

*Katapult*

# THEME PARK SUPERFANS SURVEY 2025



in association with  
Parkineer

# 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.



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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



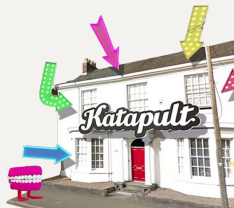
## 120 ATTRACTIONS

have benefitted from  
our expertise



## 50+ RENOWNED IPs

and IP owners trust  
our industry expertise



## 24 YEARS

Established in 2001



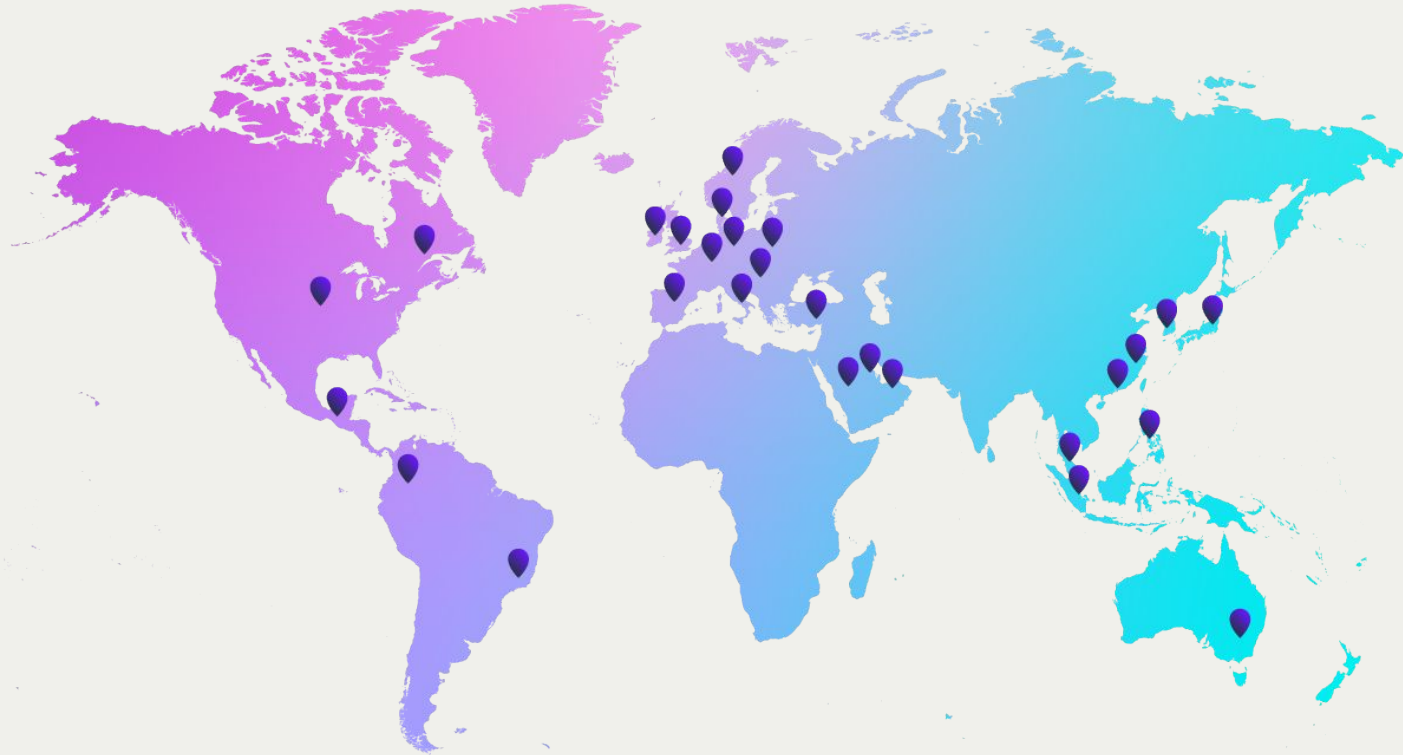
## WORLD'S FIRST

B-Corp Certified themed  
attraction design company

# Who we work with



# We work globally



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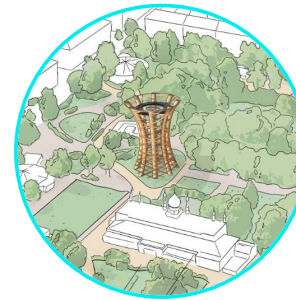
THEME PARKS



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 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.

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FOR OUR CLIENTS**

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.

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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.

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**Deeper insights**

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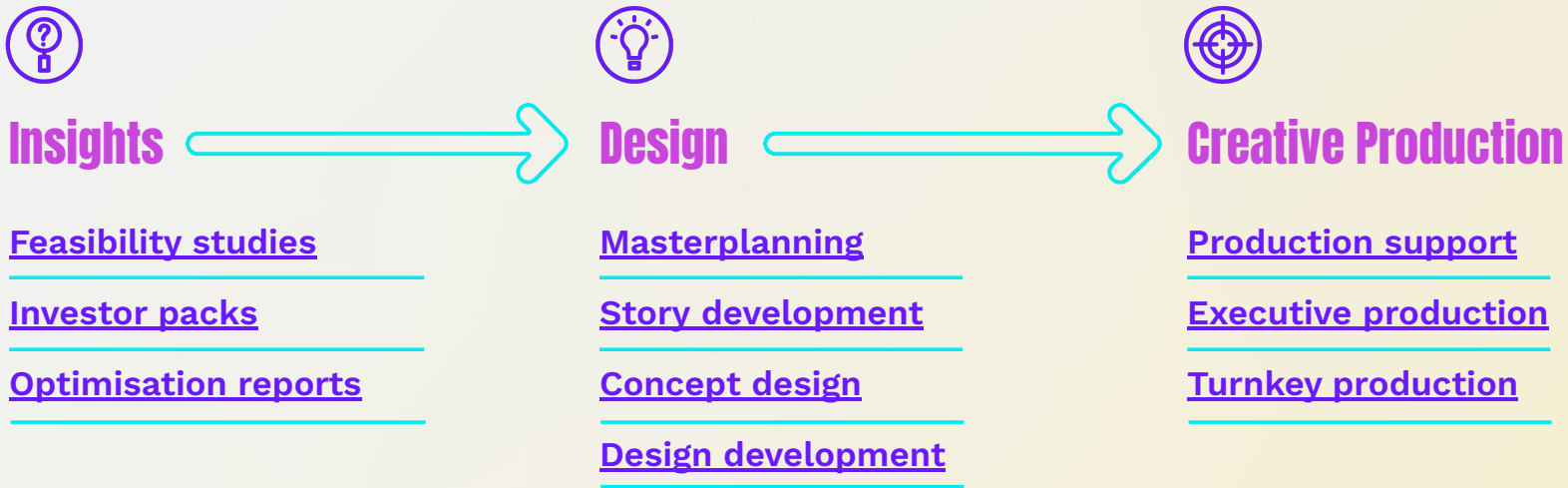
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# Next steps

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.**