

KEY FACTORS TO A SUCCESSFUL THEME PARK



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The Global Theme Park Industry

Theme parks are a consistently strong and profitable global market. According to an extensive report by the International Association of Amusement Parks and Attractions (IAAPA), as of 2016, the amusement park market was increasing at a rate above 5%. Over the past 5 years, the market has increased 60% faster than the annual increase in nominal GDP. Despite fluctuations in the global economy and competition from new forms of digital media that have impacted other entertainment markets, theme parks continue to attract millions of visitors a year.

Revenue Allocation

Theme parks and amusement parks provide an in-person, immersive experience that can only be attained by physically attending a park. Since visitors are seeking a distraction from every-day life, it is critical that theme parks stay one step ahead of consumers and anticipate their needs and desires. While amusement parks must focus on the managerial aspects of maintaining a park, perhaps more important is the need to accommodate every need of the visitor in all aspects of the park. Theme and amusement park revenue is generated from several types of sales. The first and most important is ticket sales, which generates 55-60% of total revenue. Food and merchandise sales account from 25-30% and the remaining 10-20% is created from licensing, sponsorships and hosting special events.



Guest Comfort Strategies

Since ticket sales are the main source of revenue for a park, theme parks cannot afford to lose out on valuable season or one-time ticket purchasers. A park can have groundbreaking rides and attractions, but if the guest does not feel comfortable and attended to, they will not stay, nor will they return.

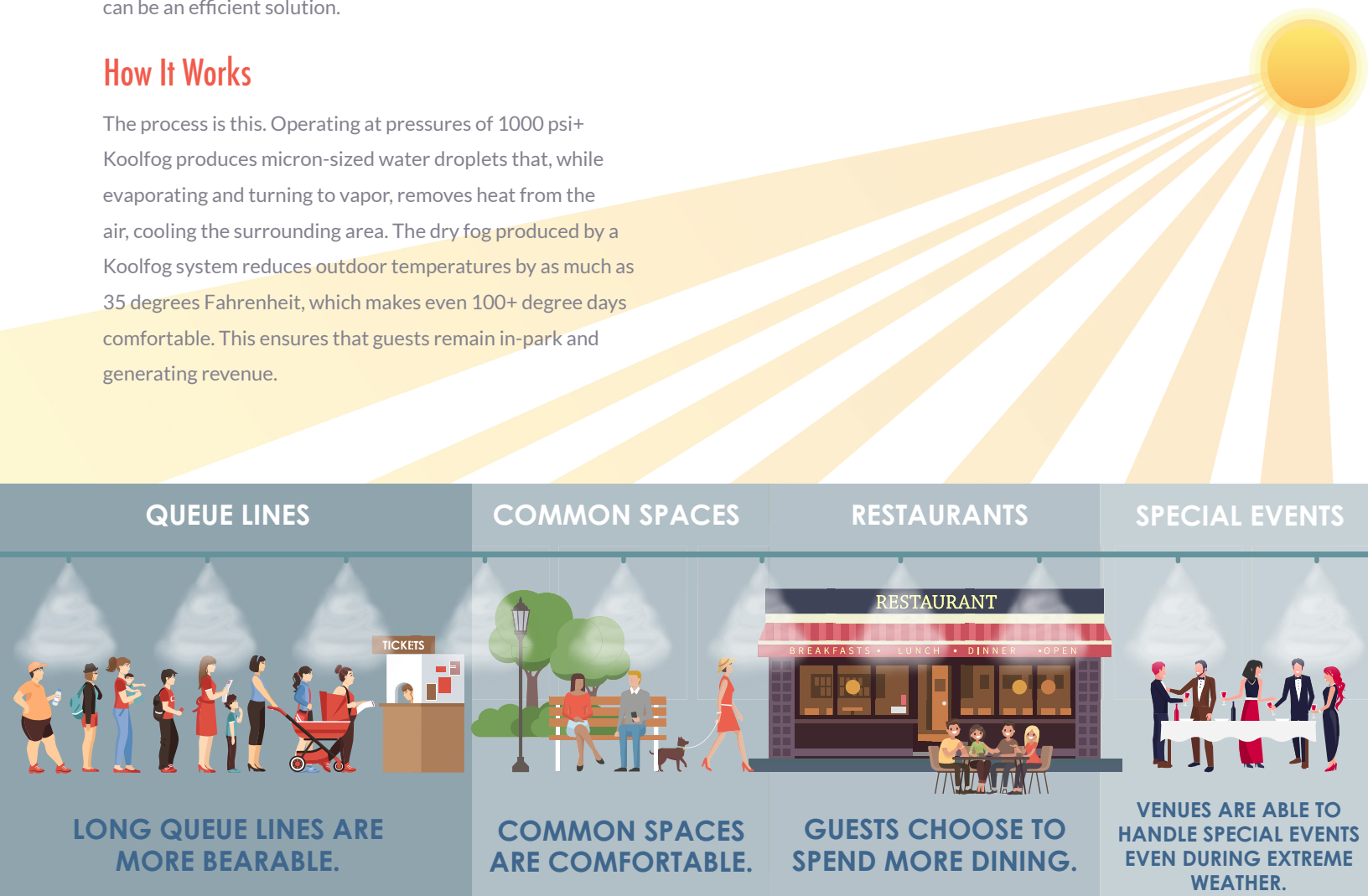
One significant challenge for theme parks is keeping guests comfortable in inclement weather. Since many theme parks garner most of their business in the summer, heat is a major factor in identifying and developing guest comfort strategies. Theme parks must consider the areas where guests gather such as traffic areas, lounging areas and restaurants and ensure that they are kept cool. Many parks have installed shade covers, but these are not always enough. Including misting poles, patio misting and fogscapes in common areas can be an efficient solution.

How It Works

The process is this. Operating at pressures of 1000 psi+ Koolfog produces micron-sized water droplets that, while evaporating and turning to vapor, removes heat from the air, cooling the surrounding area. The dry fog produced by a Koolfog system reduces outdoor temperatures by as much as 35 degrees Fahrenheit, which makes even 100+ degree days comfortable. This ensures that guests remain in-park and generating revenue.

Queue Line Cooling

According to the Los Angeles Times, "With theme park lines only getting longer, parks are investing big money to make wait time less boring, more comfortable and, in the process, seemingly shorter. The efforts make good business sense because long queues are one of the biggest gripes of theme park guests." Cooling strategies are a significant facet of queue line design considering queue lines are often situated outdoors. In addition to shade provided, incorporating misting into queue lines reduces temperatures significantly. Guests are more comfortable, and with strategies to occupy a guest's attention, the perception is that the queue line wait time feels shorter.



Fog at Universal's Volcano Bay™

Universal's new water theme park Volcano Bay™ uses mist and fog effects to create a spectacularly realistic experience for guests as they find themselves inside a tropical paradise that draws huge inspiration from South Pacific/New Zealand cultures. Separated into four areas across 25 acres, fog is tastefully implemented throughout rainforest landscapes, caverns, and water rides to add mystery and intrigue while also cooling the surrounding areas. Perhaps the most thrilling addition is a fog blanket thrown across the path of two massive walls path on the multi-person slide, Honu ika Moana.



Standing Out from the Competition

Theme parks are always searching for ways to remain unique and to stand out from the competition. Outside of the practical benefits of misting, mist and fog can also be used to enhance creative environment. A recent emerging trend in the theme park industry is the creation of entire “worlds,” which extend typical theme park attractions to a completely immersive experience. A park seeks to create experiences centered around one theme, with every attraction, all common areas, retail and dining on theme. Fog and misting can create effects either grounded in reality or mystery that also serve to cool the environment.



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