

# European Amusement and Theme Park Industry:

## *An Assessment of Economic Impact of Onsite Visitor Spending*

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Europe

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## General & Limiting Conditions

Every reasonable effort has been made to ensure that the data contained in this report are accurate as of the date of this study; however, factors exist that are outside the control of Economics Research Associates, an AECOM company (ERA) and that may affect the estimates and/or projections noted herein. This study is based on estimates, assumptions and other information developed by ERA from its independent research effort, general knowledge of the industry, and information provided by and consultations with the client and the client's representatives. No responsibility is assumed for inaccuracies in reporting by the client, the client's agent and representatives, or any other data source used in preparing or presenting this study.

This report is based on information that was current as of August 2009 and ERA has not undertaken any update of its research effort since such date.

Because future events and circumstances, many of which are not known as of the date of this study, may affect the estimates contained therein, no warranty or representation is made by ERA that any of the projected values or results contained in this study will actually be achieved.

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This study is qualified in its entirety by, and should be considered in light of, these limitations, conditions and considerations.

## 1 Introduction

- 1.1 ERA was commissioned by IAAPA Europe to conduct a preliminary assessment of the economic impact of the theme and amusement park industry in Europe.
- 1.2 The aim of the preliminary assessment is to provide top-line estimates of economic impact, based on an initial sample of attractions, previous studies and other published data.
- 1.3 The output of the study provides estimates of the scale of visits, revenue and employees 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.
- 1.4 This report has been prepared by Lesley Morisetti, Director, Alexandra Mastro, Senior Associate and Jessica Mello, Senior Associate.
- 1.5 This study is meant to be the first step in a more in-depth analysis of the European attractions industry, which will include a wider range of attractions, other types of accommodation, the impact of visitor spending off-site, as well as consumer data.

## 2 Methodology, Definitions and Assumptions

### Introduction

- 2.1 In this section, ERA outlines the methodology, definitions and assumptions for the preliminary assessment of the economic impact of the European theme and amusement park industry. The report covers the estimated economic impact of 308 theme and amusement parks across 19 countries. All figures in this assessment are in 2008 values.

### Methodology

- 2.2 ERA interviewed the national association for each country, via contacts provided by IAAPA, to gather existing, publicly available data on the industry. Together with IAAPA Europe, we then 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.
- 2.3 The resultant sample includes 28 theme and amusement parks across eight countries. Disneyland Resort Paris, Merlin Entertainments and Compagnie Des Alpes submitted combined information for their parks. Appendix A lists the theme and amusement parks that participated in the preliminary assessment. We will refer to these 28 theme and amusement parks as the base sample for this assessment. All figures provided by the base sample refer to the 2008 operating year.
- 2.4 From the base sample as well as published data and previous studies, ERA 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 280 theme and amusement parks as the estimated sample for this assessment.
- 2.5 ERA 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

- 2.6 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 308 theme and amusement parks.
- 2.7 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 ERA separated the data collected from 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

2.8 The base sample includes 15 large theme parks, six medium theme parks, five small theme parks and two large amusement parks as shown in Appendix A.

### Attendance

2.9 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.

2.10 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

2.11 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.

2.12 Revenue figures were collected for the base sample of 28 parks submitting data at this preliminary stage. Based on these figures, average ratios were calculated in order to project revenues for the estimated sample. In Figure 2.1 we set out the resultant assumptions for each category of theme or amusement park.

**Figure 2.1: 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	58	60	37	3	100
Medium Theme Parks	65	60	37	3	100
Small Theme Parks	65	60	35	5	100
Large Amusement Parks	25	40	50	10	100
Small Amusement Parks	30	80	15	5	100

Source: Economics Research Associates

- 2.13 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.
- 2.14 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.
- 2.15 To determine admission revenue for each park in the estimated sample, ERA applied the admission yield percentage to the lead admission price net of VAT and then multiplied that figure by estimated annual attendance for the park.
- 2.16 Based on the base sample, ERA estimate that the percentage of admission revenue to total revenue is typically around 60 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 40 percent and secondary spend is higher at 50 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, ERA 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.
- 2.17 Non-visitor revenue at theme parks is typically three to five percent of total revenues and is mostly generated through events and corporate sponsorship. However, large amusement parks are often popular locations for business lunches or office Christmas parties and some offer conference or meeting space. Therefore, these types of attractions can generate a higher percentage of revenue from the non-visitor category.
- 2.18 ERA also considered hotel revenues for the 36 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, ERA applied appropriate ratios from the base sample to estimate revenues.
- 2.19 The majority of revenues for onsite accommodation at theme and amusement parks are generated by hotels. A few sites also include other forms of on-site accommodation including camp sites and holiday villages, however income from these is not expected to be substantial and has not been included at this stage of assessment.
- 2.20 ERA 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.
- 2.21 Total estimated revenues by country and for Europe as a whole are set out in Appendix B.

### **Off-Site Spending**

- 2.22 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.

- 2.23 The impact of off-site spending has not been calculated at this preliminary stage but will be addressed in later reports. However, it is important to note that this impact can be substantial. For example, within the UK off-site expenditure can equate to 81 percent of on-site expenditure.

## **Employment**

- 2.24 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 C.
- 2.25 Based on the findings from the base sample, ERA estimated the number of FTE (full-time equivalent) staff per park by assuming 4,000 visitors per FTE (full-time equivalent) staff member for the large and medium theme parks, 3,500 visitors per FTE for small theme parks and 5,000 visitors per FTE for large and small amusement parks.
- 2.26 Based on the base sample, ERA has assumed that wages account for 20 percent of large theme park revenues, 30 percent of medium theme park revenues and 40 percent of revenues for all other categories including amusement parks. ERA has 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.
- 2.27 ERA has 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**

- 2.28 We have analysed parks' capital expenditure (capex), which could include construction, rides or other major purchases. For the estimated sample, ERA has assumed that capital expenditures equate to 10 percent of total revenues. The estimated capex expenditures by country and for Europe as a whole are set out in Appendix D.
- 2.29 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.
- 2.30 In order to estimate the location of capex spending, ERA 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 ERA has therefore assumed that five percent of the total capex per park is spent outside of Europe.

### **Direct Economic Impact**

- 2.31 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.
- 2.32 The direct employment impact equates to the number of employees (typically measured as FTEs) of the park itself.

### **Indirect and Induced Economic Impact**

- 2.33 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.
- 2.34 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.
- 2.35 For this preliminary assessment, we have used type II multipliers which measure the combined indirect and induced economic impacts.
- 2.36 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.
- 2.37 While ERA has provided estimated figures for wages and capital expenditure in the country summaries based on ratios determined from the base sample, however these expenditures are accounted for in the total indirect and induced economic impact determined through multipliers shown in Appendix E.

### **Multipliers**

- 2.38 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 induced economic impact. Multipliers are typically calculated through a country's national accounts or tourism satellite accounts (TSA) by a country's statistics bureau.
- 2.39 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.

- 2.40 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 E, together with the estimated gross indirect and induced economic impact and the total gross economic impact.
- 2.41 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.

### **Fiscal Impact**

- 2.42 For the preliminary assessment, we have analysed the fiscal impact (ie taxes payable) only at the European level. 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).
- 2.43 In order to estimate this impact, ERA assumed a corporation tax of two percent of total revenues, an employee related tax of twenty percent of total wages and a business rate of one percent of total revenues based on the ratios achieved in the base sample.
- 2.44 For sales or VAT taxes, ERA applied the appropriate rate to each country's revenues (sales tax rates by country are shown in Appendix F), taking into account a discount of five percent to avoid double taxation. This equates to around 7.5 percent of total revenues for Europe.

### **Currency**

- 2.45 ERA has used local currency for the individual country summaries and Euros for the Europe summary. For conversion purposes, ERA used an average exchange rate for 2008. The rates used are shown in Appendix G.

### 3 Country Overview

- 3.1 The aim of this report is to assess the economic impact of the theme and amusement park industry in the 27 member states of the European Union, 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 qualifying theme or amusement parks and therefore have no economic impact.
- 3.2 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
- 3.3 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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Europe

### Introduction

This assessment provides preliminary estimates of economic impact, based on a survey of a sample of theme and amusement parks. The European leisure market consists of an estimated 308 theme and amusement parks, which hosted an estimated 145.5 million visitors in 2008. The parks reviewed also operate 36 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 33 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 17 and 14 percent of the direct economic impact in Europe, respectively. Other countries with major theme and amusement parks include Spain, Denmark, Netherlands, Italy and Sweden. These eight countries are estimated to account for 93 percent of the total direct economic impact in Europe and 88 percent of total visitors.

### Revenues

The industry generated an estimated €4.3bn in revenues in 2008, of which 82 percent is attributable to park spend, 15 percent to hotels and 3 percent to sponsorships, corporate events and other income streams.

### Employment

European theme and amusement parks employed an estimated 47,590 FTEs. Employees were paid an estimated €1.3bn in direct wages over the year.

### Capital Expenditure

Capital expenditure for European theme and amusement parks is estimated to equate to around 9 percent of industry revenues, a total of €391m, of which €372m is estimated to have been spent within Europe.

### Indirect Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of €4.3bn 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 €8.6bn in 2008. In addition, it directly created an estimated 47,590 FTE jobs.

### Fiscal Impact

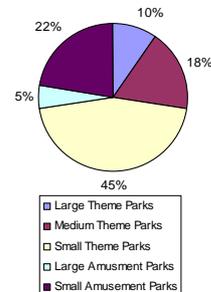
In addition to the economic impact, theme and amusement parks have a positive fiscal impact on Europe. It is estimated that the total fiscal impact was €714m in 2008, generated from VAT tax revenue, corporation taxes, employment taxes and business rates.

#### Summary of Economic Impacts

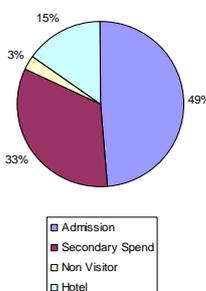
Total economic impact	€8.6bn
Total visitor attendance	145.5m
Total revenues	€4.3bn
Total wages paid	€1.3bn
Expenditure on capex within Europe	€371.9m
Total direct employment (FTEs)	47,590
Total tax contribution	€713.6m

Source: Individual attractions and ERA

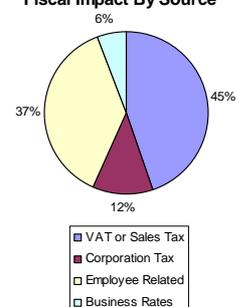
Type of Theme and Amusement Parks



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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Austria

### Introduction

This assessment provides preliminary 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 11 theme and amusement parks, which hosted an estimated 3.9 million visitors in 2008. Prater is the only major amusement park in the country.

### Revenues

The industry generated an estimated €49m in revenues in 2008, of which 92 percent is attributable to park spend and 8 percent to sponsorships, corporate events and other income streams.

### Employment

The Austrian theme and amusement parks employed an estimated 860 FTEs in 2008. Employees were paid an estimated €19 million in direct wages over the year.

### Capital Expenditure

Capital expenditure for Austrian theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of €4.9m. We estimate that €3.4m was spent within Austria, and €1.2m 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 €32m 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

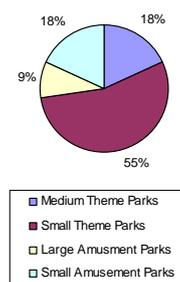
Our analysis indicates that the Austrian theme and amusement park industry generated a total economic impact of €80m in 2008. In addition, it directly created an estimated 860 FTEs.

#### Summary of Economic Impacts

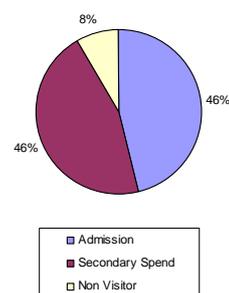
Total economic impact	€80.5m
Total visitor attendance	3.9m
Total revenues	€48.6m
Total wages paid	€18.7m
Expenditure on capex	
<i>Within Country</i>	€3.4m
<i>Elsewhere in Europe</i>	€1.2m
Total direct employment	860 FTEs

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Belgium

### Introduction

This assessment provides preliminary 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 4.4 million visitors in 2008. The largest parks in the country are Plopsaland, Walibi Belgium, Bellewaerde and Bobbejaanland.

### Revenues

The industry generated an estimated €105m in revenues in 2008, of which 99 percent is attributable to park spend and 1 percent to sponsorships, corporate events and other income streams.

### Employment

The Belgian theme and amusement parks employed an estimated 1,120 FTEs in 2008. Employees were paid an estimated €33 million in direct wages over the year.

### Capital Expenditure

Capital expenditure for Belgian theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of €10.2m. We estimate that €7.1m was spent within Belgium, and €2.5m 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 €58m 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

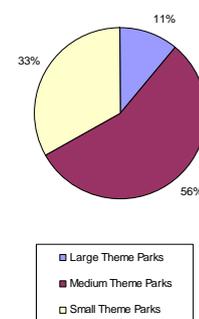
Our analysis indicates that the Belgian theme and amusement park industry generated a total economic impact of €163m in 2008. In addition, it directly created an estimated 1,120 FTEs.

### Summary of Economic Impacts

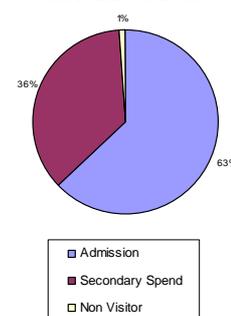
Total economic impact	€162.9m
Total visitor attendance	4.4m
Total revenues	€104.8m
Total wages paid	€33.4m
Expenditure on capex	
<i>Within Country</i>	€7.1m
<i>Elsewhere in Europe</i>	€2.5m
Total direct employment	1,120 FTEs

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Denmark

### Introduction

This assessment provides preliminary 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 13 theme and amusement parks, which hosted an estimated 11.3 million visitors in 2008. 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 2.2bn Danish kroner (€290m) in revenues in 2008, of which 87 percent is attributable to park spend, 10 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 2,400 FTEs in 2008. Employees were paid an estimated 591m Danish kroner (€79m) in direct wages over the year.

### Capital Expenditure

Capital expenditure for Danish theme and amusement parks is estimated to equate to around 11 percent of industry revenues, a total of 244m Danish kroner (€33m). We estimate that 171m Danish kroner (€23m) were spent within Denmark, and 61m 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 1.4bn Danish kroner (€195m) 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

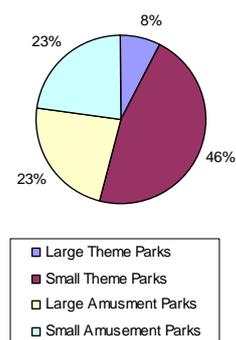
Our analysis indicates that the Danish theme and amusement park industry generated a total economic impact of 3.6bn Danish kroner (€485m) in 2008. In addition, it directly created an estimated 2,400 FTEs.

### Summary of Economic Impacts

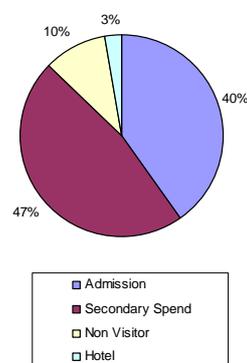
Total economic impact	Dkr3.6 bn	€485.0m
Total visitor attendance	11.3m	
Total revenues	Dkr2.2bn	€290.2m
Total wages paid	Dkr591m	€79.4m
Expenditure on capex		
<i>Within Country</i>	Dkr171m	€23.0
<i>Elsewhere in Europe</i>	Dkr61m	€8.2
Total direct employment	2,400 FTEs	

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Finland

### Introduction

This assessment provides preliminary 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 2.9 million visitors in 2008. 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 €54m in revenues in 2008, of which 91 percent is attributable to park spend and 9 percent to sponsorships, corporate events and other income streams.

### Employment

The Finnish theme and amusement parks employed an estimated 580 FTEs in 2008. Employees were paid an estimated €22m in direct wages over the year.

### Capital Expenditure

Capital expenditure for Finnish theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of €5.4m. We estimate that €3.8m was spent within Finland, and €1.4m 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 €40m 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

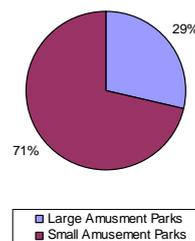
Our analysis indicates that the Finnish theme and amusement park industry generated a total economic impact of €94m in 2008. In addition, it directly created an estimated 580 FTEs.

#### Summary of Economic Impacts

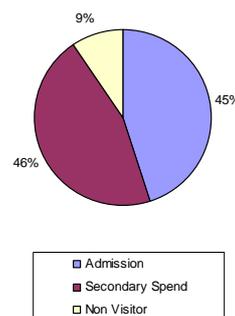
Total economic impact	€94.0m
Total visitor attendance	2.9m
Total revenues	€54.0m
Total wages paid	€21.6m
Expenditure on capex	
<i>Within Country</i>	€3.8m
<i>Elsewhere in Europe</i>	€1.4m
Total direct employment	580 FTEs

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## France

### Introduction

This assessment provides preliminary 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 27.1 million visitors in 2008. Five French parks also operate on-site hotels, with Disney Resort Paris alone (Disneyland Paris and Walt Disney Studios) offering 5,768 hotel rooms.

### Revenues

The industry generated an estimated €1.4 billion in revenues in 2008, of which 70 percent is attributable to park spend, 30 percent to the hotels and 0.4 percent to sponsorships, corporate events and other income streams.

### Employment

The French theme and amusement parks employed an estimated 16,200 FTEs in 2008. Employees were paid an estimated €588 million in direct wages over the year.

### Capital Expenditure

Capital expenditure for French theme and amusement parks is estimated to equate to around 7 percent of industry revenues, a total of €96m. We estimate that €77m was spent within France, and €14m 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 €1.1 billion 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

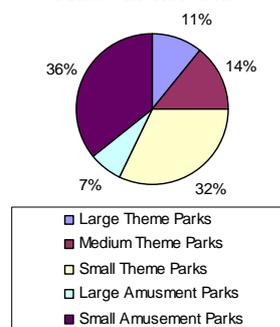
Our analysis indicates that the French theme and amusement park industry generated a total economic impact of €2.5 billion in 2008. In addition, it directly created an estimated 16,200 FTEs.

#### Summary of Economic Impacts

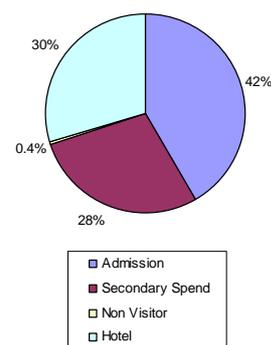
Total economic impact	€2.5b
Total visitor attendance	27.1m
Total revenues	€1.4b
Total wages paid	€588m
Expenditure on capex	
<i>Within Country</i>	€76.9
<i>Elsewhere in Europe</i>	€14.4
Total direct employment	16,200 FTEs

Source: Individual attractions and ERA

#### 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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Germany

### Introduction

This assessment provides preliminary 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 third largest number of visitors at an estimated 25.5 million in 2008 after France and the UK. There are an estimated 76 theme and amusement parks of which seven fall into the large theme park category; Europa Park, Legoland Deutschland, Heide Park, Movie Park, Phantasialand, Holiday Park and Hansa Park. Seven German parks operate a total of twelve on-site hotels, four of which are at Europa Park.

### Revenues

The industry generated an estimated €710m in revenues in 2008, of which 83 percent is attributable to park spend, 14 percent to the hotels and 3.0 percent to sponsorships, corporate events and other income streams.

### Employment

The German theme and amusement parks employed an estimated 7,690 FTEs in 2008. Employees were paid an estimated €157 million in direct wages over the year.

### Capital Expenditure

Capital expenditure for German theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of €71m. We estimate that €64m was spent within Germany, and €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 €517m 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

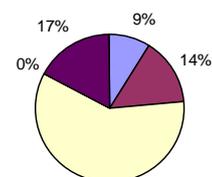
Our analysis indicates that the German theme and amusement park industry generated a total economic impact of €1.2bn in 2008. In addition, it directly created an estimated 7,690 FTEs.

#### Summary of Economic Impacts

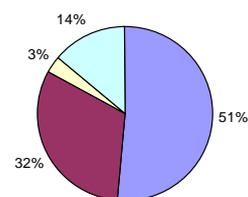
Total economic impact	€1.2bn
Total visitor attendance	25.5m
Total revenues	€710.2m
Total wages paid	€156.8m
Expenditure on capex	
<i>Within Country</i>	€63.9m
<i>Elsewhere in Europe</i>	€3.6m
Total direct employment	7,690 FTEs

Source: Individual attractions and ERA

#### 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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Greece

### Introduction

This assessment provides preliminary 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 4 amusement parks, which hosted an estimated 2.1 million visitors in 2008. All 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 €14m in revenues in 2008, of which 91 percent is attributable to park spend and 9 percent to sponsorships, corporate events and other income streams.

### Employment

The Greek amusement parks employed an estimated 290 FTEs in 2008. Employees were paid an estimated €3m in direct wages over the year.

### Capital Expenditure

Capital expenditure for Greek theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of €1.4m. We estimate that €1m was spent within Greece, and €0.3m 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 €11m 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

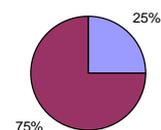
Our analysis indicates that the Greek theme and amusement park industry generated a total economic impact of €25m in 2008. In addition, it directly created an estimated 290 FTEs.

#### Summary of Economic Impacts

Total economic impact	€24.8m
Total visitor attendance	2.1m
Total revenues	€13.6m
Total wages paid	€3.0m
Expenditure on capex	
<i>Within Country</i>	€1.0m
<i>Elsewhere in Europe</i>	€0.3m
Total direct employment	290 FTEs

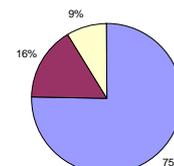
Source: Individual attractions and ERA

Type of Theme and Amusement Parks



Legend for Type of Theme and Amusement Parks

Revenue Sources



Legend for 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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Italy

### Introduction

This assessment provides preliminary 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 17 theme and amusement parks, which hosted an estimated 8.6 million visitors in 2008. The top theme parks in the country are Gardaland and Mirabilandia. Gardaland operates an on-site hotel in addition to the park.

### Revenues

The industry generated an estimated €189m in revenues in 2008, 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 2,230 FTEs in 2008. Employees were paid an estimated €47m 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 €21m. We estimate that €19m 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 €160m 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

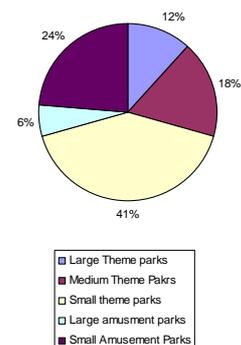
Our analysis indicates that the Italian theme and amusement park industry generated a total economic impact of €349m in 2008. In addition, it directly created an estimated 2,230 FTEs.

### Summary of Economic Impacts

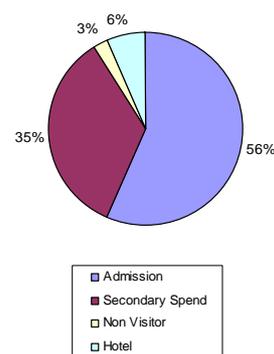
Total economic impact	€349.4m
Total visitor attendance	8.6m
Total revenues	€189.2m
Total wages paid	€47.0m
Expenditure on capex	
<i>Within Country</i>	€18.8m
<i>Elsewhere in Europe</i>	€1.0m
Total direct employment	2,230 FTEs

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Netherlands

### Introduction

This assessment provides preliminary 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 12.3 million visitors in 2008. 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 €277m in revenues in 2008, of which 94 percent is attributable to park spend, 3 percent to sponsorships, corporate events and other income streams and 3 percent for the hotel.

### Employment

The Dutch theme and amusement parks employed an estimated 3,350 FTEs in 2008. Employees were paid an estimated €70 million in direct wages over the year.

### Capital Expenditure

Capital expenditure for Dutch theme and amusement parks is estimated to equate to around 9 percent of industry revenues, a total of €25m. We estimate that €20m was spent within the Netherlands, and €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 €168m 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

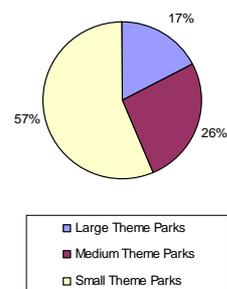
Our analysis indicates that the Dutch theme and amusement park industry generated a total economic impact of €445m in 2008. In addition, it directly created an estimated 3,350 FTEs.

#### Summary of Economic Impacts

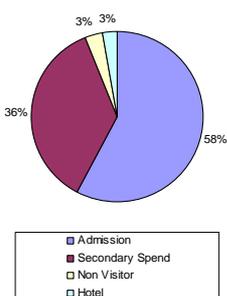
Total economic impact	€445.0m
Total visitor attendance	12.3m
Total revenues	€277.3m
Total wages paid	€70m
Expenditure on capex	
<i>Within Country</i>	€20.2m
<i>Elsewhere in Europe</i>	€3.8m
Total direct employment	3,350 FTEs

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Norway

### Introduction

This assessment provides preliminary 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 5 theme and amusement parks, which hosted an estimated 1.6 million visitors in 2008. All of the parks in the market are in the medium and small theme park categories.

### Revenues

The industry generated an estimated 479m Norwegian Kroner (€58m) in revenues in 2008, of which 97 percent is attributable to park spend and 3 percent to sponsorships, corporate events and other income streams.

### Employment

The Norwegian amusement parks employed an estimated 410 FTEs in 2008. Employees were paid an estimated 149m Norwegian Kroner (€18m) in direct wages over the year.

### Capital Expenditure

Capital expenditure for Norwegian theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of 48m Kroner (€6m). We estimate that 33.5m Norwegian Kroner was spent within Norway (€4m), and 12m Kroner (€1.5m) 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 414m Norwegian Kroner (€51m) 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

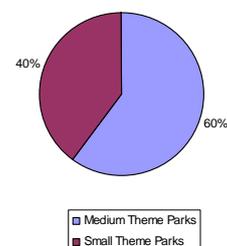
Our analysis indicates that the Norwegian theme and amusement park industry generated a total economic impact of 893m Norwegian Kroner (€109m) in 2008. In addition, it directly created an estimated 410 FTEs.

### Summary of Economic Impacts

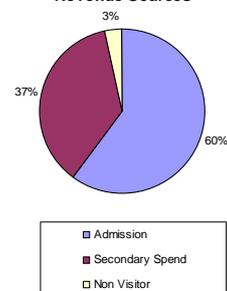
Total economic impact	Nkr 892.7m	€108.9
Total visitor attendance	1.6m	
Total revenues	Nkr478.5m	€58.3
Total wages paid	Nkr148.8m	€18.1
Expenditure on capex		
<i>Within Country</i>	Nkr33.5m	€4.1
<i>Elsewhere in Europe</i>	Nkr12.0m	€1.5
Total direct employment	410 FTEs	

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Portugal

### Introduction

This assessment provides preliminary 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 3 theme and amusement parks, which hosted an estimated 1 million visitors in 2008. All of the parks in the market are in the medium and small theme park categories.

### Revenues

The industry generated an estimated €22.5m in revenues in 2008, of which 97 percent is attributable to park spend and 3 percent to sponsorships, corporate events and other income streams.

### Employment

The Portuguese amusement parks employed an estimated 250 FTEs in 2008. Employees were paid an estimated €7m in direct wages over the year.

### Capital Expenditure

Capital expenditure for Portuguese theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of €2.2m. We estimate that €1.6m was spent within Portugal, and €0.6m 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 €16m 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

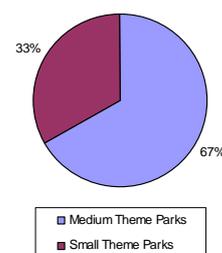
Our analysis indicates that the Portuguese theme and amusement park industry generated a total economic impact of €39m in 2008. In addition, it directly created an estimated 250 FTEs.

#### Summary of Economic Impacts

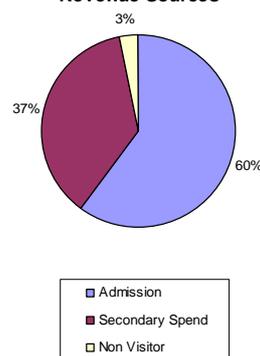
Total economic impact	€38.8m
Total visitor attendance	1.0m
Total revenues	€22.5m
Total wages paid	€6.9m
Expenditure on capex	
<i>Within Country</i>	€1.6m
<i>Elsewhere in Europe</i>	€0.6m
Total direct employment	250 FTEs

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Spain

### Introduction

This assessment provides preliminary 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 13 theme and amusement parks, which hosted an estimated 10.2 million visitors in 2008. Spain has four large theme parks; Port Aventura, Parque de Atracciones, Terra Mitica and Isla Magica. Port Aventura operates three on-site hotels in addition to the park.

### Revenues

The industry generated an estimated €322m in revenues in 2008, of which 84 percent is attributable to park spend, 14 percent for the hotels and 2 percent to sponsorships, corporate events and other income streams and.

### Employment

The Spanish theme and amusement parks employed an estimated 3,250 FTEs in 2008. Employees were paid an estimated €70 million in direct wages over the year.

### Capital Expenditure

Capital expenditure for Spanish theme and amusement parks is estimated to equate to around 9 percent of industry revenues, a total of €29m. We estimate that €23m was spent within Spain, and €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 €259m 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

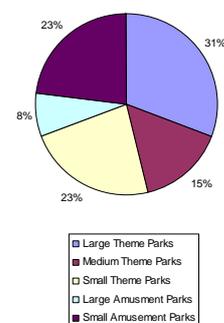
Our analysis indicates that the Spanish theme and amusement park industry generated a total economic impact of €581m in 2008. In addition, it directly created an estimated 3,250 FTEs.

### Summary of Economic Impacts

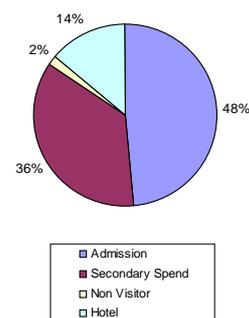
Total economic impact	€581.1m
Total visitor attendance	10.2m
Total revenues	€322.2m
Total wages paid	€69.5m
Expenditure on capex	
<i>Within Country</i>	€22.9m
<i>Elsewhere in Europe</i>	€4.3m
Total direct employment	3,250 FTEs

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Sweden

### Introduction

This assessment provides preliminary 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 8.3 million visitors in 2008. 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 1.8bn Swedish Kronar (€183m) in revenues in 2008, of which 92 percent is attributable to park spend, 4 percent for the hotels and 4 percent to sponsorships, corporate events and other income streams and.

### Employment

The Swedish theme and amusement parks employed an estimated 2,190 FTEs in 2008. Employees were paid an estimated 691 million Swedish Kronar (€72m) in direct wages over the year.

### Capital Expenditure

Capital expenditure for Swedish theme and amusement parks is estimated to equate to around 15 percent of industry revenues as a result of high reinvestment costs at Liseberg in 2008. The total capex expenditure equates to 278m Swedish Kronar (€29m). We estimate that 195m Swedish Kronar (€20m) was spent within Sweden, and 70m Swedish Kronar (€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 1.2bn Swedish Kronar (€127m) 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

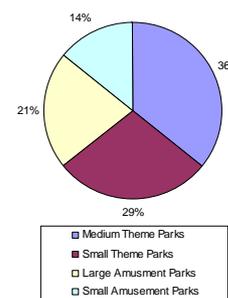
Our analysis indicates that the Swedish theme and amusement park industry generated a total economic impact of 3.0bn Swedish Kronar (€310m) in 2008. In addition, it directly created an estimated 2,190 FTEs.

### Summary of Economic Impacts

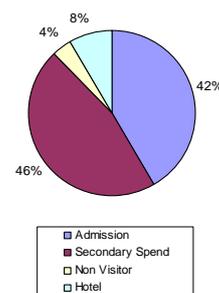
Total economic impact	Skr3.0b	€309.5m
Total visitor attendance	8.3m	
Total revenues	Skr1.8b	€182.5m
Total wages paid	Skr690.7m	€72.0m
Expenditure on capex		
<i>Within Country</i>	Skr194.9m	€20.3m
<i>Elsewhere in Europe</i>	Skr69.6m	€7.3m
Total direct employment	2,190 FTEs	

Source: Individual attractions and ERA

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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## Switzerland

### Introduction

This assessment provides preliminary 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 3 theme and amusement parks, which hosted an estimated 450,000 visitors in 2008. All of the parks in the market are considered small parks.

### Revenues

The industry generated an estimated 9m Swiss francs (€6m) in revenues in 2008, 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 120 FTEs in 2008. Employees were paid an estimated 3.7m Swiss francs (€2m) in direct wages over the year.

### Capital Expenditure

Capital expenditure for Swiss theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of 0.9m Swiss francs (€0.6m). We estimate that 0.6m Swiss francs (€0.4m) were spent within Switzerland, and 0.2m Swiss francs (€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 7m Swiss francs (€4m) 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.

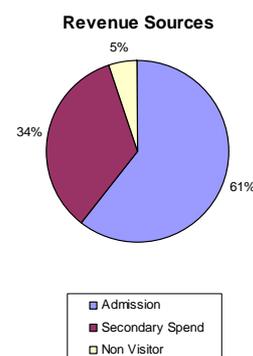
### Total Measured Economic Impact

Our analysis indicates that the Swiss theme and amusement park industry generated a total economic impact of 16m Swiss francs (€10m) in 2008. In addition, it directly created an estimated 120 FTEs.

### Summary of Economic Impacts

Total economic impact	CHF 15.7m	€9.9m
Total visitor attendance	0.45m	
Total revenues	CHF 9.2m	€5.8m
Total wages paid	CHF 3.7m	€2.3m
Expenditure on capex		
<i>Within Country</i>	CHF 0.6m	€0.4m
<i>Elsewhere in Europe</i>	CHF 0.2m	€0.1m
Total direct employment	120 FTEs	

Source: Individual attractions and ERA



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.

# Preliminary Economic Impact Assessment of Theme and Amusement Parks

## United Kingdom

### Introduction

This assessment provides preliminary 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 24.1 million visitors in 2008. There are six large theme parks in the country including Alton Towers, Thorpe Park, Chessington World of Adventures, Legoland Windsor, Drayton Manor, Blackpool Pleasure Beach and Flamingoland. Four parks operate on-site hotels in addition to the parks including Alton Towers, Chessington World of Adventures, Blackpool Pleasure Beach and Camelot.

### Summary of Economic Impacts

Total economic impact	£831.8m	€1.0bn
Total visitor attendance	24.1m	
Total revenues	£458.9m	€578.1m
Total wages paid	£115.2m	€145.1m
Expenditure on capex		
<i>Within Country</i>	£36.0 m	€45.3m
<i>Elsewhere in Europe</i>	£6.7m	€8.5m
Total direct employment	6,300 FTEs	

Source: Individual attractions and ERA

### Revenues

The industry generated an estimated £459m (€578m) in revenues in 2008, of which 88 percent is attributable to park spend, 9 percent to the hotels and 4 percent to sponsorships, corporate events and other income streams.

### Employment

UK theme and amusement parks employed an estimated 6,300 FTEs in 2008. Employees were paid an estimated £115 million (€145m) in direct wages over the year.

### Capital Expenditure

Capital expenditure for UK theme and amusement parks is estimated to equate to around 10 percent of industry revenues, a total of £45m (€57m). We estimate that £36m (€45m) was spent within the UK, and £6.7m (€8.5m) in the rest of Europe, with the remainder being spent outside of Europe.

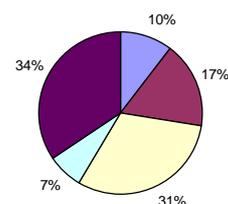
### Indirect and Induced Economic Impacts

Based upon economic multipliers used for the recreation industry, we estimate that theme and amusement parks have an additional positive impact of £373m (€470m) 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.

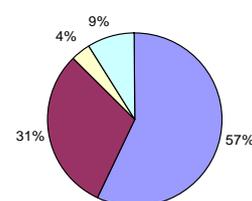
### Total Measured Economic Impact

Our analysis indicates that the UK theme and amusement park industry generated a total economic impact of £832m (€1bn) in 2008. In addition, it directly created an estimated 6,300 FTEs.

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.

## 4 Appendices

### Appendix A: List of Base Sample Theme and Amusement Parks

Theme or Amusement Park	Location	Type of Park
<b>Disney</b>		
Disney Land Paris	France	Large theme park
Euro Disney	France	Large theme park
<b>Merlin</b>		
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
Gardaland	Italy	Large theme park
Heide Park	Germany	Large theme park
Legoland Deutschland	Germany	Large theme park
Legoland Billund	Denmark	Large theme park
<b>Compagnie Des Alpes</b>		
Walibi World	Netherlands	Large theme park
Hellendorn	Netherlands	Medium theme park
Dolphinarium of Harderwijk	Netherlands	Small theme park
Bellewaerde	Belgium	Medium theme park
Walibi Belgium	Belgium	Large theme park
Parc Asterix	France	Large theme park
Walibi Aquitaine	France	Medium theme park
Walibi Rhone Alpes	France	Medium theme park
Bioscope	France	Small theme park
Parc Bagatelle	France	Medium theme park
France Miniature	France	Small theme park
Mer La sable	France	Small theme park
<b>Independent Parks</b>		
Movie Park Germany	Germany	Large theme park
Efteling	Netherlands	Large theme park
Astrid Lindgren's World	Sweden	Medium theme park
Liseberg	Sweden	Large amusement park
Tivoli	Denmark	Large amusement park
Parken Zoo I Eskilstuna	Sweden	Small theme park

Source: Economics Research 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	11	0	0	3,900	22,500	22,100	-	4,000	48,600	1.1
Belgium	9	2	0	4,400	65,600	37,800	-	1,500	104,800	2.5
Cyprus	1	0	0	150	390	70	-	20	490	0.0
Denmark	13	2	2	11,300	114,400	137,300	9,100	29,400	290,200	6.8
Finland	7	0	0	2,900	24,400	24,600	-	5,100	54,000	1.3
France	44	9	10	27,100	581,400	391,000	415,400	6,000	1,393,800	32.7
Germany	76	3	12	25,500	367,300	226,400	96,100	20,300	710,200	16.7
Greece	4	0	0	2,100	10,200	2,200	-	1,200	13,600	0.3
Hungary	1	0	0	1,000	2,600	500	-	200	3,200	0.1
Ireland	2	0	0	200	440	80	-	30	550	0.0
Italy	17	1	1	8,600	106,600	65,600	12,000	4,900	189,200	4.4
Netherlands	23	4	1	12,300	159,100	99,900	8,800	9,600	277,300	6.5
Norway	5	0	0	1,600	35,000	21,500	-	1,900	58,300	1.4
Poland	4	0	0	400	940	180	-	60	1,170	0.0
Portugal	3	0	0	1,000	13,500	8,300	-	700	22,500	0.5
Spain	13	0	3	10,200	154,800	116,000	45,900	5,500	322,200	7.6
Sweden	14	3	2	8,300	76,200	84,000	15,000	7,300	182,500	4.3
Switzerland	3	0	0	450	3,500	1,990	-	290	5,780	0.1
UK	58	4	5	24,100	329,200	176,600	52,000	20,300	578,100	13.6
<b>Europe-Wide</b>	<b>308</b>	<b>28</b>	<b>36</b>	<b>145,500</b>	<b>2,068,070</b>	<b>1,416,120</b>	<b>654,300</b>	<b>118,300</b>	<b>4,256,490</b>	<b>100.0</b>

Source: Individual Attractions and ERA

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**Appendix C: Employment Estimates by Country**


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	Total Employment Costs	# FTEs
	(€ 000s)	
Austria	18,700	860
Belgium	33,400	1,120
Cyprus	200	30
Denmark	79,400	2,400
Finland	21,600	580
France	587,500	16,200
Germany	156,800	7,690
Greece	3,000	290
Hungary	1,300	200
Ireland	220	40
Italy	47,000	2,230
Netherlands	70,000	3,350
Norway	18,100	410
Poland	470	80
Portugal	6,900	250
Spain	69,500	3,250
Sweden	72,000	2,190
Switzerland	2,300	120
UK	145,100	6,300
<b>Europe-Wide</b>	<b>1,333,490</b>	<b>47,590</b>

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Source: Individual Attractions and ERA

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**Appendix D: Capital Expenditure Estimates by Country**


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	Capital Expenditure	
	Within Home Country (€ 000s)	Rest of Europe (€ 000s)
Austria	3,400	1,200
Belgium	7,100	2,500
Cyprus	30	10
Denmark	23,000	8,200
Finland	3,800	1,400
France	76,900	14,400
Germany	63,900	3,600
Greece	1,000	300
Hungary	200	100
Ireland	40	10
Italy	18,800	1,000
Netherlands	20,200	3,800
Norway	4,100	1,500
Poland	80	30
Portugal	1,600	600
Spain	22,900	4,300
Sweden	20,300	7,300
Switzerland	400	100
UK	45,300	8,500
<b>Europe-Wide</b>	<b>313,050</b>	<b>58,850</b>

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Source: Individual Attractions and ERA

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## Appendix E: Gross Economic Impact

	Gross Direct Economic Impact Theme Park Revenues	Gross Direct Economic Impact Hotel Revenues	Theme Park Multiplier	Hotel Multiplier	Gross Indirect and Induced Economic Impact	Total Gross Economic Impact
	(€ 000s)	(€ 000s)			(€ 000s)	(€ 000s)
Austria	48,600	-	1.66	1.71	31,900	80,500
Belgium	104,800	-	1.55	1.71	58,100	162,900
Cyprus	500	-	1.63	1.71	300	800
Denmark	281,100	9,100	1.67	1.71	194,800	485,000
Finland	54,000	-	1.74	1.71	40,000	94,000
France	978,400	415,400	1.86	1.71	1,138,000	2,531,800
Germany	614,100	96,100	1.73	1.71	516,800	1,227,000
Greece	13,600	-	1.82	1.71	11,200	24,800
Hungary	3,200	-	1.58	1.71	1,900	5,100
Ireland	600	-	1.60	1.71	300	900
Italy	177,200	12,000	1.86	1.71	160,200	349,400
Netherlands	268,500	8,800	1.60	1.71	167,800	445,100
Norway	58,300	-	1.87	1.71	50,500	108,800
Poland	1,200	-	1.71	1.71	800	2,000
Portugal	22,500	-	1.72	1.71	16,300	38,800
Spain	276,300	45,900	1.82	1.71	258,900	581,100
Sweden	167,600	15,000	1.69	1.71	127,000	309,500
Switzerland	5,800	-	1.71	1.71	4,100	9,900
UK	526,100	52,000	1.82	1.71	469,700	1,047,800
<b>Europe-Wide</b>	<b>3,602,400</b>	<b>654,300</b>	<b>2.03</b>	<b>1.90</b>	<b>4,308,600</b>	<b>8,565,300</b>

Source: Individual Attractions and ERA

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**Appendix F: Fiscal Impact**


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	<b>VAT Rate</b>
	(%)
Austria	10.0
Belgium	6.0
Cyprus	15.0
Denmark	25.0
Finland	8.0
France	5.5
Germany	19.0
Greece	19.0
Hungary	20.0
Ireland	13.5
Italy	20.0
Netherlands	6.0
Norway	25.0
Poland	7.0
Portugal	5.0
Spain	7.0
Sweden	25.0
Switzerland	7.6
UK	17.5
<b>Europe Average</b>	<b>12.5</b>

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Source: IAAPA

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**Appendix G: Currency Conversion Rate to Euros**


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	<b>Average Exchange Rate 2008</b>
	(€)
Denmark	0.134
Hungary	0.004
Norway	0.122
Poland	0.286
Sweden	0.104
Switzerland	0.630
UK	1.260

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Source: Oanda

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Prepared for:



Europe

International Association of  
Amusement Parks and Attractions

Square de Meeus 38/40  
1000 Brussels | Belgium  
[www.iaapa.org/europe](http://www.iaapa.org/europe)

Submitted by:

ERA | AECOM

Economics Research Associates  
an AECOM company

The Place, High Holborn 175 (5<sup>th</sup> Floor)  
London WC1V 7AA | United Kingdom  
[www.era.aecom.com](http://www.era.aecom.com)

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