues, a total of €17.9m. We estimate that €12.6m was spent within Belgium, and €4.5m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €66m on the Belgian economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

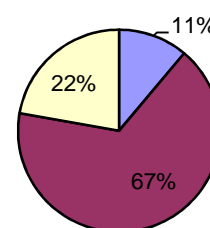
Our analysis indicates that the Belgian theme and amusement park industry generated a total economic impact of €181m in 2012. In addition, it directly created an estimated 1,060 FTEs.

Summary of Economic Impacts

Total economic impact	€180.8m
Total visitor attendance	4.6m
Total revenues	€114.8m
Total wages paid	€24.5m
Total marketing expenditure	€8.4m
Expenditure on capex	
<i>Within Country</i>	€12.6m
<i>Elsewhere in Europe</i>	€4.5m
Total direct employment	1,060 FTEs

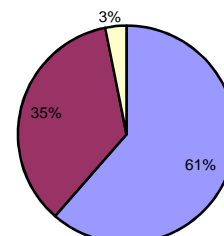
Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



■ Large Theme Parks
 ■ Medium Theme Parks
 ■ Small Theme Parks

Revenue Sources



■ Admission
 ■ Secondary Spend
 ■ Non Visitor

Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Denmark

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Denmark has a mid-sized leisure market, consisting of an estimated 10 theme and amusement parks, which hosted an estimated 10.8 million visitors in 2012. There are a few major parks in the country including Tivoli, LEGOLAND Billund and Bakken but the majority of parks are small and medium sized parks with under 500,000 visitors. LEGOLAND Billund and Tivoli also operate on-site hotels.

Revenues

The industry generated an estimated 2.6bn Danish kroner (€346m) in revenues in 2012, of which 93 percent is attributable to park spend, 4 percent to sponsorships, corporate events and other income streams and 3 percent for the hotel.

Employment

The Danish theme and amusement parks employed an estimated 2,570 FTEs in 2012. Employees were paid an estimated 691m Danish kroner (€93m) in direct wages over the year.

Capital Expenditure

Capital expenditure for Danish theme and amusement parks is estimated to equate to around 9 percent of industry revenues, a total of 235m Danish kroner (€32m). We estimate that 165m Danish kroner (€22m) were spent within Denmark, and 59m Danish kroner (€8m) in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of 1.8bn Danish kroner (€240m) on the Danish economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

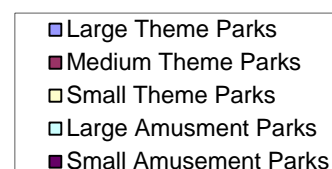
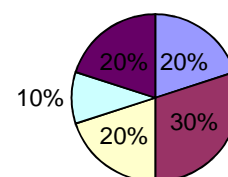
Our analysis indicates that the Danish theme and amusement park industry generated a total economic impact of 4.4bn Danish kroner (€585m) in 2012. In addition, it directly created an estimated 2,570 FTEs.

Summary of Economic Impacts

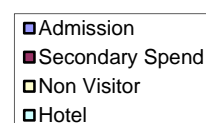
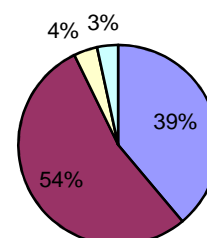
Total economic impact	Dkr4.4 bn	€585.3m
Total visitor attendance	10.8m	
Total revenues	Dkr2.6bn	€345.7m
Total wages paid	Dkr691m	€92.8m
Total marketing expenditure	Dkr95.7m	€12.9m
Expenditure on capex		
<i>Within Country</i>	Dkr165m	€22.1
<i>Elsewhere in Europe</i>	Dkr59m	€7.9
Total direct employment	2,570 FTEs	

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Finland

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Finland has a small leisure market, consisting of an estimated 7 theme and amusement parks, which hosted an estimated 2.6 million visitors in 2012. All of the parks in the market are amusement parks (pay-as-you-go) with two falling in the Large Amusement Park category; Linnanmaki and Sarkanniemi.

Revenues

The industry generated an estimated €65m in revenues in 2012, of which 95 percent is attributable to park spend, 4 percent to sponsorships, corporate events and other income streams and one percent to hotels.

Employment

The Finnish theme and amusement parks employed an estimated 790 FTEs in 2012. Employees were paid an estimated €19m in direct wages over the year.

Capital Expenditure

Capital expenditure for Finnish theme and amusement parks is estimated to equate to around 13 percent of industry revenues, a total of €8.2m. We estimate that €5.7m was spent within Finland, and €2.0m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €49m on the Finnish economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

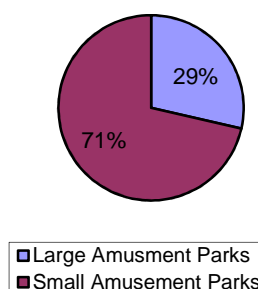
Our analysis indicates that the Finnish theme and amusement park industry generated a total economic impact of €114m in 2012. In addition, it directly created an estimated 790 FTEs.

Summary of Economic Impacts

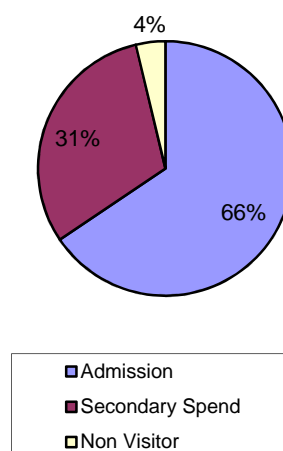
Total economic impact	€113.8m
Total visitor attendance	2.6m
Total revenues	€65.2m
Total wages paid	€18.8m
Total marketing expenditure	€3.3m
Expenditure on capex	
<i>Within Country</i>	€5.7m
<i>Elsewhere in Europe</i>	€2.0m
Total direct employment	790 FTEs

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

France

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. The French leisure market is the largest in Europe as a result of Disneyland Resort Paris. The market consists of an estimated 44 theme and amusement parks, which hosted an estimated 29.1 million visitors in 2012. Five French parks also operate on-site hotels, with Disney Resort Paris alone (Disneyland Paris and Walt Disney Studios) offering 5,760 hotel rooms.

Revenues

The industry generated an estimated €1.7billion in revenues in 2012, of which 69 percent is attributable to park spend, 26 percent to the hotels and 5 percent to sponsorships, corporate events and other income streams.

Employment

The French theme and amusement parks employed an estimated 17,100 FTEs in 2012. Employees were paid an estimated €644 million in direct wages over the year.

Capital Expenditure

Capital expenditure for French theme and amusement parks is estimated to equate to around 12 percent of industry revenues, a total of €197m. We estimate that €158m was spent within France, and €30m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €1.4billion on the French economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

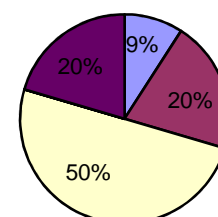
Our analysis indicates that the French theme and amusement park industry generated a total economic impact of €3.1 billion in 2012. In addition, it directly created an estimated 17,100 FTEs.

Summary of Economic Impacts

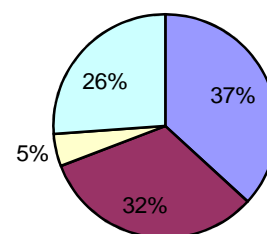
Total economic impact	€3.1b
Total visitor attendance	29.1m
Total revenues	€1.7b
Total wages paid	€644m
Total marketing expenditure	€113.4m
Expenditure on capex	
<i>Within Country</i>	€157.5
<i>Elsewhere in Europe</i>	€29.5
Total direct employment	17,100 FTEs

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Germany

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. The German leisure market is significant with the second largest number of visitors at an estimated 27.2 million in 2012, after France. There are an estimated 77 theme and amusement parks of which six fall into the large theme park category; Europa Park, LEGOLAND Deutschland, Heide Park, Movie Park, Phantasialand, and Hansa Park. Nine German parks operated a total of 14 on-site hotels in 2012, four of which were at Europa Park.

Revenues

The industry generated an estimated €778m in revenues in 2012, of which 77 percent is attributable to park spend, 20 percent to the hotels and 3 percent to sponsorships, corporate events and other income streams.

Employment

The German theme and amusement parks employed an estimated 9,650 FTEs in 2012. Employees were paid an estimated €220 million in direct wages over the year.

Capital Expenditure

Capital expenditure for German theme and amusement parks is estimated to equate to around 12 percent of industry revenues, a total of €94m. We estimate that €85m was spent within Germany, and €5m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €554m on the German economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

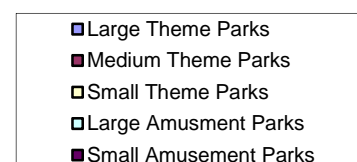
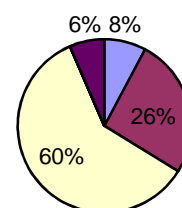
Our analysis indicates that the German theme and amusement park industry generated a total economic impact of €1.3bn in 2012. In addition, it directly created an estimated 9,650 FTEs.

Summary of Economic Impacts

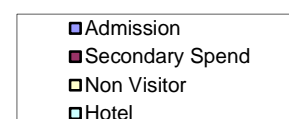
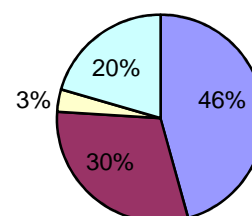
Total economic impact	€1.3bn
Total visitor attendance	27.2m
Total revenues	€777.7m
Total wages paid	€219.5m
Total marketing expenditure	€39.5m
Expenditure on capex	
<i>Within Country</i>	€84.8m
<i>Elsewhere in Europe</i>	€4.7m
Total direct employment	9,650 FTEs

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Greece

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Greece has a small leisure market, consisting of an estimated 2 amusement parks, which hosted an estimated 0.8 million visitors in 2012. Both of the parks in the market are amusement parks (pay-as-you-go) with only one falling in the large amusement park category; Allou Fun Park.

Revenues

The industry generated an estimated €10m in revenues in 2012, of which 95 percent is attributable to park spend and 5 percent to sponsorships, corporate events and other income streams.

Employment

The Greek amusement parks employed an estimated 180 FTEs in 2012. Employees were paid an estimated €2.5m in direct wages over the year.

Capital Expenditure

Capital expenditure for Greek theme and amusement parks is estimated to equate to around 4 percent of industry revenues, a total of €0.4m. We estimate that €0.3m was spent within Greece, and €0.1m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €8m on the Greek economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

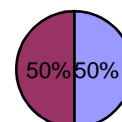
Our analysis indicates that the Greek theme and amusement park industry generated a total economic impact of €18m in 2012. In addition, it directly created an estimated 180 FTEs.

Summary of Economic Impacts

Total economic impact	€18.4m
Total visitor attendance	0.8m
Total revenues	€10.0m
Total wages paid	€2.5m
Total marketing expenditure	€0.6m
Expenditure on capex	
<i>Within Country</i>	€0.3m
<i>Elsewhere in Europe</i>	€0.1m
Total direct employment	180 FTEs

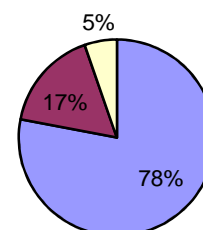
Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



■ Large Amusement Parks
■ Small Amusement Parks

Revenue Sources



■ Admission
■ Secondary Spend
■ Non Visitor

Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Italy

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Italy has a mid-sized leisure market, consisting of an estimated 18 theme and amusement parks, which hosted an estimated 8.8 million visitors in 2012. The top theme parks in the country are Gardaland and Mirabilandia, and the recently opened Rainbow Magic Land. Gardaland operates an on-site hotel in addition to the park.

Revenues

The industry generated an estimated €218m in revenues in 2012, of which 91 percent is attributable to park spend, 3 percent to sponsorships, corporate events and other income streams and 6 percent for the hotel.

Employment

The Italian theme and amusement parks employed an estimated 2,330 FTEs in 2012. Employees were paid an estimated €59m in direct wages over the year.

Capital Expenditure

Capital expenditure for Italian theme and amusement parks is estimated to equate to around 11 percent of industry revenues, a total of €25m. We estimate that €22m was spent within Italy, and €1m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €191m on the Italian economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

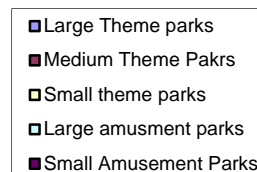
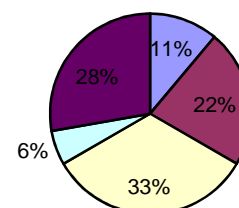
Our analysis indicates that the Italian theme and amusement park industry generated a total economic impact of €409m in 2012. In addition, it directly created an estimated 2,330 FTEs.

Summary of Economic Impacts

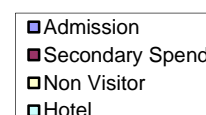
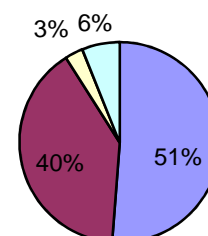
Total economic impact	€409.0m
Total visitor attendance	8.8m
Total revenues	€217.7m
Total wages paid	€58.8m
Total marketing expenditure	€11.7m
Expenditure on capex	
<i>Within Country</i>	€22.1m
<i>Elsewhere in Europe</i>	€1.2m
Total direct employment	2,330 FTEs

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Netherlands

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. The Netherlands has a mid-sized leisure market, consisting of an estimated 23 theme and amusement parks, which hosted an estimated 13.3 million visitors in 2012. The country has four large theme parks; Efteling, Duinrell, Walibi World, attractiepark Slagharen. Efteling operates an on-site hotel in addition to the attraction.

Revenues

The industry generated an estimated €307m in revenues in 2012, of which 85 percent is attributable to park spend, 8 percent to sponsorships, corporate events and other income streams and 7 percent for the hotel.

Employment

The Dutch theme and amusement parks employed an estimated 3,690 FTEs in 2012. Employees were paid an estimated €90 million in direct wages over the year.

Capital Expenditure

Capital expenditure for Dutch theme and amusement parks is estimated to equate to around 15 percent of industry revenues, a total of €47m. We estimate that €38m was spent within the Netherlands, and €7m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €182m on the Dutch economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

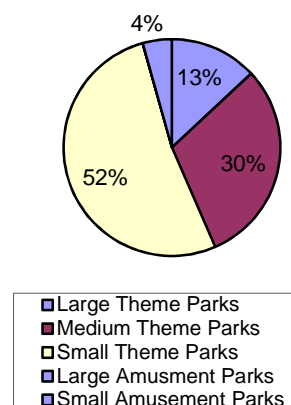
Our analysis indicates that the Dutch theme and amusement park industry generated a total economic impact of €489m in 2012. In addition, it directly created an estimated 3,690 FTEs.

Summary of Economic Impacts

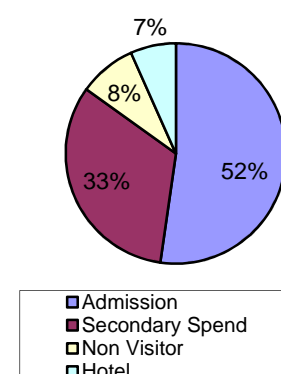
Total economic impact	€489.2m
Total visitor attendance	13.3m
Total revenues	€306.9m
Total wages paid	€90.1m
Total marketing expenditure	€18.9m
Expenditure on capex	
<i>Within Country</i>	€37.6m
<i>Elsewhere in Europe</i>	€7.1m
Total direct employment	3,690 FTEs

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Norway

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Norway has a small leisure market, consisting of an estimated 6 theme and amusement parks, which hosted an estimated 1.7 million visitors in 2012. All of the parks in the market are in the medium and small theme park categories.

Revenues

The industry generated an estimated 604m Norwegian Kroner (€81m) in revenues in 2012, of which 95 percent is attributable to park spend and 5 percent to sponsorships, corporate events and other income streams.

Employment

The Norwegian amusement parks employed an estimated 450 FTEs in 2012. Employees were paid an estimated 170m Norwegian Kroner (€23m) in direct wages over the year.

Capital Expenditure

Capital expenditure for Norwegian theme and amusement parks is estimated to equate to around 12 percent of industry revenues, a total of 73m Kroner (€10m). We estimate that 50.7m Norwegian Kroner was spent within Norway (€6.8m), and 18.1m Kroner (€2.4m) in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of 554m Norwegian Kroner (€74m) on the Norwegian economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

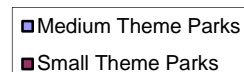
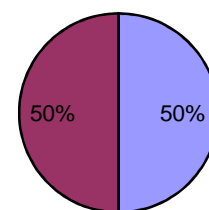
Our analysis indicates that the Norwegian theme and amusement park industry generated a total economic impact of 1.2bn Norwegian Kroner (€155m) in 2012. In addition, it directly created an estimated 450 FTEs.

Summary of Economic Impacts

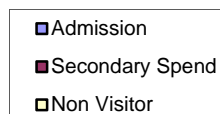
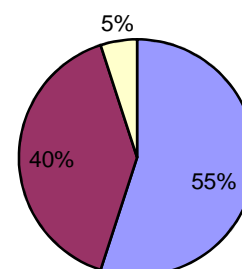
Total economic impact	Nkr 1.2bn	€154.8
Total visitor attendance	1.7m	
Total revenues	Nkr604.0m	€80.8
Total wages paid	Nkr169.6m	€22.7
Total marketing expenditure	Nkr38.8m	€5.2m
Expenditure on capex		
<i>Within Country</i>	Nkr50.7m	€6.8
<i>Elsewhere in Europe</i>	Nkr18.1m	€2.4
Total direct employment	450 FTEs	

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Portugal

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Portugal has a small leisure market, consisting of an estimated 2 theme and amusement parks, which hosted an estimated 0.6 million visitors in 2012. Both of the parks in the market are in the medium and small theme park categories.

Revenues

The industry generated an estimated €12.9m in revenues in 2012, of which 95 percent is attributable to park spend and 5 percent to sponsorships, corporate events and other income streams.

Employment

The Portuguese amusement parks employed an estimated 140 FTEs in 2012. Employees were paid an estimated €3.7m in direct wages over the year.

Capital Expenditure

Capital expenditure for Portuguese theme and amusement parks is estimated to equate to around 12 percent of industry revenues, a total of €1.6m. We estimate that €1.1m was spent within Portugal, and €0.4m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €10m on the Portuguese economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

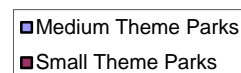
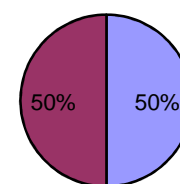
Our analysis indicates that the Portuguese theme and amusement park industry generated a total economic impact of €23m in 2012. In addition, it directly created an estimated 140 FTEs.

Summary of Economic Impacts

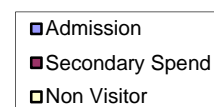
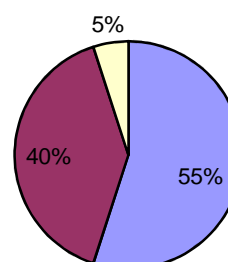
Total economic impact	€22.8m
Total visitor attendance	0.6m
Total revenues	€12.9m
Total wages paid	€3.7m
Total marketing expenditure	€0.8m
Expenditure on capex	
<i>Within Country</i>	€1.1m
<i>Elsewhere in Europe</i>	€0.4m
Total direct employment	140 FTEs

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Spain

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Spain has a mid-sized leisure market, consisting of an estimated 12 theme and amusement parks, which hosted an estimated 10.1 million visitors in 2012. Spain has four large theme parks; Port Aventura, Parque de Atracciones, Terra Mitica and Parque Warner Madrid. Port Aventura operates four on-site hotels in addition to the park.

Revenues

The industry generated an estimated €342m in revenues in 2012, of which 82 percent is attributable to park spend, 16 percent for the hotels and 2 percent to sponsorships, corporate events and other income streams.

Employment

The Spanish theme and amusement parks employed an estimated 3,270 FTEs in 2012. Employees were paid an estimated €89 million in direct wages over the year.

Capital Expenditure

Capital expenditure for Spanish theme and amusement parks is estimated to equate to around 13 percent of industry revenues, a total of €45m. We estimate that €36m was spent within Spain, and €7m in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €283m on the Spanish economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

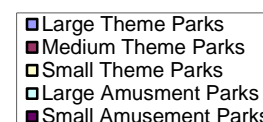
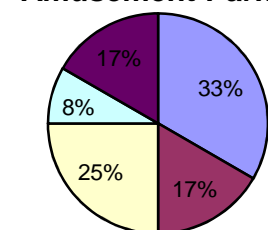
Our analysis indicates that the Spanish theme and amusement park industry generated a total economic impact of €625m in 2012. In addition, it directly created an estimated 3,270 FTEs.

Summary of Economic Impacts

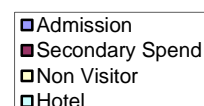
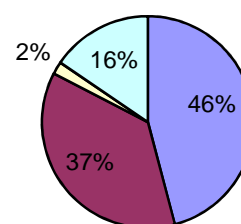
Total economic impact	€624.9m
Total visitor attendance	10.1m
Total revenues	€342.4m
Total wages paid	€88.9m
Total marketing expenditure	€17.8m
Expenditure on capex	
<i>Within Country</i>	€36.1m
<i>Elsewhere in Europe</i>	€6.8m
Total direct employment	3,270 FTEs

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Sweden

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Sweden has a mid-sized leisure market, consisting of an estimated 14 theme and amusement parks, which hosted an estimated 8.1 million visitors in 2012. The two major amusement parks in the country are Liseberg and Grona Lund. Liseberg operates a hotel in addition to the park which has been included in this analysis.

Revenues

The industry generated an estimated 2.3bn Swedish Kronar (€265m) in revenues in 2012, of which 93 percent is attributable to park spend, 4 percent for the hotels and 3 percent to sponsorships, corporate events and other income streams.

Employment

The Swedish theme and amusement parks employed an estimated 2,670 FTEs in 2012. Employees were paid an estimated 727 million Swedish Kronar (€84m) in direct wages over the year.

Capital Expenditure

Capital expenditure for Swedish theme and amusement parks is estimated to equate to around 12 percent of industry revenues in 2012. The total capex expenditure equates to 270m Swedish Kronar (€31m). We estimate that 189m Swedish Kronar (€22m) was spent within Sweden, and 68m Swedish Kronar (€8m) in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of 1.7bn Swedish Kronar (€195m) on the Swedish economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

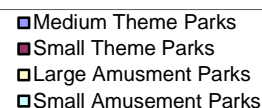
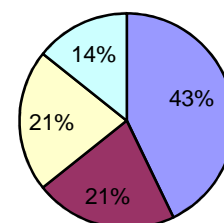
Our analysis indicates that the Swedish theme and amusement park industry generated a total economic impact of 4.0bn Swedish Kronar (€461m) in 2012. In addition, it directly created an estimated 2,670 FTEs.

Summary of Economic Impacts

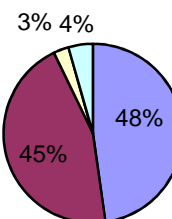
Total economic impact	Skr4.0b	€460.7m
Total visitor attendance	8.1m	
Total revenues	Skr2.3b	€265.4m
Total wages paid	Skr727.2m	€83.6m
Total marketing expenditure	Skr122.6m	€14.1m
Expenditure on capex		
<i>Within Country</i>	Skr189.0m	€21.7m
<i>Elsewhere in Europe</i>	Skr67.5m	€7.8m
Total direct employment	2,670 FTEs	

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

Switzerland

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. Switzerland has a small leisure market, consisting of an estimated 4 theme and amusement parks, which hosted an estimated 0.7 million visitors in 2012. All of the parks in the market are considered small or medium parks.

Revenues

The industry generated an estimated 17m Swiss francs (€15m) in revenues in 2012, of which 95 percent is attributable to park spend and 5 percent to sponsorships, corporate events and other income streams.

Employment

The Swiss theme parks employed an estimated 180 FTEs in 2012. Employees were paid an estimated 5m Swiss francs (€4m) in direct wages over the year.

Capital Expenditure

Capital expenditure for Swiss theme and amusement parks is estimated to equate to around 12 percent of industry revenues, a total of 2.1m Swiss francs (€1.7m). We estimate that 1.5m Swiss francs (€1.2m) were spent within Switzerland, and 0.5m Swiss francs (€0.4m) in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of 13m Swiss francs (€11m) on the Swiss economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

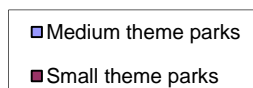
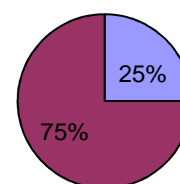
Our analysis indicates that the Swiss theme and amusement park industry generated a total economic impact of 30m Swiss francs (€25m) in 2012. In addition, it directly created an estimated 180 FTEs.

Summary of Economic Impacts

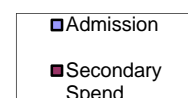
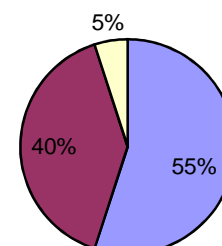
Total economic impact	CHF30.4m	€25.2m
Total visitor attendance	0.7m	
Total revenues	CHF 17.4m	€14.5m
Total wages paid	CHF 5.1m	€4.3m
Total marketing expenditure	CHF 1.2m	€1.0m
Expenditure on capex		
<i>Within Country</i>	CHF 1.5m	€1.2m
<i>Elsewhere in Europe</i>	CHF 0.5m	€0.4m
Total direct employment	180 FTEs	

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Theme and Amusement Parks

United Kingdom

Introduction

This assessment provides estimates of economic impact, based on a survey of a sample of European theme and amusement parks. The UK leisure market is relatively large, consisting of an estimated 58 theme and amusement parks, which hosted an estimated 24.2 million visitors in 2012. There are six large theme parks in the UK and three large amusement parks. Seven parks operate on-site hotels in addition to the parks (including Camelot, which is included in the analysis but closed in 2012).

Revenues

The industry generated an estimated £473m (€583m) in revenues in 2012, of which 87 percent is attributable to park spend, 10 percent to the hotels and 3 percent to sponsorships, corporate events and other income streams.

Employment

UK theme and amusement parks employed an estimated 7,280 FTEs in 2012. Employees were paid an estimated £137 million (€169m) in direct wages over the year.

Capital Expenditure

Capital expenditure for UK theme and amusement parks is estimated to equate to around 12 percent of industry revenues, a total of £56m (€69m). We estimate that £45m (€55m) was spent within the UK, and £8m (€10m) in the rest of Europe, with the remainder being spent outside of Europe.

Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of £384m (€473m) on the UK economy. This takes into account the operating costs of the theme parks including goods and services, wages and capital expenditures as well as the secondary effects of the industry's business-to-business expenditure on the supply chain and the secondary effects of employee wages.

Total Measured Economic Impact

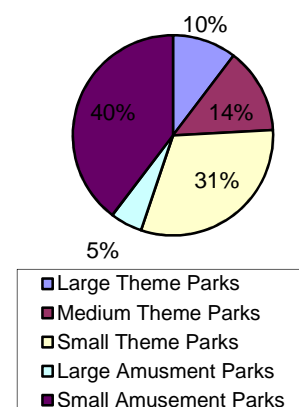
Our analysis indicates that the UK theme and amusement park industry generated a total economic impact of £857m (€1.1bn) in 2012. In addition, it directly created an estimated 7,280 FTEs.

Summary of Economic Impacts

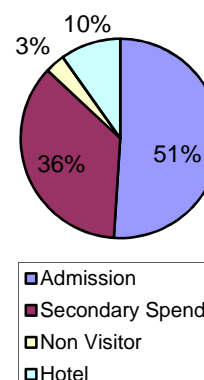
Total economic impact	£856.9m	€1.0bn
Total visitor attendance	24.2m	
Total revenues	£473.0m	€583.2m
Total wages paid	£137.2m	€169.2m
Total marketing expenditure	£26.5m	€32.7m
Expenditure on capex		
<i>Within Country</i>	£44.5 m	€54.9m
<i>Elsewhere in Europe</i>	£8.3m	€10.3m
Total direct employment	7,280 FTEs	

Source: Individual attraction, D & J and MA

Type of Theme and Amusement Parks



Revenue Sources



Note:

1. Excludes direct expenditure by theme and amusement park visitors travelling to and from the park.
2. Please see full report for methodology, definitions, and assumptions.

Economic Impact Assessment of Water Parks

European Water Parks

Introduction

The assessment of water parks has focused on outdoor water parks plus indoor parks with a significant leisure component. This excludes many thermal baths and spas, public swimming pools with water slides, or water parks within holiday complexes that do not allow daily public access.

Number of Attractions

We estimate that there are 188 water parks in Europe.

Attendance

Total attendance at Europe's water parks in 2012 was 76.4 million.

Revenues

The sector generated an estimated €849m in revenues in 2012.

Employment

Europe's water parks employed 17,266 FTEs in 2012.

Total Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that water parks have a total impact of €1,760.2 million within the European economy.

The sector is responsible for 35,802 FTEs across the continent.

Geographic Distribution

The data has been grouped to provide an indication of the scale of the market in different parts of Europe as shown in Figure 4.1.

Figure 4.1: European Water Park Impacts						
Countries	Direct Impact				Total Economic Impact	
	No. of Parks	Attendance (mill)	Revenues (€ mill)	FTE jobs	Value (€ mill)	FTE Jobs
Germany, Austria & Switzerland	49	25.3	279.1	5,620	477.6	9,604
France & Italy	32	13.9	169.3	3,237	319.1	6,103
Spain & Portugal	34	12.5	166.0	2,878	304.9	5,281
UK & Ireland	13	3.7	24.2	734	41.8	1,278
Benelux	7	3.0	22.6	683	35.6	1,078
Scandinavia (inc Denmark)	13	5.2	58.1	1,008	100.8	1,757
Other Countries	40	12.7	129.7	3,106	215.4	5,123
Total	188	76.4	848.9	17,266	1,760.2*	35,802*

Note: * total Economic & Employment Impact across Europe is greater than the sum of the countries due to the wider geographic area considered

Source: D & J International Consulting & Morisetti Associates

Economic Impact Assessment of FECs

European FECs

Introduction

In the assessment of FECs we have focused primarily on indoor facilities containing kid's play areas and multiple activity centres with mini golf, kiddie rides, laser games and bowling. We have excluded outdoor funfairs, piers, playgrounds, beaches and holiday centres.

Number of Attractions

We estimate that there are 1,116 FECs in Europe.

Attendance

Total attendance at FECs in Europe in 2012 was 49.1 million.

Revenues

FECs generated an estimated €308.4m in revenues in 2012.

Employment

There were 5,927 FTEs at Europe's FECs in 2012.

Total Economic Impacts

Based upon economic multipliers used for the recreation industry, FECs have a total impact of €639.5 million on the European economy.

FECs across Europe are responsible for 12,290 FTEs.

Geographic Distribution

Figure 4.2 shows the scale of the market in different parts of Europe.

Figure 4.2: European FEC Impacts						
Countries	Direct Impact				Total Economic Impact	
	No. of FECs	Attendance (mill)	Revenues (€ mill)	FTE jobs	Value (€ mill)	FTE Jobs
Germany, Austria & Switzerland	262	14.4	81.0	1,666	138.9	2,857
France & Italy	161	5.6	35.6	689	67.1	1,299
Spain & Portugal	56	1.7	8.3	201	15.3	371
UK & Ireland	310	13.9	78.1	1,675	138.6	2,988
Benelux	149	7.0	50.6	920	80.2	1,463
Scandinavia (inc Denmark)	115	4.1	46.3	523	81.7	917
Other Countries	63	2.3	8.6	252	14.3	415
Total	1,116	49.1	308.4	5,927	639.5*	12,290*

*Note: * total Economic & Employment Impact across Europe is greater than the sum of the countries due to the wider geographic area considered*

Source: D & J International Consulting & Morisetti Associates

Economic Impact Assessment of Science Centres

European Science Centres

Introduction

In evaluating science centres we have focused on attractions and museums that focus primarily on science. We have excluded general museums that contain some science-related exhibits.

Number of Attractions

There are 188 science centres in Europe.

Attendance

European science centres attracted 43.7 million visits in 2012, an average of almost 230,000 per centre.

Turnover

Turnover at the science centres, including subsidies, was €961.7m in 2012.

Employment

Employment at European science centres was 10,952 FTEs.

Total Economic Impacts

The total economic impact of European science centres was €1,971.1 million in 2012.

There are a total of 22,446 FTEs through European science centres.

Geographic Distribution

Europe-wide data for science centres is shown in Figure 4.3.

Figure 4.3: European Science Centre Impacts						
Countries	Direct Impact				Total Economic Impact	
	No. of Centres	Attendance (mill)	Revenues (€ mill)	FTE jobs	Value (€ mill)	FTE Jobs
Germany, Austria & Switzerland	35	8.3	230.7	2,128	394.3	3,638
France & Italy	27	7.4	203.0	1,421	381.9	2,677
Spain & Portugal	35	3.4	32.2	1,145	58.8	2,083
UK & Ireland	21	12.1	232.1	3,180	422.6	5,782
Benelux	22	3.5	102.8	976	162.6	1,524
Scandinavia (inc Denmark)	33	5.7	136.8	1,421	242.1	2,499
Other Countries	15	2.9	24.0	680	41.1	1,157
Total	187	42.7	950.6	10,825	1,971.1*	22,446*

*Note: * total Economic & Employment Impact across Europe is greater than the sum of the countries due to the wider geographic area considered*

Source: D & J International Consulting & Morisetti Associates

Economic Impact Assessment of Wildlife Attractions

European Wildlife Attractions

Introduction

Wildlife attractions include zoos, safari parks and aquaria that are actively managed. We have excluded natural habitats, wild parks and observation areas where wild animals form the basis for the attraction.

Number of Attractions

Across Europe there are a total of 321 wildlife attractions.

Attendance

In 2012 wildlife attractions drew 142.6 million visits.

Turnover

Total turnover at European wildlife attractions in 2012 was €2,331.1m. This includes revenues from subsidies.

Employment

Wildlife attractions employed 28,387 FTEs in 2012.

Total Economic Impacts

The total impact of wildlife attractions in Europe in 2012 was €4,833.6 million.

Total employment impact across Europe is 58,861 FTEs.

Geographic Distribution

The distribution and impacts of wildlife attractions across Europe is shown in Figure 4.4.

Figure 4.4: European Wildlife Attraction Impacts						
Countries	Direct Impact				Total Economic Impact	
	No. of Attractions	Attendance (mill)	Revenues (€ mill)	FTE jobs	Value (€ mill)	FTE Jobs
Germany, Austria & Switzerland	81	39.1	471.4	7,048	808.8	12,089
France & Italy	60	25.9	464.1	5,287	873.5	9,952
Spain & Portugal	23	14.1	291.9	2,877	535.3	5,270
UK & Ireland	73	29.2	499.0	6,073	904.3	10,980
Benelux	24	15.2	292.1	3,155	462.1	4,991
Scandinavia (inc Denmark)	29	12.6	273.0	2,692	479.2	4,583
Other Countries	31	6.5	39.5	1,318	64.9	2,141
Total	321	142.6	2,331.1	28,387	4,833.6*	58,861*

Note: * total Economic & Employment Impact across Europe is greater than the sum of the countries due to the wider geographic area considered

Source: D & J International Consulting & Morisetti Associates

5 Theme Park Assessment Appendices

Appendix A: List of Base Sample Theme and Amusement Parks

Theme or Amusement Park	Location	Type of Park
Disney Resort Paris		
Disneyland Paris	France	Large theme park
Walt Disney Studios	France	Large theme park
Merlin Entertainments Group		
LEGOLAND Billund	Denmark	Large theme park
Heide Park	Germany	Large theme park
LEGOLAND Deutschland	Germany	Large theme park
Gardaland	Italy	Large theme park
Alton Towers	UK	Large theme park
Chessington World of Adventures	UK	Large theme park
LEGOLAND Windsor	UK	Large theme park
Thorpe Park	UK	Large theme park
Compagnie Des Alpes		
Walibi Belgium	Belgium	Large theme park
Bellewaerde	Belgium	Medium theme park
Parc Asterix	France	Large theme park
Futuroscope	France	Large theme park
Walibi Aquitaine	France	Medium theme park
Walibi Rhone Alpes	France	Medium theme park
Mer La sable	France	Small theme park
Fort Fun Abenteuerland	Germany	Medium theme park
Walibi World	Netherlands	Large theme park
Plopsa Group		
Plopsa de Panne	Belgium	Medium theme park
Plopsa Coe	Belgium	Medium theme park
Plopsa Indoor Hasselt	Belgium	Medium theme park
Holiday Park	Germany	Medium theme park
Plopsa Indoor Coevorden	Netherlands	Small theme park
Parks and Resorts		
Skara Sommarland	Sweden	Medium theme park
Gronalunds	Sweden	Large amusement park
Furuvik	Sweden	Small amusement park
Crealy Great Adventure Parks		
Crealy, Cornwall	UK	Medium theme park
Crealy, Devon	UK	Medium theme park

Source: D & J International & Morisetti Associates

Appendix A (continued): List of Base Sample Theme and Amusement Parks

Theme or Amusement Park	Location	Type of Park
Independent Parks		
Tivoli	Denmark	Large amusement park
Linnanmaki Amusement Park	Finland	Large amusement park
Tampereen Sarkanniemi Oy	Finland	Large amusement park
Puy du Fou	France	Large theme park
Europa Park	Germany	Large theme park
Allou Fun Park	Greece	Large amusement park
Efteling	Netherlands	Large theme park
Port Aventura	Spain	Large theme park
Parken Zoo I Eskilstuna	Sweden	Medium theme park
Liseberg	Sweden	Large amusement park
Blackpool Pleasure Beach	UK	Large amusement park

Source: D & J International Consulting & Morisetti Associates

Appendix B: General and Revenue Estimates by Country (All values in Euros)

	General				Revenues					
	# Parks in Market	# Parks Surveyed	# of Hotels	Total Attendance (000s)	Park Admissions (€ '000s)	Other in-park (€ '000s)	Hotel Revenue (€ '000s)	Non-visitor Revenue (€ '000s)	Total Revenues (€ '000s)	% of Europe (%)
Austria	12	0	0	5,200	30,700	23,600	-	2,900	57,200	1.2%
Belgium	9	5	0	4,600	70,500	40,600	-	3,600	114,700	2.3%
Cyprus	2	0	0	400	4,500	800	-	300	5,600	0.1%
Denmark	10	2	2	10,800	134,400	186,300	11,800	13,300	345,800	7.1%
Finland	7	2	2	2,600	42,200	19,800	800	2,400	65,200	1.3%
France	44	8	13	29,100	614,500	540,500	435,700	78,500	1,669,200	34.2%
Germany	77	5	14	27,200	355,300	235,900	159,400	27,100	777,700	15.9%
Greece	2	1	0	800	7,800	1,700	-	500	10,000	0.2%
Hungary	1	0	0	400	2,900	2,100	-	300	5,300	0.1%
Ireland	3	0	0	600	3,900	2,700	-	300	6,900	0.1%
Italy	18	1	1	8,800	111,500	86,600	13,200	6,400	217,700	4.5%
Netherlands	23	3	1	13,300	160,400	100,100	20,400	25,900	306,800	6.3%
Norway	6	0	0	1,700	44,400	32,300	-	4,000	80,700	1.7%
Poland	3	0	0	300	1,400	300	-	100	1,800	0.0%
Portugal	2	0	0	600	7,100	5,200	-	600	12,900	0.3%
Spain	12	1	4	10,100	157,100	125,600	53,100	6,500	342,300	7.0%
Sweden	14	5	2	8,100	126,800	119,500	11,800	7,300	265,400	5.4%
Switzerland	4	0	0	700	7,900	5,800	-	700	14,400	0.3%
UK	58	7	8	24,200	297,700	209,400	57,100	18,900	583,100	11.9%
Europe-Wide	307	40	47	149,500	2,181,000	1,738,800	763,300	199,600	4,882,700	100.0%

Source: Individual Attractions, D&J International Consulting & Morissetti Associates

Appendix C: Marketing Expenditure by Country

	Total Marketing Expenditure (€ 000s)	As % Total Revenue
Austria	3,400	6%
Belgium	8,400	7%
Cyprus	400	7%
Denmark	12,900	4%
Finland	3,300	5%
France	113,400	7%
Germany	39,500	5%
Greece	600	6%
Hungary	300	6%
Ireland	500	7%
Italy	11,700	5%
Netherlands	18,900	6%
Norway	5,200	6%
Poland	100	6%
Portugal	800	6%
Spain	17,800	5%
Sweden	14,100	5%
Switzerland	1,000	7%
UK	32,700	6%
Europe-Wide	285,000	6%

Source: Individual Attractions, D&J International & Morisetti Associates

Appendix D: Employment Estimates by Country

	Total Employment Costs (€ 000s)	# FTEs
Austria	16,700	1,337
Belgium	24,500	1,058
Cyprus	1,700	100
Denmark	92,800	2,565
Finland	18,800	791
France	644,400	17,112
Germany	219,500	9,647
Greece	2,500	180
Hungary	1,400	93
Ireland	2,000	141
Italy	58,800	2,329
Netherlands	90,100	3,686
Norway	22,700	450
Poland	500	75
Portugal	3,700	143
Spain	88,900	3,272
Sweden	83,600	2,674
Switzerland	4,300	175
UK	169,200	7,275
Europe-Wide	1,546,100	53,103

Source: Individual Attractions, D&J International & Morisetti Associates

Appendix E: Capital Expenditure Estimates by Country

	Capital Expenditure	
	Within Home Country	Rest of Europe
	(€ 000s)	(€ 000s)
Austria	4,800	1,700
Belgium	12,600	4,500
Cyprus	400	100
Denmark	22,100	7,900
Finland	5,700	2,000
France	157,500	29,500
Germany	84,800	4,700
Greece	300	100
Hungary	400	200
Ireland	600	200
Italy	22,100	1,200
Netherlands	37,600	7,100
Norway	6,800	2,400
Poland	100	0
Portugal	1,100	400
Spain	36,100	6,800
Sweden	21,700	7,800
Switzerland	1,200	400
UK	54,900	10,300
Europe-Wide	470,800	87,300

Source: Individual Attractions, D&J International & Morisetti Associates

Appendix F: Gross Economic Impact

	Gross Direct Economic Impact Theme Park Revenues (€ 000s)	Gross Direct Economic Impact Hotel Revenues (€ 000s)	Theme Park Multiplier	Hotel Multiplier	Gross Indirect and Induced Economic Impact (€ 000s)	Total Gross Economic Impact (€ 000s)
Austria	57,200	-	1.67	1.71	38,200	95,400
Belgium	114,800	-	1.58	1.71	66,000	180,800
Cyprus	5,600	-	1.71	1.71	4,000	9,600
Denmark	333,900	11,800	1.69	1.71	239,700	585,400
Finland	64,400	800	1.75	1.71	48,700	113,900
France	1,233,400	435,700	1.88	1.71	1,393,500	3,062,600
Germany	618,300	159,400	1.71	1.71	554,400	1,332,100
Greece	10,000	-	1.85	1.71	8,400	18,400
Hungary	5,300	-	1.57	1.71	3,000	8,300
Ireland	7,000	-	1.58	1.71	4,000	11,000
Italy	204,500	13,200	1.89	1.71	191,200	408,900
Netherlands	286,500	20,400	1.59	1.71	182,300	489,200
Norway	80,800	-	1.92	1.71	74,100	154,900
Poland	1,700	-	1.71	1.71	1,200	2,900
Portugal	12,900	-	1.77	1.71	9,900	22,800
Spain	289,300	53,100	1.85	1.71	282,600	625,000
Sweden	253,700	11,800	1.74	1.71	195,200	460,700
Switzerland	14,500	-	1.74	1.71	10,700	25,200
UK	526,100	57,100	1.82	1.71	473,400	1,056,600
Europe-Wide	4,119,900	763,300	2.07	1.94	5,140,200	10,023,400

Source: Individual Attractions, D&J International Consulting & Morissetti Associates

Appendix G: Fiscal Impact

VAT Rate for Admissions	
(%)	
Austria	10.0
Belgium	6.0
Cyprus	5.0
Denmark	25.0
Finland	9.0
France	7.0
Germany	19.0
Greece	13.0
Hungary	27.0
Ireland	9.0
Italy	21.0
Netherlands	6.0
Norway	25.0
Poland	8.0
Portugal	23.0
Spain	8.0 ⁽¹⁾
Sweden	25.0
Switzerland	8.0
UK	20.0
Europe Average	14.0

Note 1): Increased to 21% in September 2012

Source: IAAPA VAT Study

Appendix H: Currency Conversion Rate to Euros

Average Exchange Rate 2012	
(€)	
Denmark	0.134
Hungary	0.004
Norway	0.134
Poland	0.239
Sweden	0.115
Switzerland	0.830
UK	1.233

Source: Oanda