

Katapult

THEME PARK SUPERFANS SURVEY 2025



in association with
Parkineer

Key findings

Averaging 9.5 visits to theme parks every year, our survey respondents are the epitome of the word 'superfans'.

Their responses provide deep insights on the thoughts, feelings and actions of fans both inside and outside the theme park gates, that will inform the design and development of future theme parks.

Human connection appears as an overarching theme within the survey, as well as the need to offer alternative experiences to varying audiences.



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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



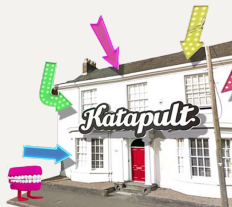
120 ATTRACTIONS

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

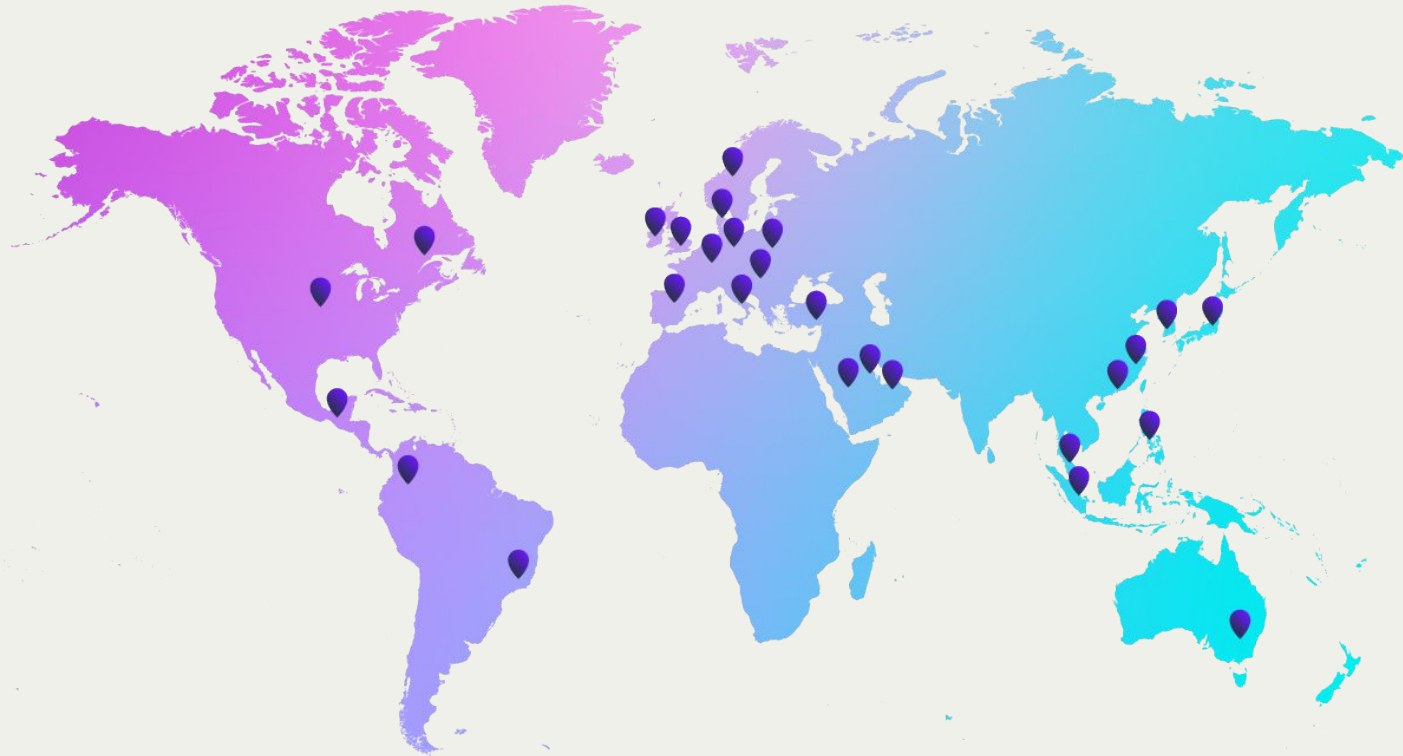


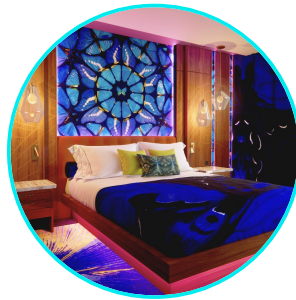
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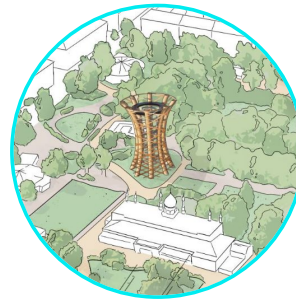
THEME PARKS



FAMILY ENTERTAINMENT CENTRES



THEMED HOTELS & RESORTS



DESTINATION & PLACEMAKING



MUSEUM & HERITAGE ATTRACTIONS



DINING & RETAIL EXPERIENCES



POP-UP & TOURING EXPERIENCES

Key Findings

RESULTS

Key profiles

9

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

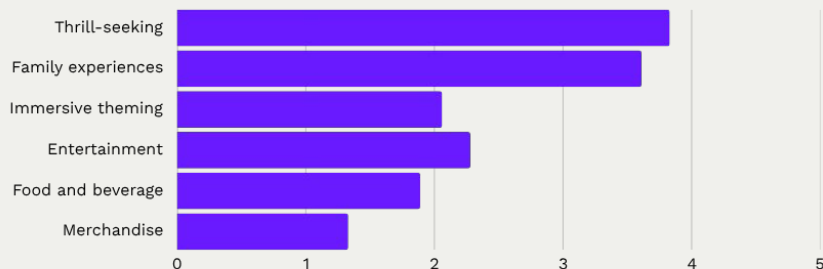
- Only 23% prioritise visiting parks with unique ride technology.
- Fewer than 40% enjoy sharing their park experience on social media.
- Only 31% actively seek out behind-the-scenes information.
- Their best memory is overwhelmingly driven by who they are visiting with.
- Their worst memory is failures in guest experience including food and queues.

RESULTS

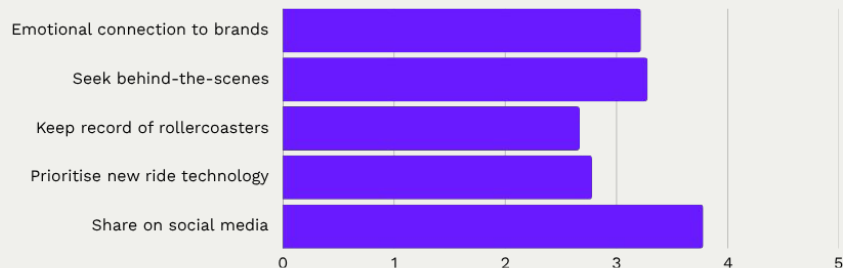
Magic Seekers



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



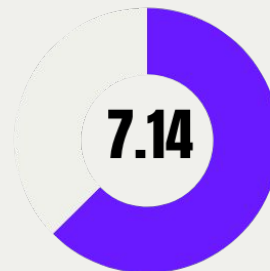
WHAT ARE THE MOST IMPORTANT FOR YOUR THEME PARK EXPERIENCE (5 = MOST IMPORTANT)



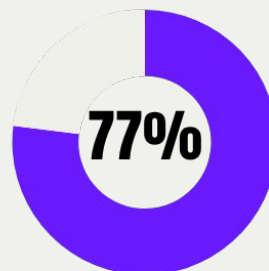
AVERAGE SPEND PER PERSON AT A THEME PARK



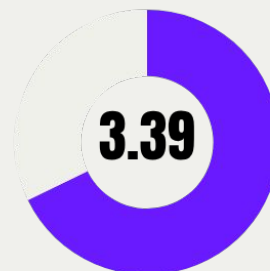
AVERAGE PARK VISITS IN LAST YEAR



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 almost equally motivated by thrill-seeking and immersive storytelling. They are the bridge between casual fans and hardcore hobbyists, wanting both a great ride 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. The break in immersion will drive the most complaints from this profile.



KEY STATS

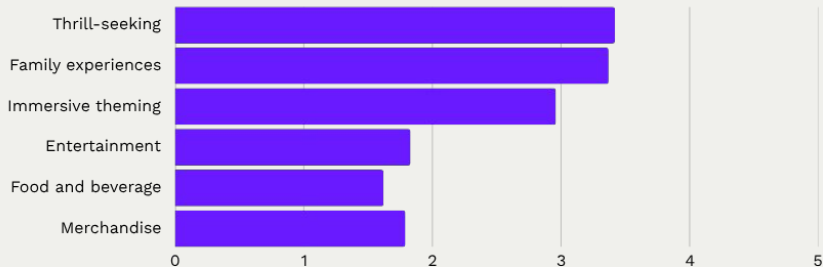
- 63% prioritise visiting parks with unique ride technology, with Magic Seekers 23%.
- 69% actively seek out behind-the-scenes information about parks.
- 2-in-3 feel a strong emotional connection to theme park brands.
- Their best memory is family experiences in immersive, themed environments.
- Their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

RESULTS

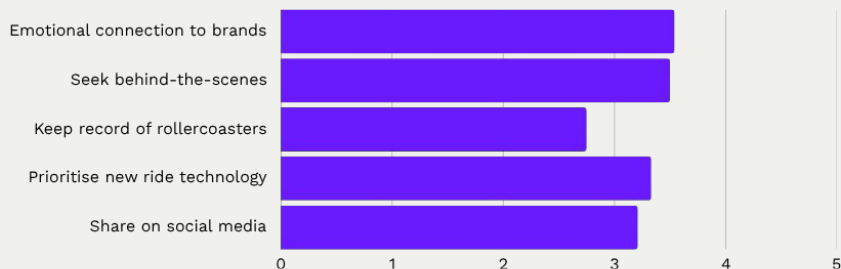
Craft Collective



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



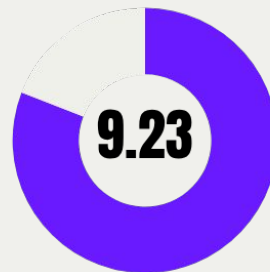
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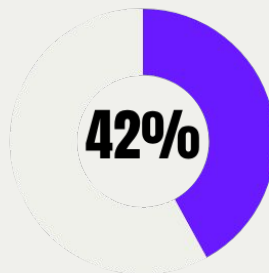
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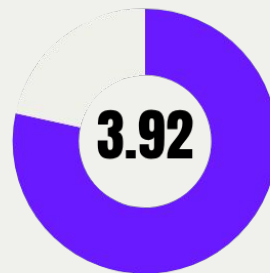
AVERAGE PARK VISITS IN LAST YEAR



ARE PARENTS, GUARDIANS OR GRANPARENTS



AVERAGE SCORE FOR LAST VISIT (5 = EXCELLENT)



RESULTS

The Supercharged



RESULTS

The Supercharged

The Supercharged are the ultimate 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 the park's operations. They travel frequently to experience new attractions and are often "credit counting". 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 and are deeply embedded in the fan community. They speak in technical terms and have a comprehensive understanding of the industry.



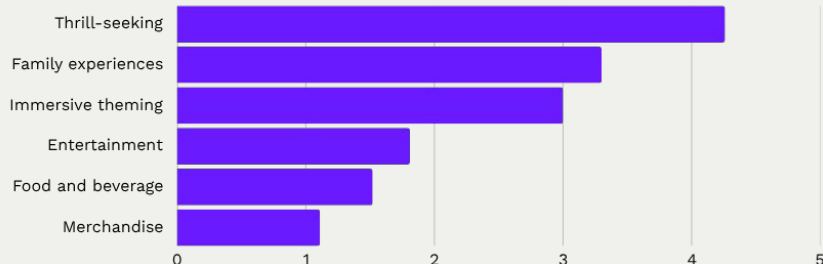
KEY STATS

- 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.

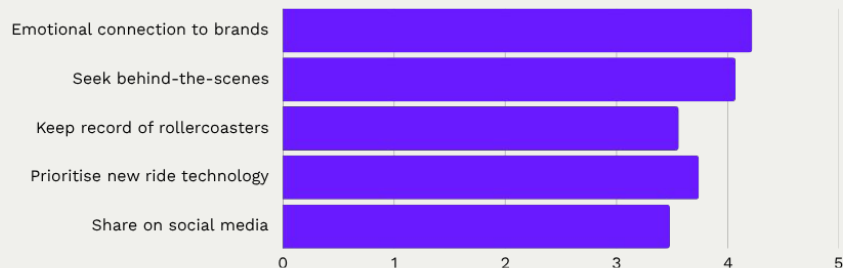
RESULTS

The Supercharged

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



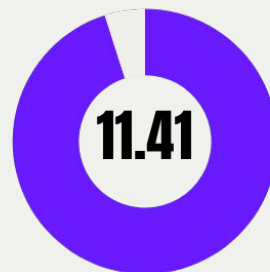
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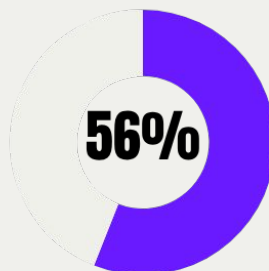
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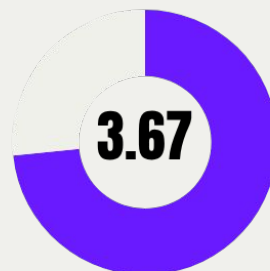
AVERAGE PARK VISITS IN LAST YEAR



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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

Across all three audience profiles, family and friends were consistently the reason for guests recalling their best park memories. 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

Parks should shift their design focus into creating seamless group experiences: intuitive group dining, social "hubs" for rest and connection, and frictionless photo opportunities.

TOUCHPOINT REVIEW

Parks must move beyond generic "guest satisfaction" and map their journey by profile. Using insight-led design, they can create different interventions and better guest experience for all audience profiles.

DEEPER IMMERSION

Instead of just building a ride, parks should build a world. Optimisation here means investing in environmental storytelling, behind-the-scenes content, and high-fidelity theming.

PARKWIDE REFRESH

Parks need 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?

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 personalities allows you to move beyond a one-size-fits-all 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 play.

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

Competitors and Explorers

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

Storyteller, et al

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

Our team are experts in delivering theme park projects. 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.](#)



Insights

Feasibility studies

Investor Pack

Optimisation report



Design

Masterplanning

Story

Concept Design

Design Development



Creative Production

Production Support

Executive Production

Turnkey Production

Katapult

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