



SOCIAL MEDIA

AND

THEME PARK

GUESTS



# Background/Research Goals

## Background

Internet access and the advent of Social Media as a household concept has created demand for outcome measurements of the internet as a media, and for impact measurements of social media engagement among theme park attendees.

Our study tracks these measurements over time, looking at current results in 2010 vs. the results in 2008.

## Research Goals

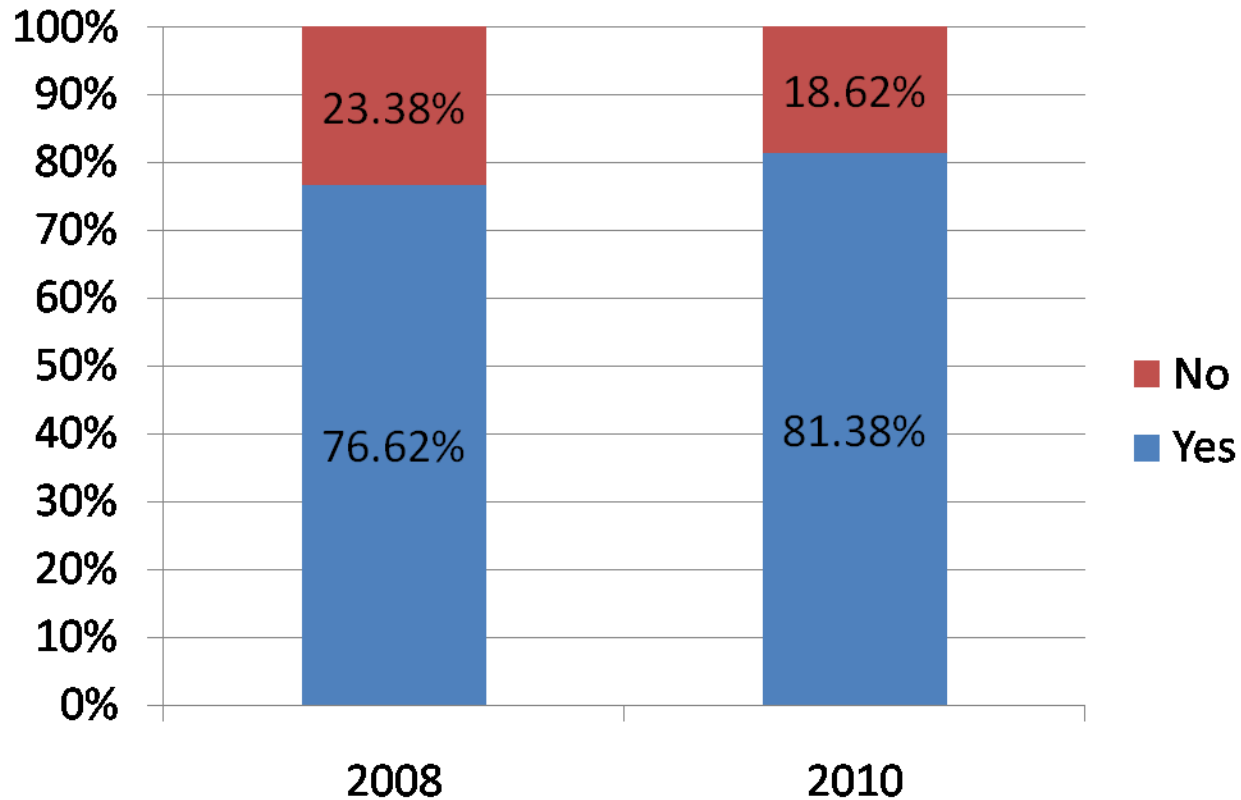
- Determine percent of theme park audience with internet access.
- Determine percent of theme park audience that visits theme park web sites prior to visitation.
- Determine percent of theme park audience that is likely to post about a theme park experience.
- Determine percent of theme park audience that has already posted about a theme park experience.
- Track changes and trends from 2008 to the present.

# Social Media

- Who is participating?
- What sorts of theme park guests are social media participants?
- What sort of social media participants are these theme park guests?
- What changes have there been in the composition of this overlapping “social media participant + theme park guest” group in the last 2 years?

# VIRTUAL VS. REAL WORLD

## INTERNET ACCESS AMONG PARK VISITORS

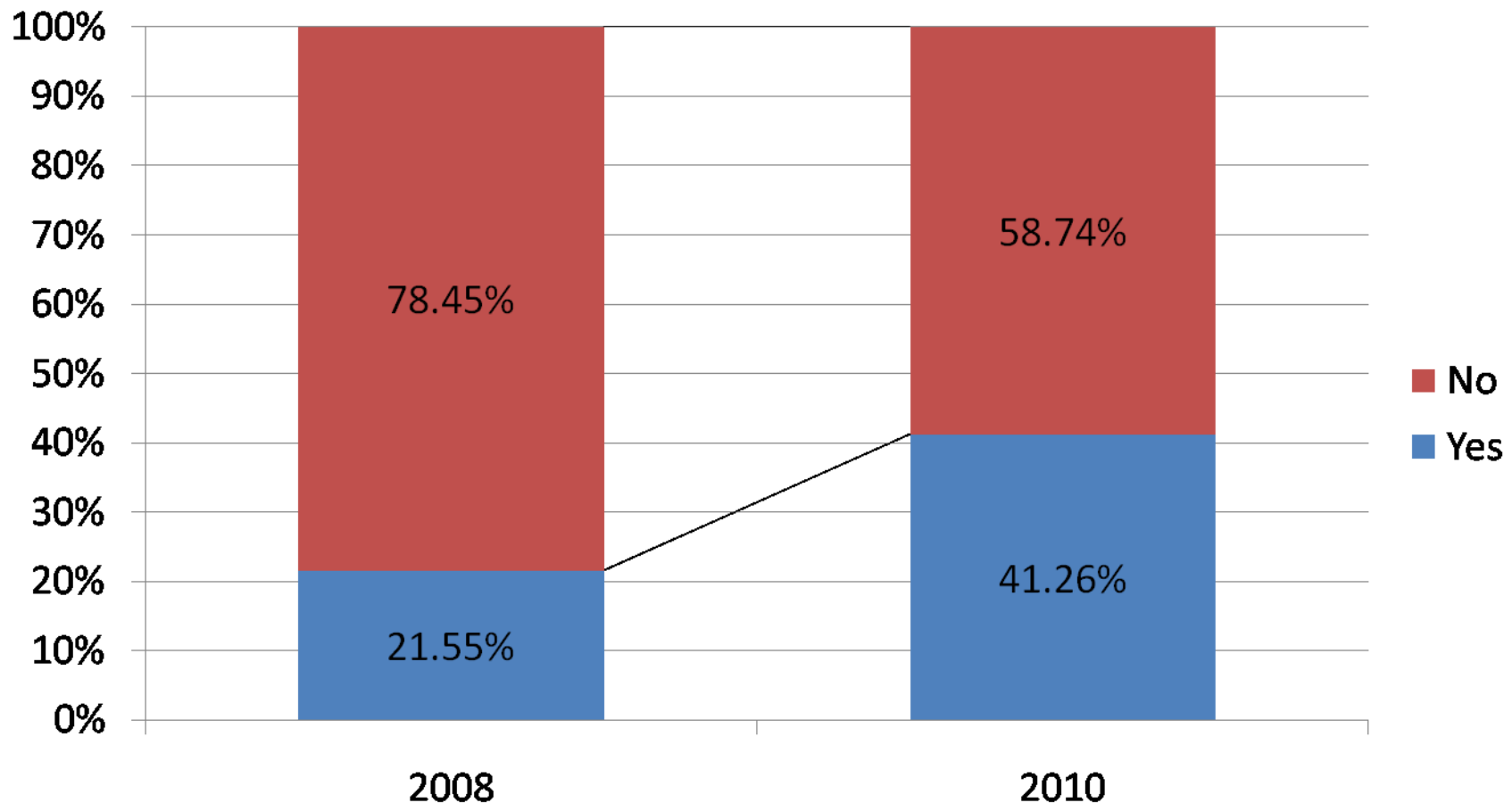


**[Q11]. Do you have personal access to the Internet?**

Of 2008 Base (4269 respondents), 76.62% say "Yes".

Of 2010 Base (4125 respondents), 81.38% say "Yes".

# PERCENTAGE OF THEME PARK VISITORS WITH INTERNET ACCESS OPERATING BLOGS

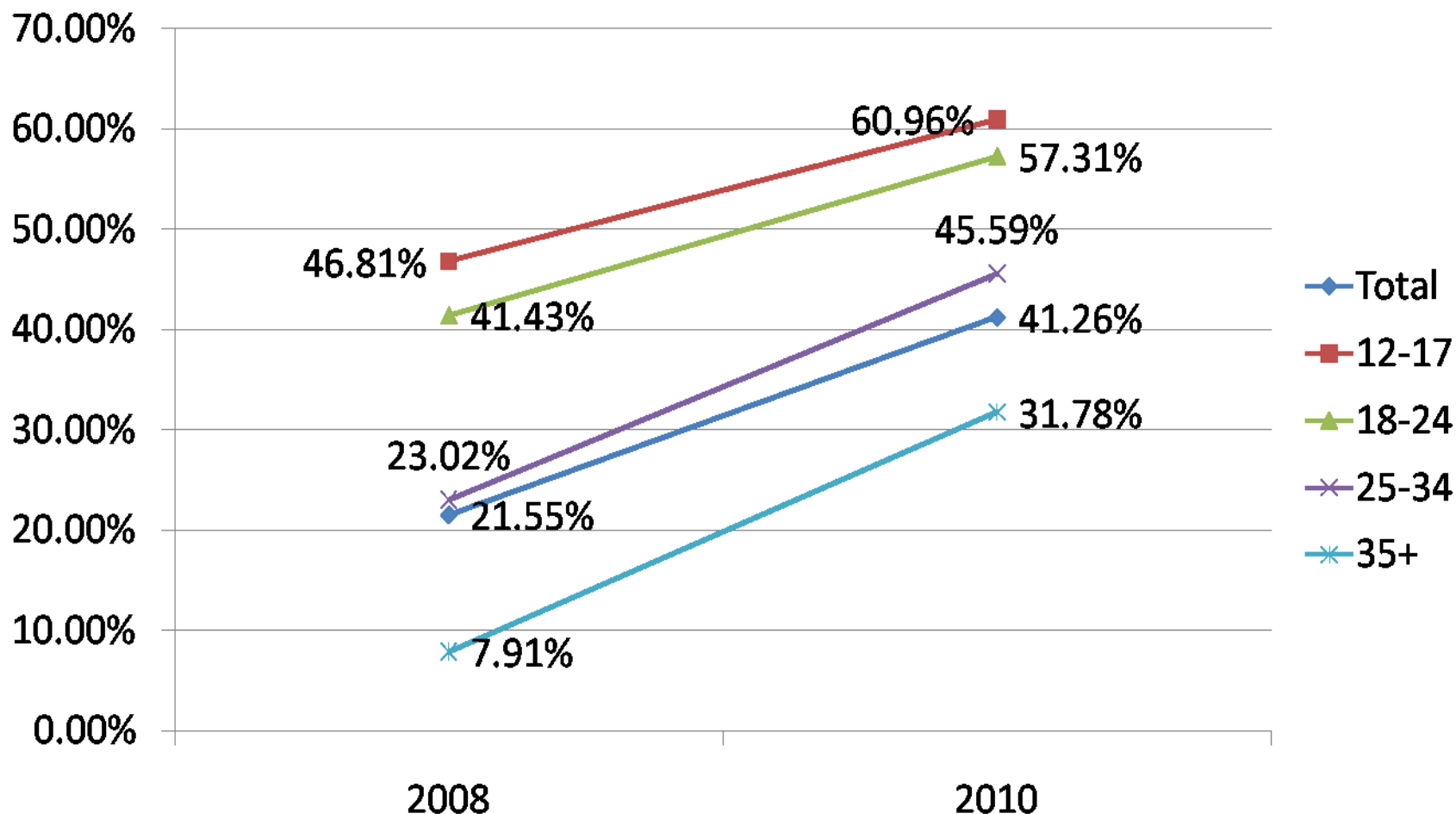


[Q16]. Do you operate a blog through a web site like Live Journal, FaceBook or MySpace?

Base 2008 = 3271 respondents

Base 2010 = 3357 respondents

# PERCENTAGE OF THEME PARK VISITORS WITH INTERNET ACCESS OPERATING BLOGS, BY AGES

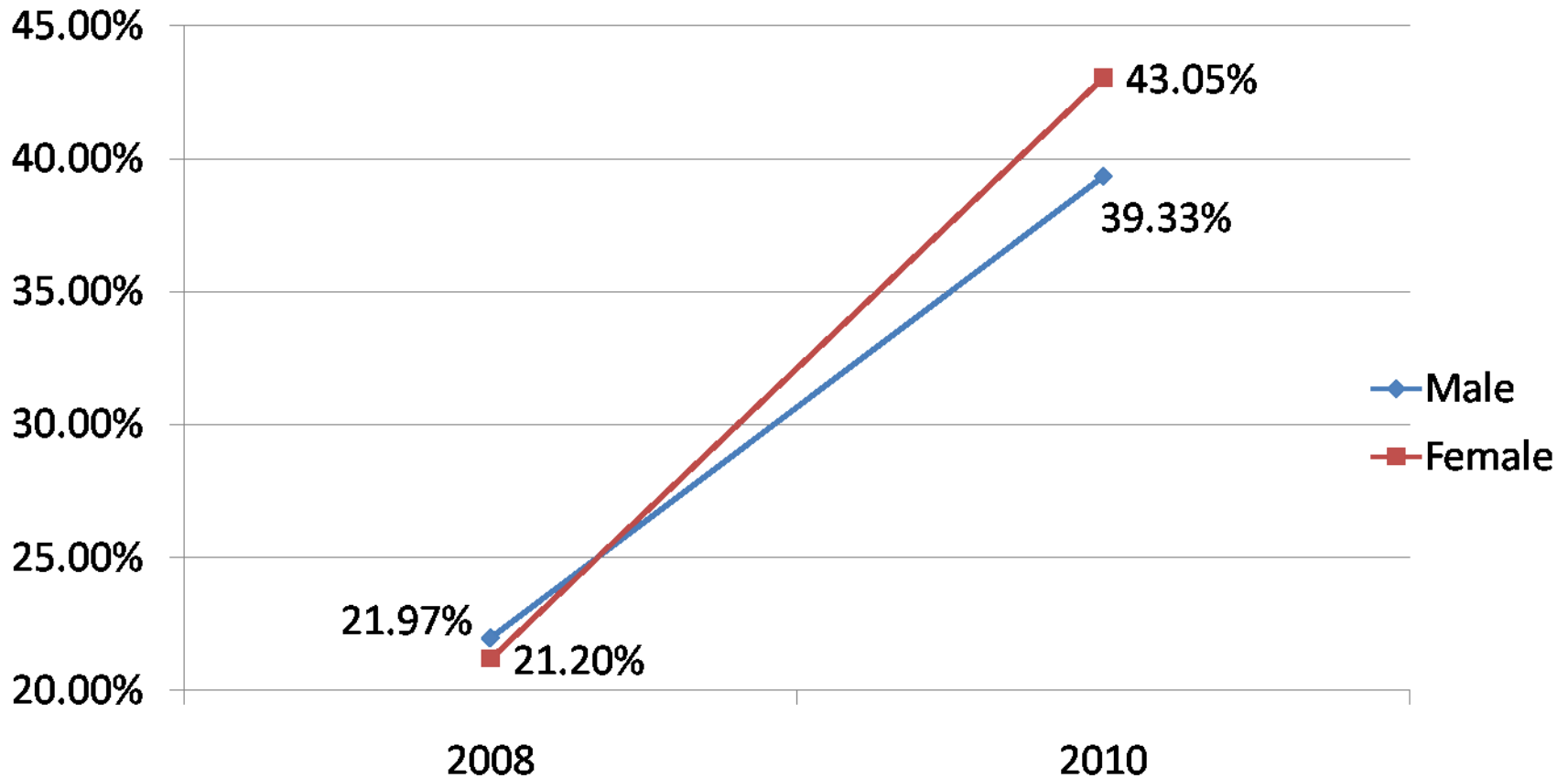


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# PERCENTAGE OF THEME PARK VISITORS WITH INTERNET ACCESS OPERATING BLOGS, BY GENDERS

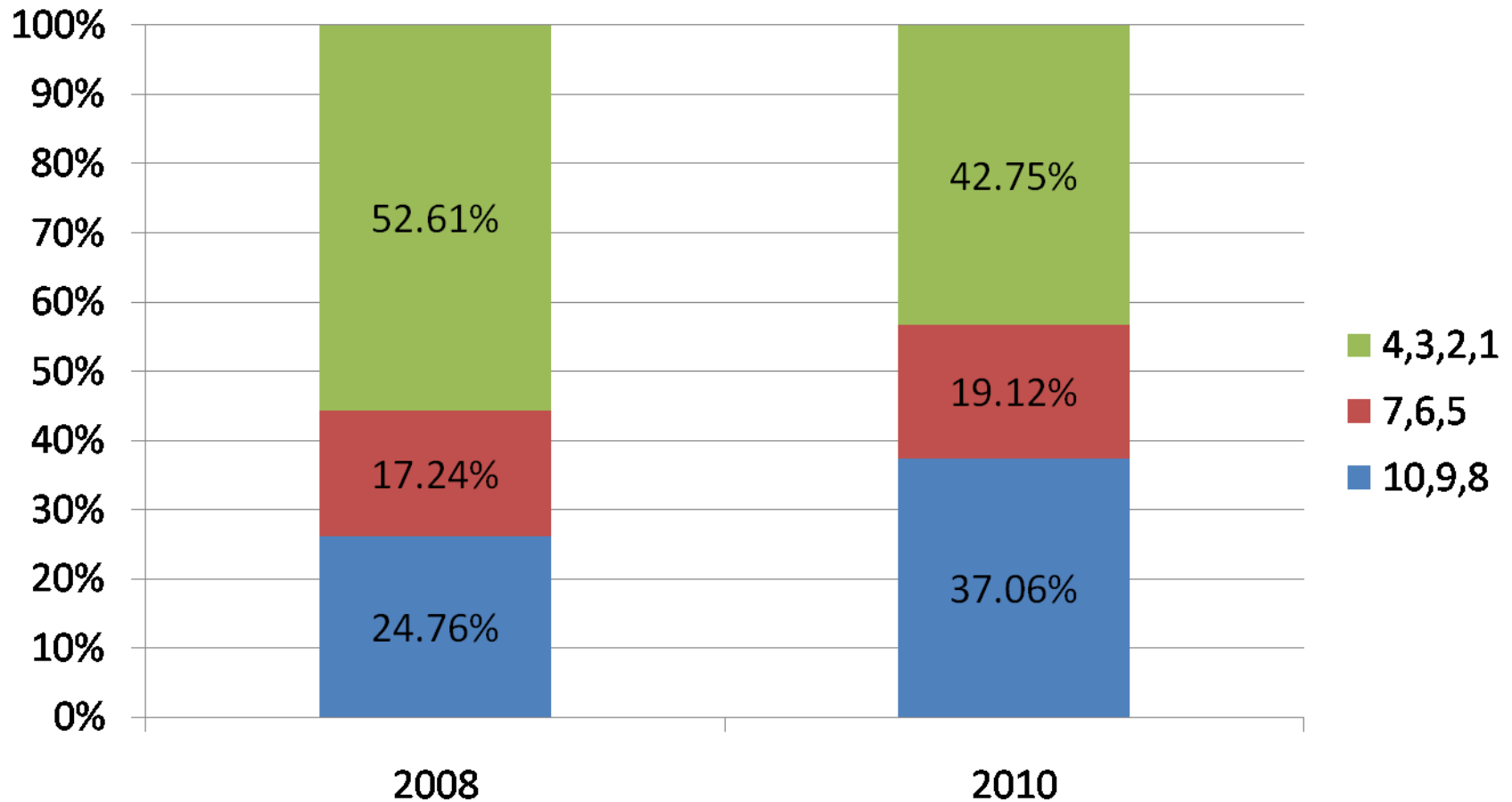


[Q16]. Do you operate a blog through a web site like Live Journal, FaceBook or MySpace?

Base 2008 = 3271 respondents

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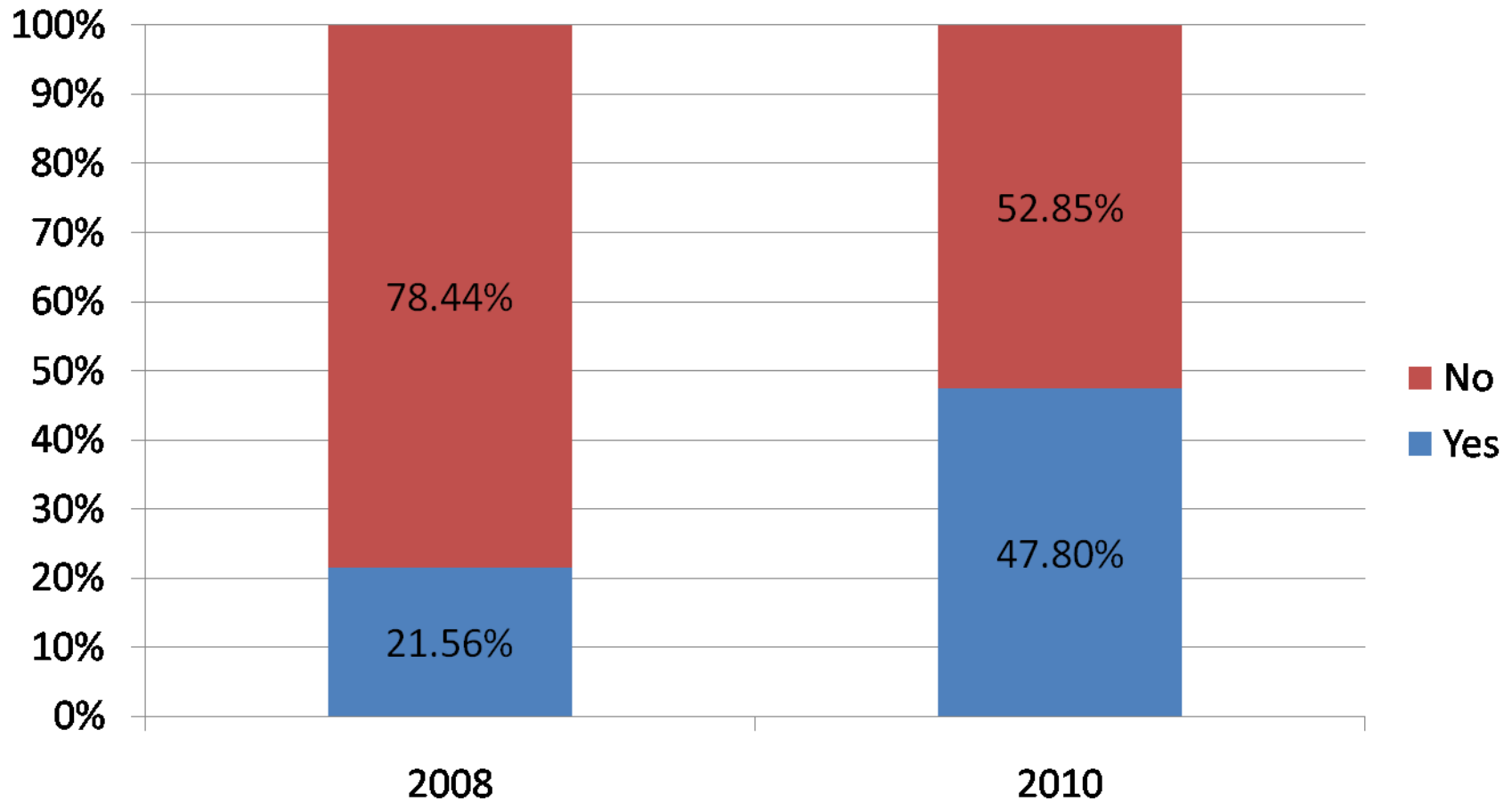
# Likelihood of Posting about a theme park experience among park guests who operate blogs.



[Q17]. On a scale of 1 to 10 where 1 means you would never enter anything about a theme park experience and a 10 means you would definitely post something about theme parks, what would you rate?



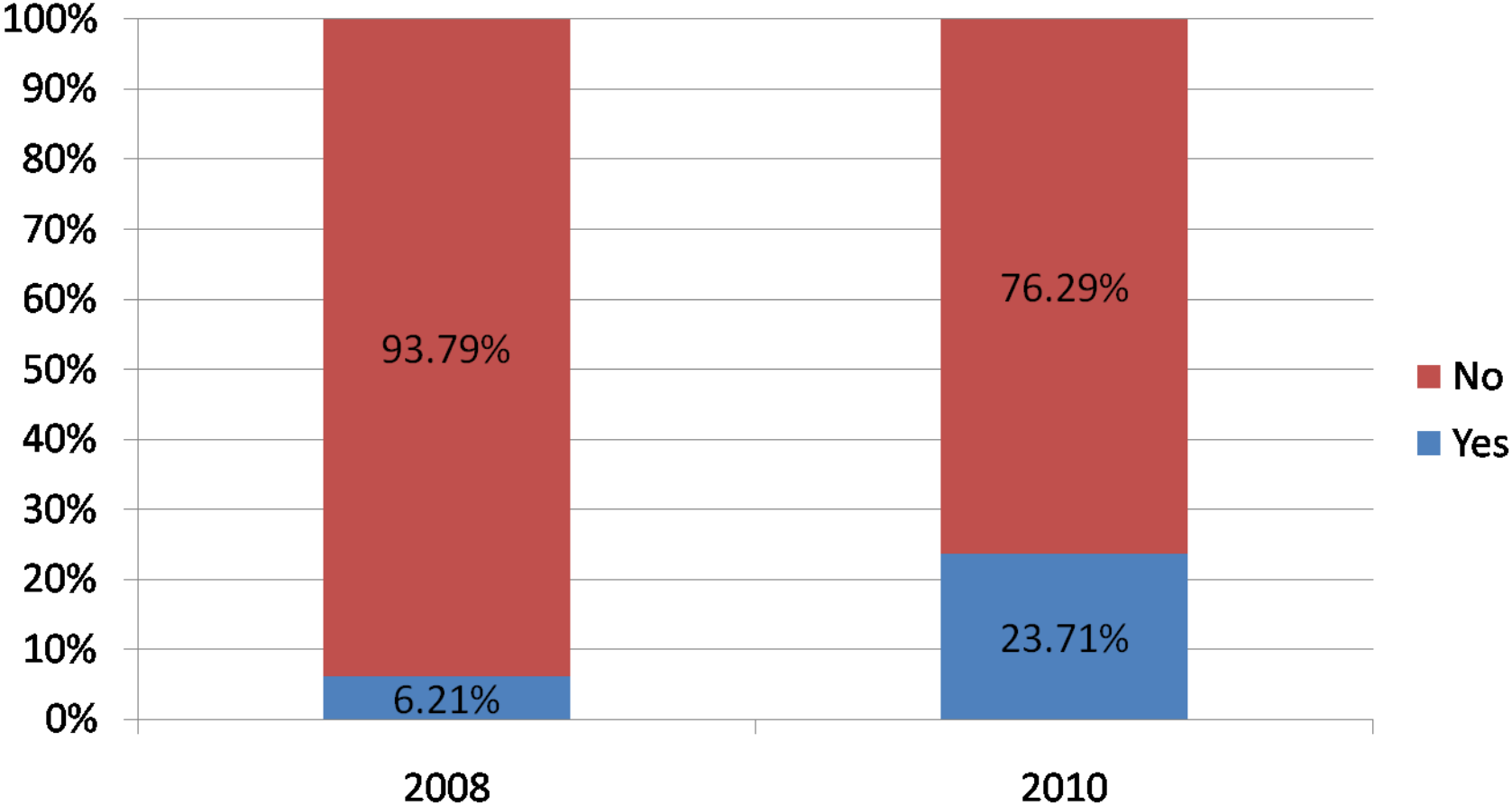
# How many bloggers have actually posted about a theme park experience on their site?



[Q18]. Have you ever posted any information on your site about a theme park experience?

[2008 Base = 705, 2010 Base = 1385]

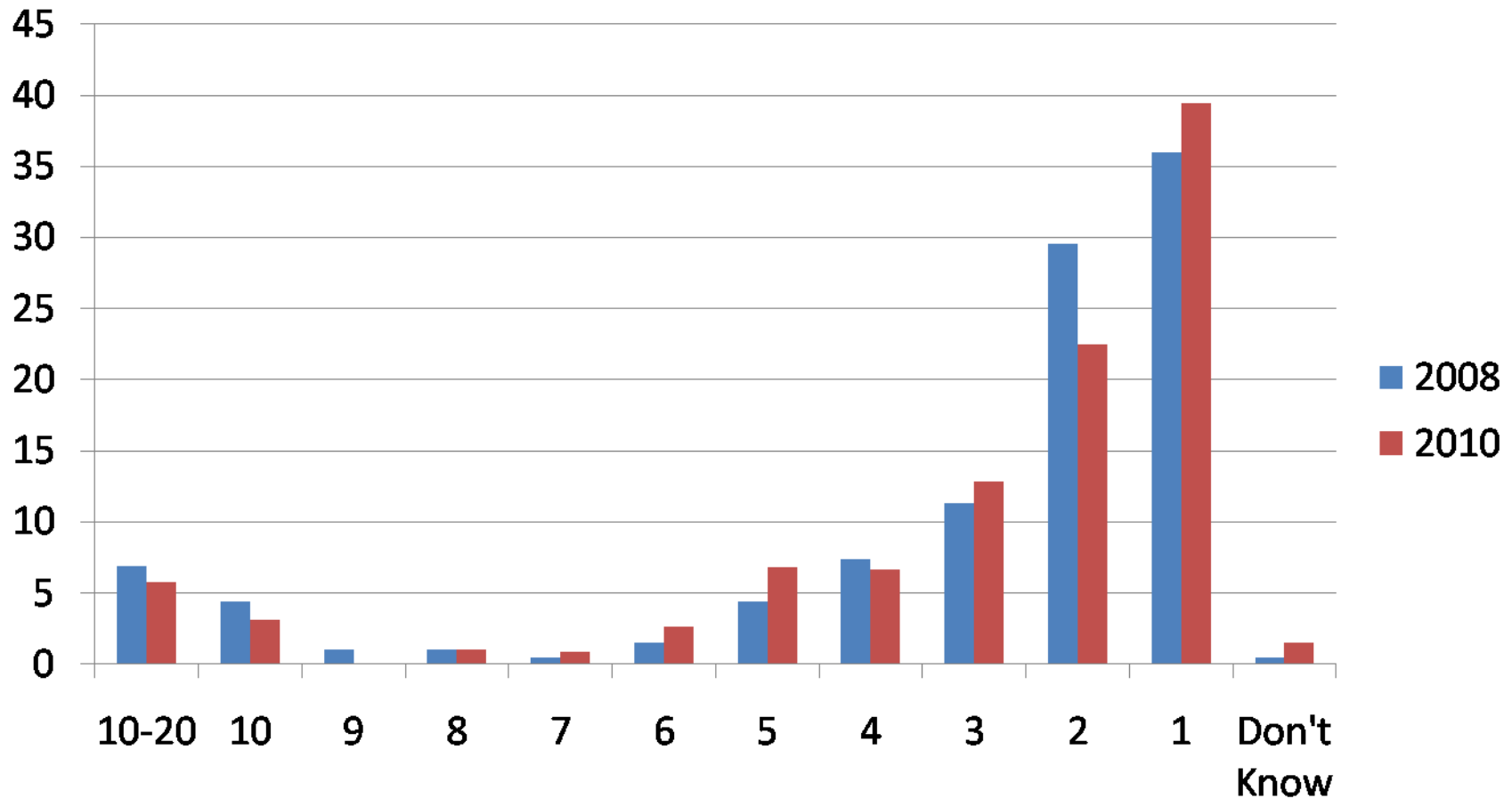
# How many theme park visitors who have internet access have actually posted about a theme park experience on any site?



[Q19]. Have you ever posted something on the Internet at ANY SITE about a theme park experience?

[2008 Base = 3271, 2010 Base = 3357]

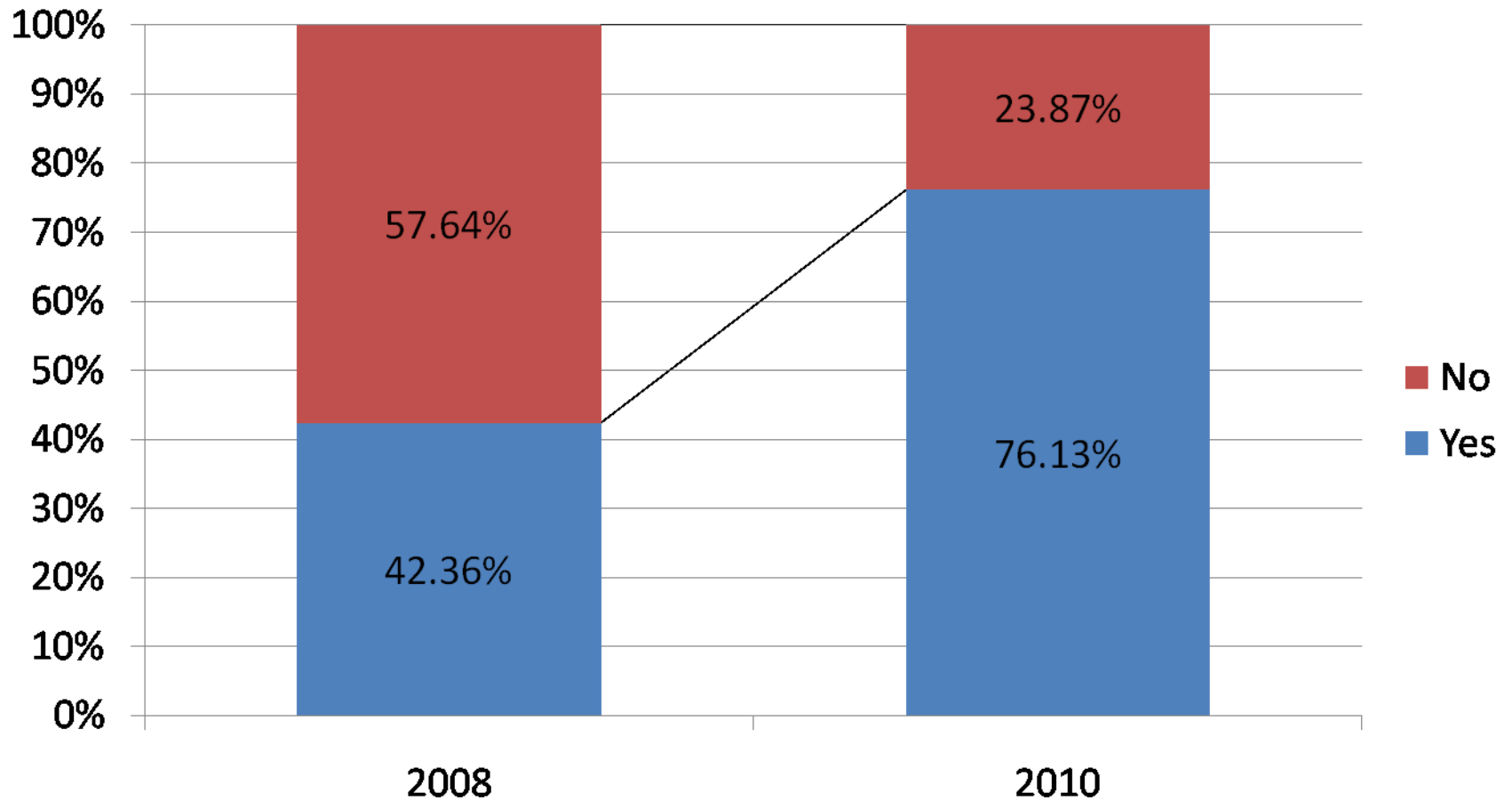
Among park guests who have posted something about a theme park experience, how many times have they posted something about a theme park experience?



[Q110]. How many times have you done this about a theme park experience?

2008 Base = 203 respondents  
2010 Base = 796 respondents

Among those who have posted about a theme park experience on any site, what percent posted about their most recent theme park experience in 2008 vs. in 2010?

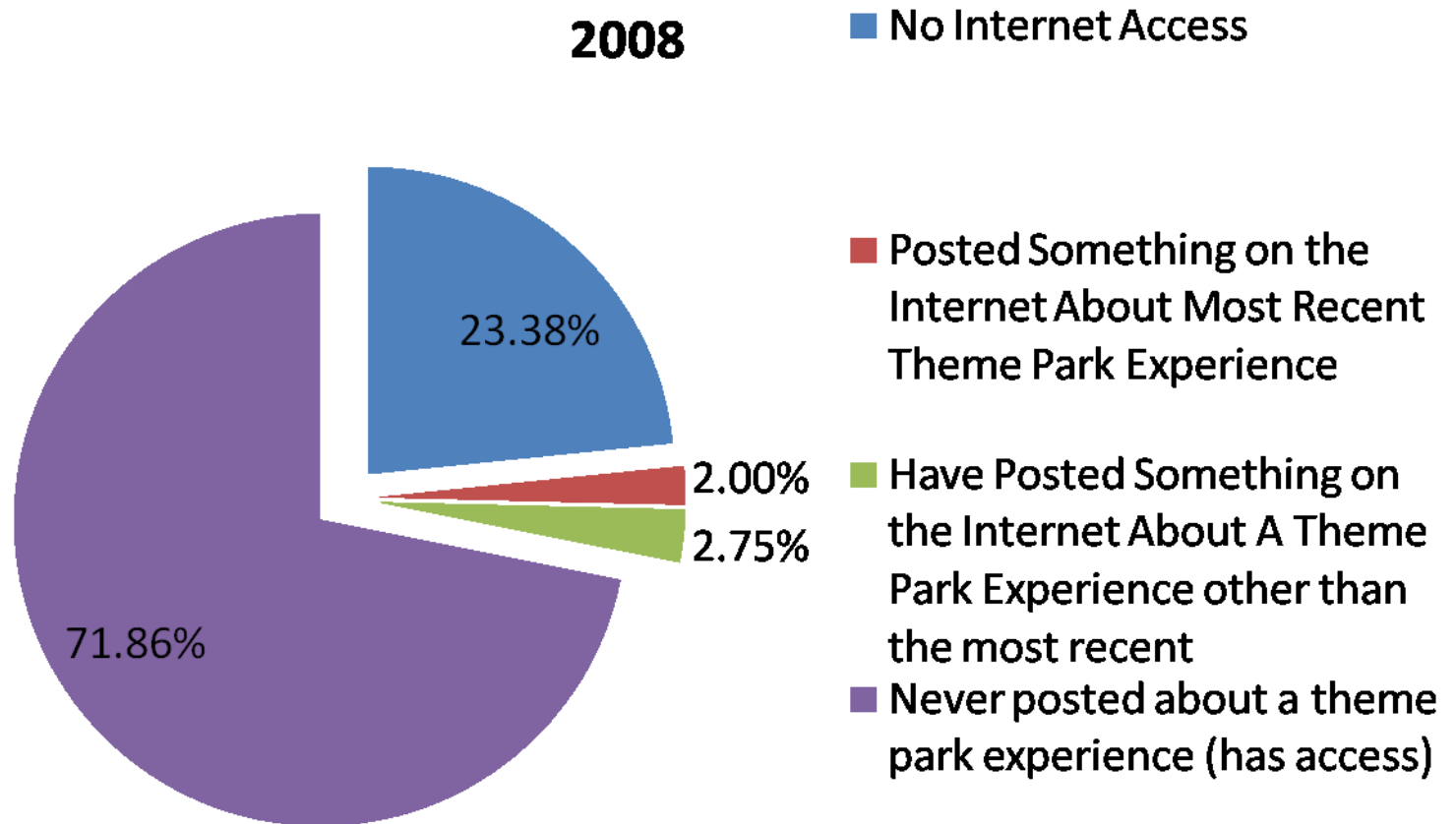


[Q111]. Did you post anything about your recent trip?

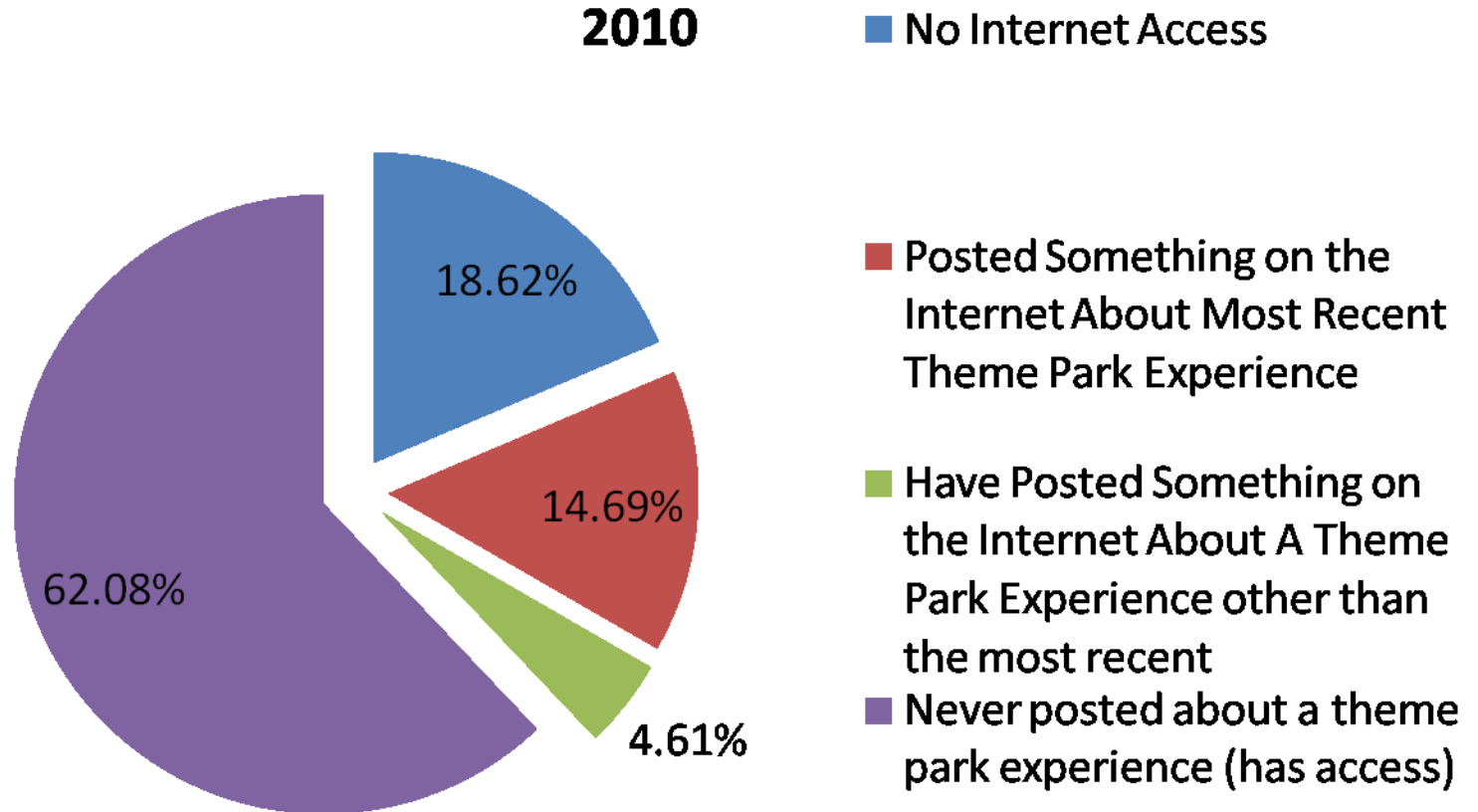
2008 Base = 203

2010 Base = 796

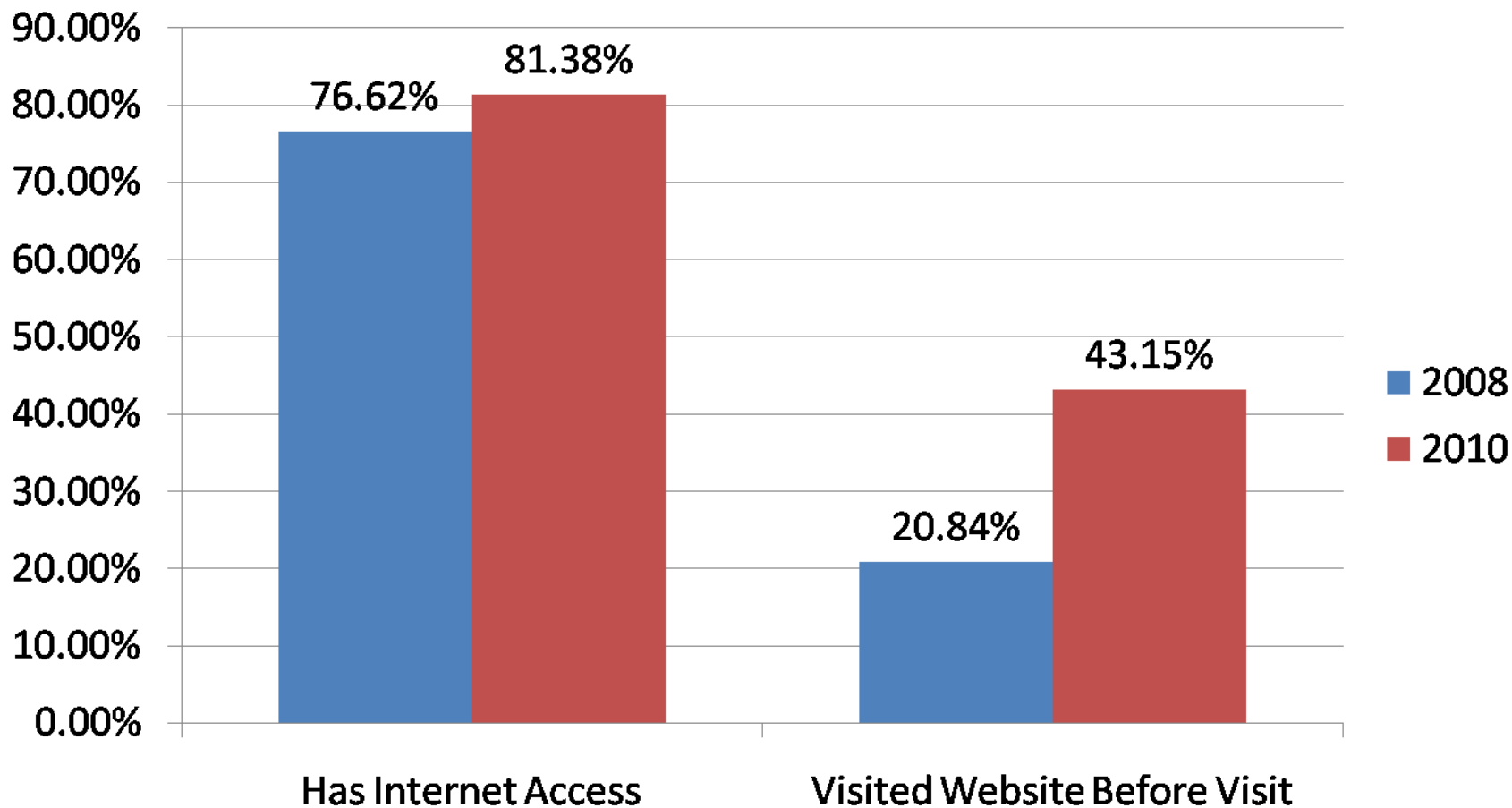
In 2008, 4.75% of Theme Park Visitors had Ever Posted something on the Internet about a Theme Park Experience.



In 2010, 19.3% of Theme Park Visitors had Ever Posted something on the Internet about a Theme Park Experience.



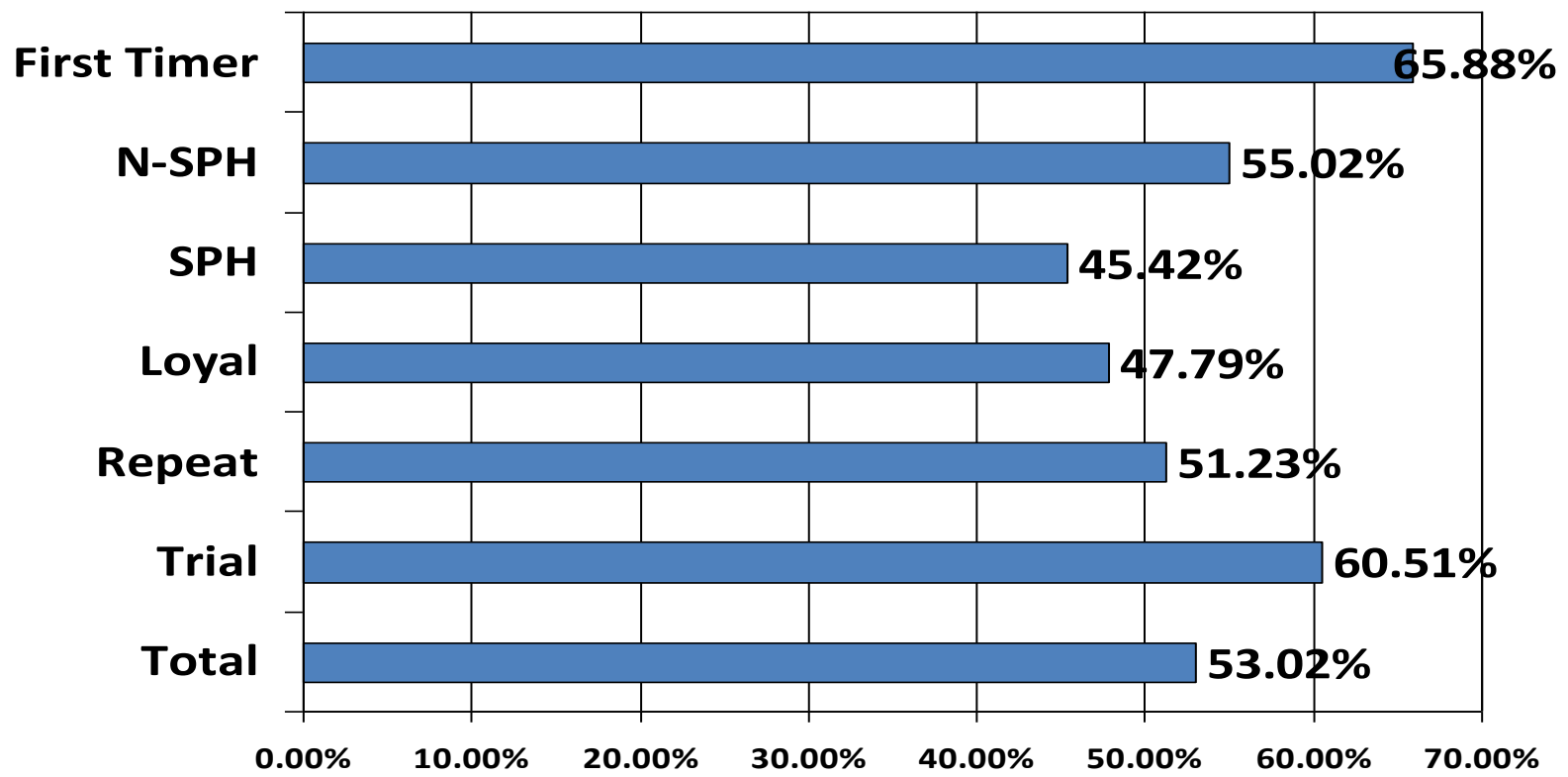
# Visited Related Website Prior to Visiting the Park



[Q12]. Prior to your visit to {Park}, did you visit any web sites to learn information about...  
Chart Base is Total Respondents 2008=4269, 2010=4125

# Visited Related Website Prior to Visiting the Park

More than half of all Park guests visited a related website before visiting the Park. A notably higher percentage of First-Time and Trial Guests visited a related website before going to the Park.

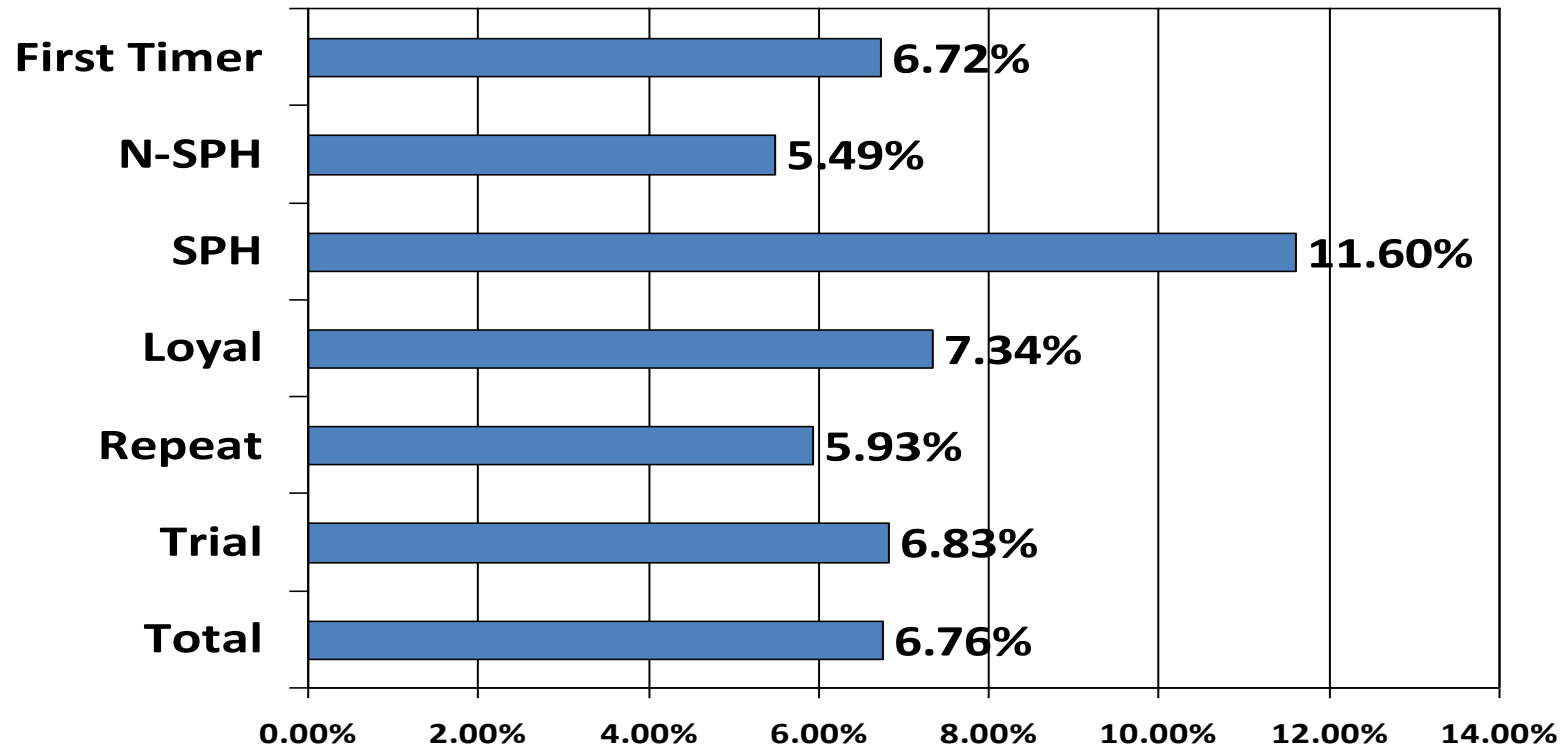


[Q12]. Prior to your visit to (Park) , did you visit any web sites to learn information about (PARK)?



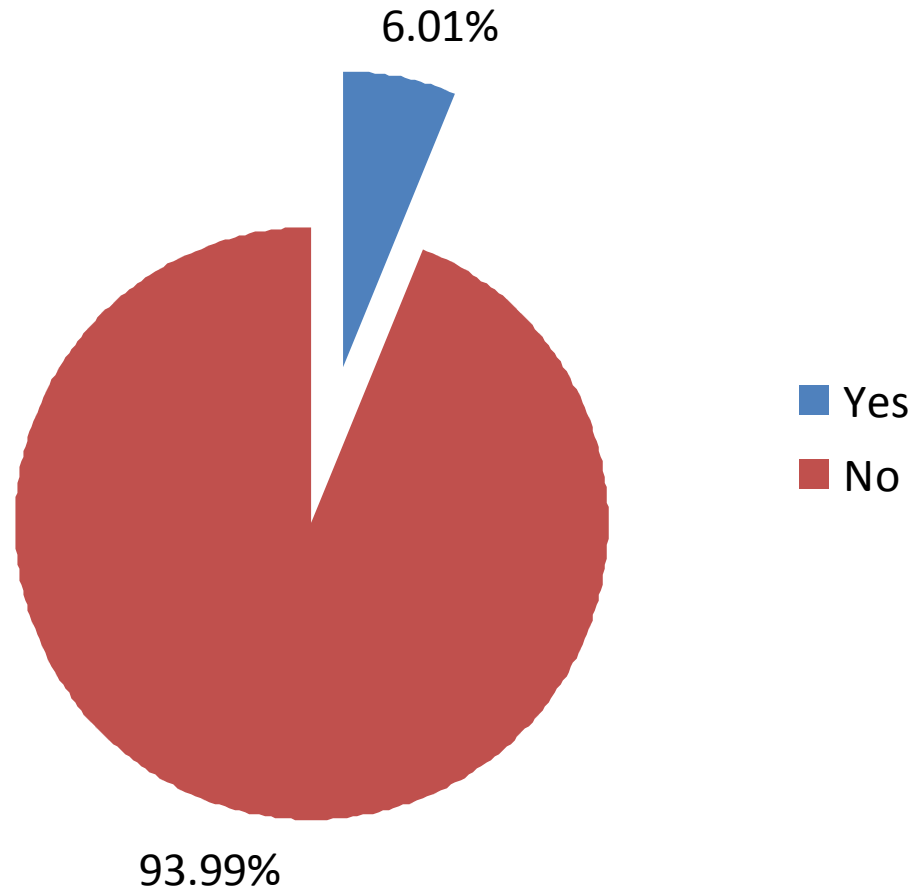
# Visited Related Website After Visiting the Park

While only 6.76% of Park guests visit a related web site after their visit, a considerably higher percentage of Season Pass Holders (11.6%) visited a related website after visiting the Park.



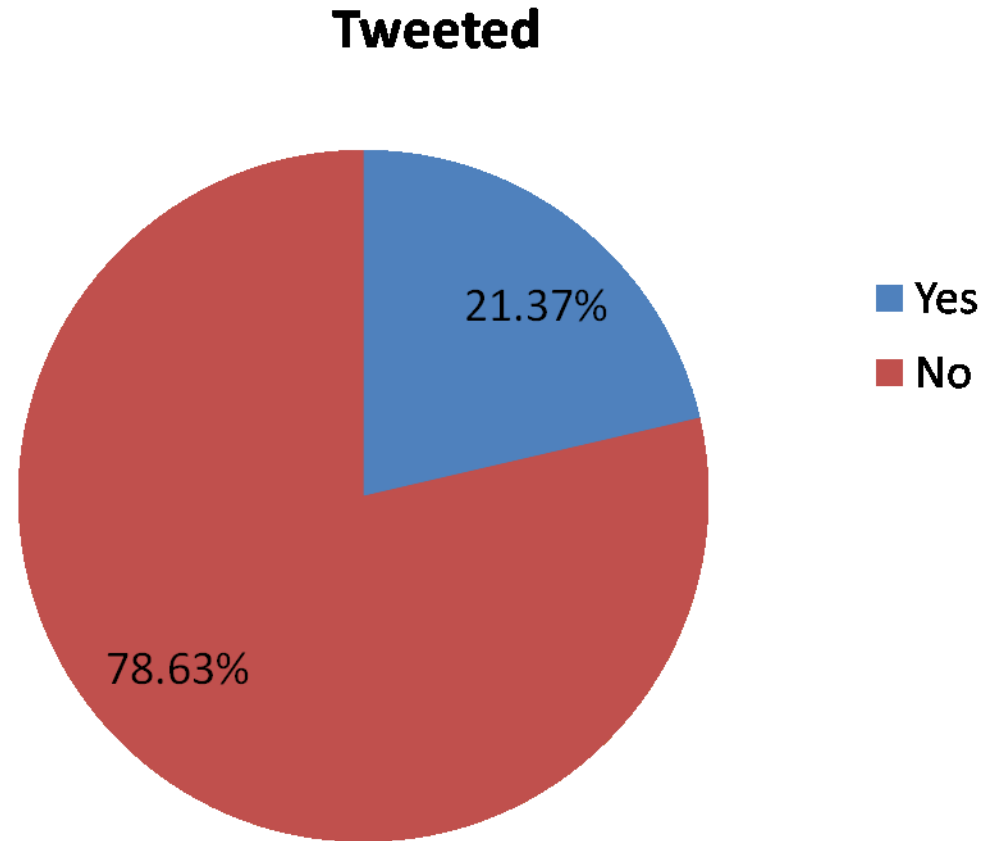
[Q15]. Have you visited any web sites specific to theme parks after your visit on [DATE]?

# Twitter



[Q16a].Do you have a Twitter account? (Asked in 2010 only.)

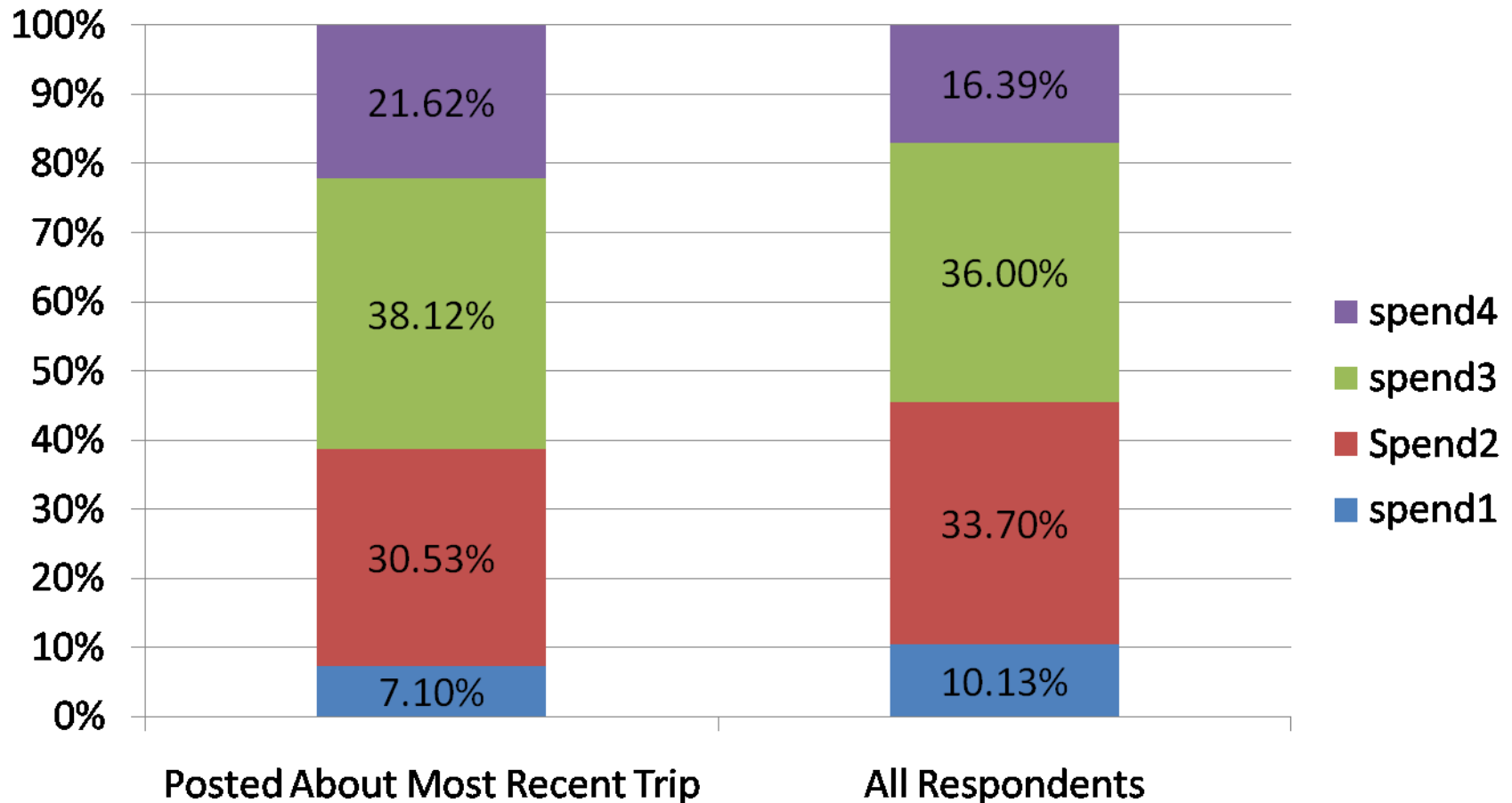
# Percent of Tweeters that Tweeted about their most recent theme park experience



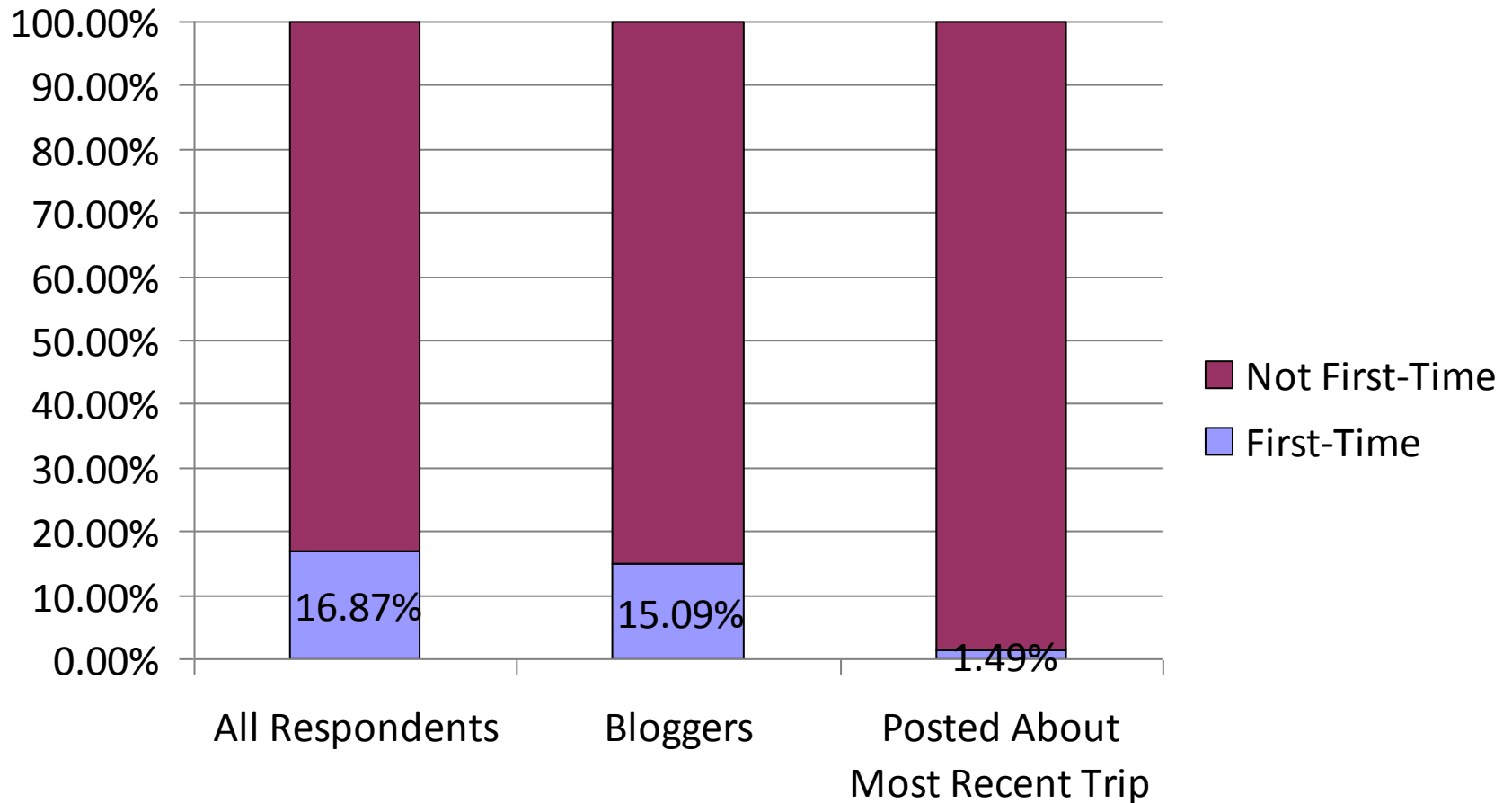
[Q16b].Did you Tweet about your most recent theme park experience?  
Base = 248 Respondents who answered “Yes”, they have a Twitter account.

# In-Park Spending Behavior

Those who posted about their most recent trip exhibit greater spending behavior than the average respondent.



# New Audience Entrants 2010



While 16.87% of All Respondents are First-Time Visitors and 15.09% of Bloggers are First-Time Visitors, only 1.49% of those who Posted about their most Recent Trip are First-Time Visitors.

## Conclusion

- Personal Internet Access among theme park visitors is higher than national averages, currently at 81%.
- Those engaged posters in the Social Networking/Media process have demonstrated dramatic increases since 2008 (doubling), however, the net impact is 20% among the entire theme park audience.
- Following a theme park visit, visitors to web sites and peripherals are more likely to be those guests who are loyal to a theme park. Once a visit has occurred, theme park sites and peripherals lose 93% of audience.
- With 95% positive postings, those engaged in Social Media through blogging can create an opportunity for new guests using advocacy.
- As with television in the 50's, Social Networking/Media is demonstrating rapid growth among theme park visitors and should continue to be tracked to determine at what point Social Networking/ Media can be determined a "Mass" media rather than Marketing tool.
- Traditional Media and OOH (Out of Home) should not be discarded as a means of reaching a new audience entrée's currently. Until there is greater reach by the Internet and greater engagement by audience, new audience is best attracted by traditional media and well executed targeted OOH.

# Thank You!

For More Information or to answer any questions you have about the findings of the Research  
Contact



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