

Katapult

THEME PARK SUPERFANS SURVEY 2025



in association with
Parkineer

Methodology

These report findings are based on the Theme Park Superfans Survey 2025, designed to measure and understand the experiences that frequent theme park visitors have.

Target population - The survey was shared within private theme park fan communities in USA, by Parkineer. Parkineer is a theme park influencer with high engagement by other theme park enthusiasts within USA. His followers across both public and private channels were welcomed to fill in the survey in Summer 2025.

Data collection - Results were collected via a self-administered online questionnaire. Respondents were asked 25 questions in total, asking about their attitudes, interests and behaviours (psychographics). Demographic information was collected but used only as a qualifying capacity to the survey.

Response rate - The survey was completed by 100 respondents in USA, who average 9.5 visits to theme parks every year.

Key findings

Welcome to the world of theme park superfans.

We talked to 100 of the most dedicated fans, averaging 9-10 visits a year to parks around the world. Our report provides deep insights into the thoughts, feelings, and habits of dedicated fans, both inside and outside the theme park gates.

What does this mean for the future of parks? Read on to discover the highs and lows of superfan life, and how human connection is at the heart of it all.



Robbie Jones

Insights Director
robbie@katapult.co.uk
+44 (0) 1332 294 416

About Us

Who we are

Katapult

THEMED ATTRACTIONS, EXPERIENCES, AND DESTINATION DESIGN

Katapult design themed attractions, experiences, and destinations that amaze and engage visitors globally.

Our work is enjoyed by 95 million visitors, at 120 attractions, in 26 different countries, every year. As well as increasing guest experience, we thrive on helping you generate more income, more fans and bring the vision for your attraction to life.

Our team has been handpicked as guest experience specialists, to deliver projects exactly like yours.

We're a varied and versatile crowd, who like getting our teeth into exciting projects.



95 MILLION

guests experience
our work every year



26 COUNTRIES

are home to
attractions designed
by us



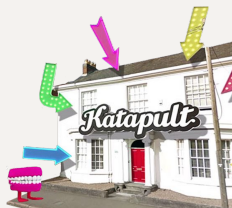
120 ATTRACTIONS

have benefitted from
our expertise



50+ RENOWNED IPs

and IP owners trust
our industry expertise



24 YEARS

Established in 2001



WORLD'S FIRST

B-Corp Certified themed
attraction design company

Who we work with



We work globally

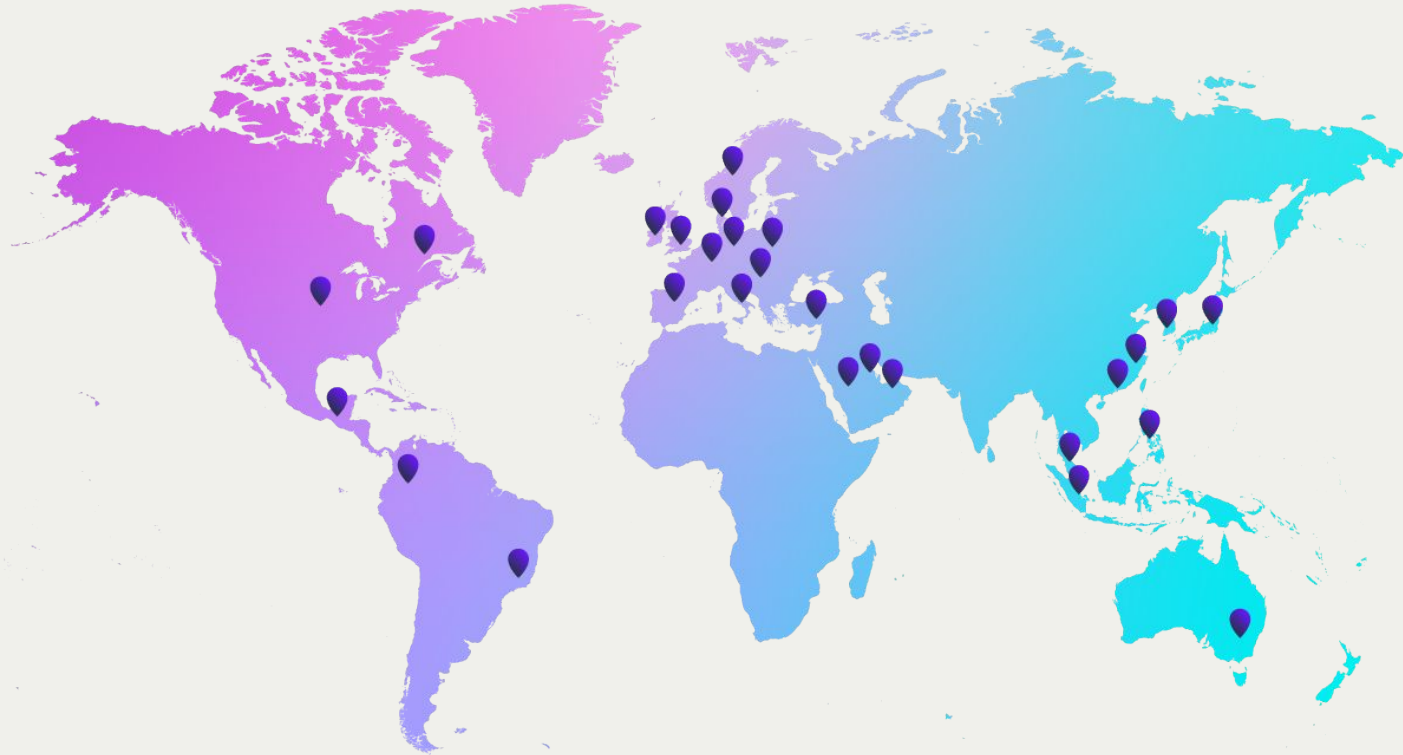


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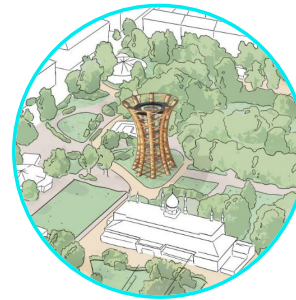
THEME PARKS



FAMILY ENTERTAINMENT CENTRES



THEMED HOTELS & RESORTS



DESTINATION & PLACEMAKING



MUSEUM & HERITAGE ATTRACTIONS



DINING & RETAIL EXPERIENCES



POP-UP & TOURING EXPERIENCES

Key Findings

RESULTS

Key profiles

10

Even among superfans, there is a fragmentation of what they think, feel and typically do at a theme park. We've categorised these into three guest profiles.



MAGIC SEEKERS

Motivated by the creation of special memories and the overall feeling of a day out.



CRAFT COLLECTIVE

Discerning enthusiasts who appreciate theme parks as a form of art and engineering.



THE SUPERCHARGED

Ultimate theme park hobbyists. For them, visiting parks is a core part of their lifestyle.

RESULTS

Magic Seekers



RESULTS

Magic Seekers



The Magic Seekers are motivated by the creation of special memories and the overall feeling of a day out. For them, a theme park visit is often a special occasion rather than a regular hobby.

Their enjoyment is tied to the quality of the holistic experience—the atmosphere, the food, and the happiness of the people they are with. They are less concerned with ride mechanics or operational specifics and more focused on the magic of the moment.

Experience Over Thrills

While they enjoy rides, their primary motivation is often tied to family experiences or simply soaking up the atmosphere. They are the least likely group to prioritise thrill-seeking above all else.

Sensitive to the Fundamentals

Their worst experiences are caused by failures in basic park hospitality. They are disproportionately affected by rude staff, bad food, and overcrowding, as these issues directly disrupt the positive atmosphere they are seeking.



KEY STATS

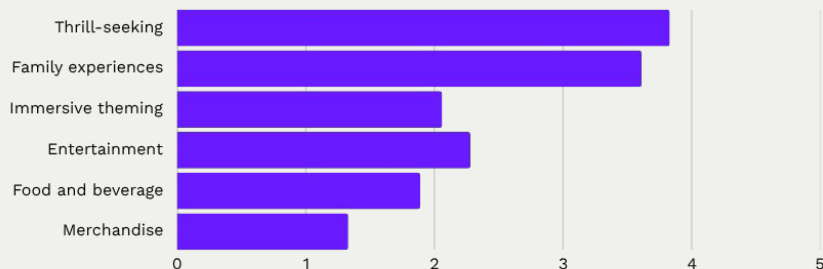
- Only 23% prioritise visiting parks with unique ride technology.
- 39% enjoy sharing their park experience on social media.
- Only 31% actively seek out behind-the-scenes information.
- Their best memory is driven by who they are visiting with.
- Their worst memories are failures in guest experience including food and queues.

RESULTS

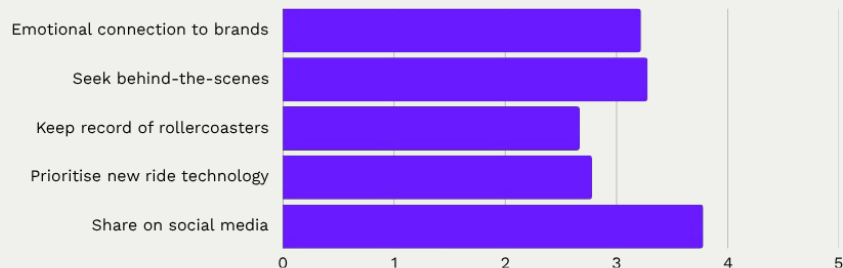
Magic Seekers



MAIN MOTIVATIONS FOR VISITING A THEME PARK (5 = MOST IMPORTANT)



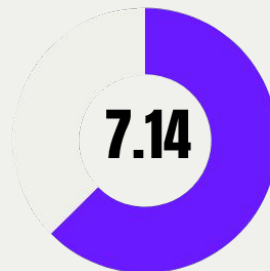
WHAT ARE THE MOST IMPORTANT FOR YOUR THEME PARK EXPERIENCE (5 = MOST IMPORTANT)



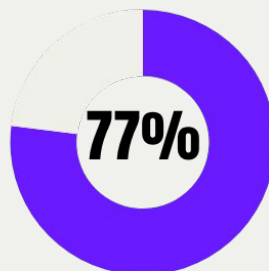
AVERAGE SPEND PER PERSON AT A THEME PARK



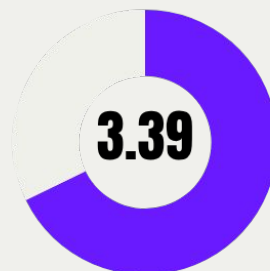
AVERAGE PARK VISITS IN LAST YEAR



ARE PARENTS, GUARDIANS OR GRANPARENTS



AVERAGE SCORE FOR LAST VISIT (5 = EXCELLENT)



RESULTS

Craft Collective



RESULTS

Craft Collective



The Craft Collective are discerning enthusiasts who appreciate theme parks as a form of art and engineering.

Having visited multiple parks, they have a strong basis for comparison and a keen eye for quality and detail. They are motivated by both the thrill of the rides and the artistry of the surrounding environment. For them, a park's success lies in its ability to execute a creative vision flawlessly.

Balancing motivations

This group is equally motivated by thrill-seeking and immersive storytelling. They are the bridge between casual fans and hardcore hobbyists, wanting both a great attraction and a great story.

High brand engagement

They feel a strong emotional connection to park brands and actively follow their development. They appreciate the unique identity and creative output of different park operators. However, be warned of their intolerance to poor maintenance– this break in immersion drives the most complaints from this profile.



KEY STATS

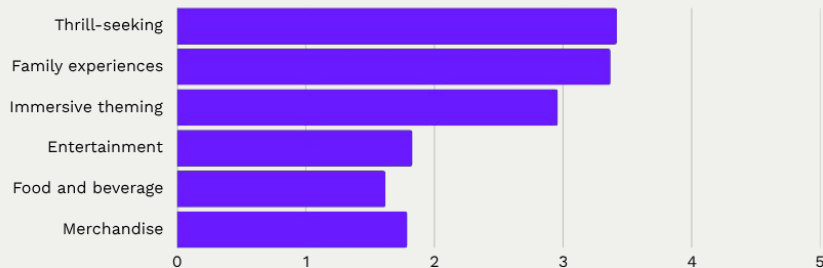
- 63% prioritise visiting parks with unique ride technology, compared with Magic Seekers 23%.
- 69% actively seek out behind-the-scenes information about parks.
- 2-in-3 feel a strong emotional connection to theme park brands.
- Their best memory is family experiences in immersive, themed environments.
- Their worst memory is bad weather and rude staff which break the immersion.

RESULTS

Craft Collective



MAIN MOTIVATIONS FOR VISITING A THEME PARK (5 = MOST IMPORTANT)



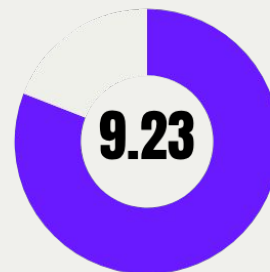
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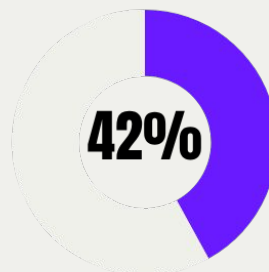
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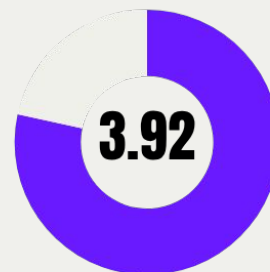
AVERAGE PARK VISITS IN LAST YEAR



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AVERAGE SCORE FOR LAST VISIT (5 = EXCELLENT)



RESULT

The Supercharged



RESULTS

The Supercharged

The Supercharged are the hardcore theme park hobbyists. For them, visiting parks is a core part of their lifestyle.

They are knowledgeable, highly critical, and focused on performance—both on the rides and through the park's operations. They travel frequently to experience new attractions and are often visiting to add new coasters to their collection of experiences. Their ideal visit is an efficient, action-packed day with maximum ride time.

Performance is paramount

Their best and worst memories are almost exclusively defined by park operations. The best days involve low wait times and the ability to re-ride attractions, while the worst days are ruined by ride downtime, slow operations, and long lines.

Deepest knowledge and pockets

They are the most likely to spend significantly more than the average guest and are deeply embedded in the fan community. They speak in technical terms and have a comprehensive understanding of the industry.



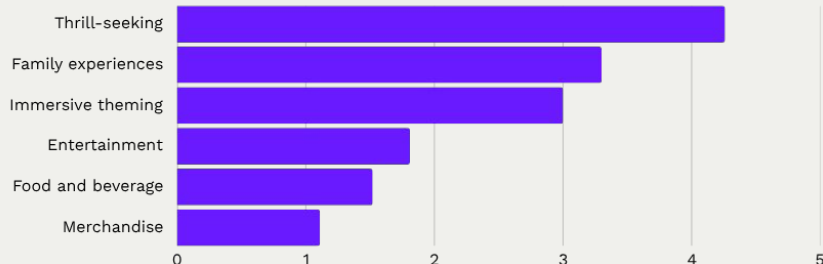
KEY STATS

- 75% prioritise visiting parks with unique ride technology, the highest group.
- 84% actively seek out behind-the-scenes information about parks.
- Thrill-seeking is their number one motivation for visiting parks.
- Their best memory is days when all rides are operational.
- Their worst memory is days with poor ride availability and long queue lines.

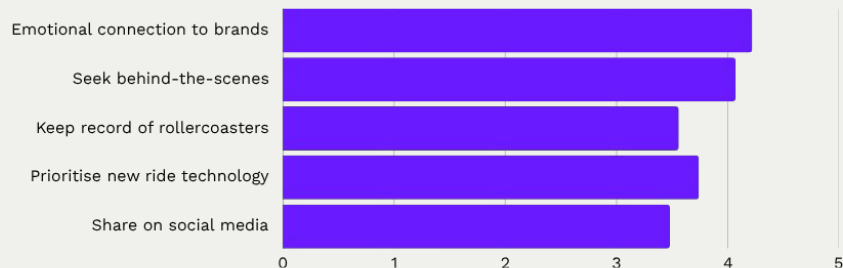
RESULTS

The Supercharged

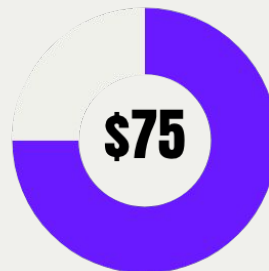
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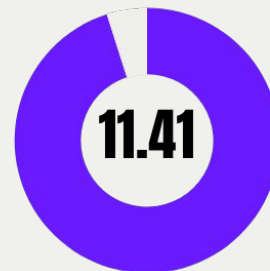
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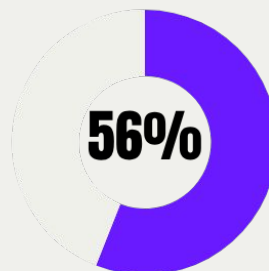
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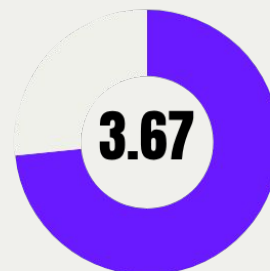
AVERAGE PARK VISITS IN LAST YEAR



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AVERAGE SCORE FOR LAST VISIT (5 = EXCELLENT)



Deeper insights

DEEPER INSIGHTS

Human connection

Human connection is arguably the single most important factor driving the theme park superfan experience. It dictates their motivations, defines their best memories, and is a primary personal goal they are actively trying to achieve. Key findings from the study, include:

The power of shared experiences

All three audience profiles remember the experience of visiting with people, rather than the actual rides. Many respondents said that witnessing the joy of others was of higher importance than their own personal joy.

A tool for wellbeing and friendship

The survey showed a direct correlation between a guest visiting a theme park and their pursuit of personal social goals. While 25% of all respondents said improving relationships was their key motivation for visiting, 52% enjoyed the escapism parks offered as a remedy or distraction from their health and wellbeing challenges.

An inherently social hobby

Planning days out and visits to parks is a core enjoyment for superfans. They thrive on being the social planner and facilitator, effectively organising the human connection they desire.

When human connection fails

Rude staff, bad customer service and other guests were frequent and passionate complaints about theme park visits. It demonstrates the the human element is so vital that a single negative interaction can outweigh the quality of rides and theming.



Optimisation areas

The survey highlighted four key areas for optimisation with existing theme parks, including more group experiences and a deeper level of immersion. All should be considered.

GROUP EXPERIENCES

Shift focus into creating seamless group experiences: intuitive group dining, social "hubs" for rest and connection, and frictionless photo opportunities.

TOUCHPOINT REVIEW

Move beyond generic "guest satisfaction" and map their journeys by profile. Using insight-led design, we can create different interventions and better guest experience for all audience profiles.

DEEPER IMMERSION

Don't just build a ride, build a world. Optimisation here means investing in environmental storytelling, behind-the-scenes content, and high-fidelity theming.

PARKWIDE REFRESH

Create a clear roadmap, informed by guest insights, on how to refresh existing assets. This doesn't always mean a full re-theme. It can mean new placemaking, new entertainment, or new story elements.

DEEPER INSIGHTS

Play personalities

Have you ever thought what play personalities your theme park guests may have? Superfans are a special group who showcase the Director as their dominant personality type. But what provisions could you make for other guests?

For more information on how understanding play personalities can improve your theme park, get in touch.

Play personalities are vital because they reveal the different ways guests find joy and value in an experience. A theme park is a "play-scape," a platform for many types of play. If a park only designs for one personality it fails to engage guests who are there to explore, socialise, or collect.

Understanding these various profiles allows you to move beyond a one-size-fits-none model and design a multi-layered, personalised guest journey. A guest's satisfaction is directly tied to how well the park's design facilitates their preferred way to engage.

The survey results show that theme park superfans are not a monolith. They have distinct play personalities that directly influence their motivations and frustrations.

Other personalities

The Supercharged and Craft Collective audience profiles sit nicely in these two types of play personalities who are suitably addressed in current theme parks.

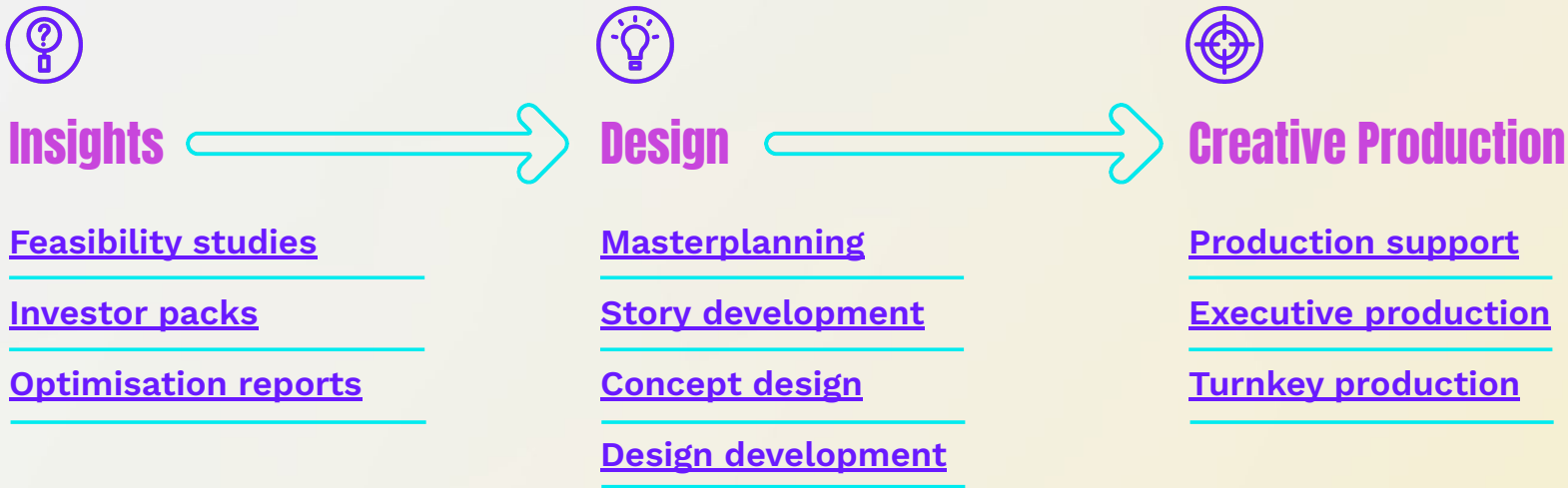
But of the six other play personalities, theme parks are failing to engage and capitalise on their play type - driving disappointment and negativity.



Next steps

From masterplanning new-build parks, to enhancing existing zones, rides and F&B, we bring our insights-driven design approach and bring success to every project.

[Speak to our expert team today.](#)



Katapult

We design **themed attractions,**
experiences and destinations.