TEA GLOBAL EXPERIENCE INDEX™ 2025

20th Annual Global Attractions Attendance Report



Universal Epic Universe
Image Credit: Universal Destinations & Experiences

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TEA GLOBAL EXPERIENCE INDEX™

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A Global Industry in Motion

A Global Industry in Motion

For two decades, the TEA Global Experience Index has provided our industry with an important lens into how people around the world engage with themed entertainment and shared experiences. As we publish this 20th edition, we have an opportunity not only to reflect on how far our industry has come, but also to recognize how dramatically the definition of an “experience” continues to evolve.

At its core, the Global Experience Index remains about insight. Reliable data, viewed over time and in context, helps us identify trends, understand changing guest behavior, benchmark performance, and make more informed decisions about the future. It provides a common point of reference for an increasingly global and interconnected industry.

Today, themed entertainment extends well beyond the traditional boundaries of theme parks and attractions. Storytelling, technology, hospitality, design, culture, and placemaking are increasingly converging to create experiences in new locations and markets. As our industry evolves, the Global Experience Index must evolve with it.

For the first time, this year’s Index introduces an adjacent and related industry section: the global cruise industry. Cruise lines are sophisticated experience platforms – combining immersive environments, entertainment, hospitality, attractions, dining, technology, and destination experiences in ways that strongly intersect with the work of TEA members. Including cruise in this year’s Index gives us an opportunity to broaden our perspective and better understand how audiences are engaging with experiences beyond our industry’s traditional categories.

This is just the beginning. In future editions, we intend to explore additional sectors where meaningful connections to themed entertainment are emerging. Our goal is to make the Index even more relevant and continue to reflect where our industry is going, where new opportunities are developing, and how the global experience economy continues to take shape.

Reaching our 20th edition is also a testament to collaboration. On behalf of the Themed Entertainment Association, I extend my sincere appreciation to our partners at ECA, The Park Database, Storyland Studios, Moongate Design Studio, and InPark Magazine, as well as the operators and industry leaders whose participation and expertise make this work possible.

Our industry continues to redefine what an experience can be. The Global Experience Index will continue evolving alongside it – measuring where we are, illuminating where we are headed, and helping us better understand the experiences that bring people together around the world.



MELISSA RUMINOT
CEO,
Themed Entertainment Association

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Foreword

My earliest memory is flying out the Darling bedroom window on Peter Pan's Flight at Disneyland.

Long before I understood a lick about architecture, narrative or attraction design, I felt the power of an experience designed to "lift the spirit." Looking down over London and flying toward Never Land demonstrated something that would ultimately shape my professional trajectory: we can move through stories and stories can move us.

That idea has guided my career as an experience designer and has become increasingly relevant as themed entertainment and attractions have evolved into the most visible sector of the experience economy encompassing amusement/theme parks, water parks, museums, and new and evolving attraction typologies.

As our industry has expanded, the need for a credible, independent source of shared knowledge has become equally important. That is where the TEA Global Experience Index plays a pivotal role.

The TEA Global Experience Index is more than an annual attendance report. It has become the industry's essential benchmark – a common reference point for owners, operators, developers, designers, investors, analysts, and the media seeking to understand where the Experience Economy is heading. It documents performance, identifies emerging markets, tracks shifts in consumer behavior, and provides context for the forces reshaping our industry.

In an increasingly fragmented information environment, that role is invaluable. Owners and operators benchmark against it, investors test assumptions with it, and designers use it to understand where audiences are going and why. Published year after year, it shows us trends instead of anecdotes, which matters in an industry that makes large, long-term bets.

For me, there is a direct line from that childhood flight over a miniature London to a career full of real flights to London and beyond devoted to creating places people remember. Our industry ultimately trades in something more valuable than attendance or square footage: memorable human experiences.

It remains a deep honor and privilege to present the 2025 TEA Global Experience Index in the hope of understanding and advancing that industry together.



Mel McGowan
AICP, LEED AP
Founder, Chief Creative Officer – Storyland Studios

The BIG PICTURE



Chimelong Forest Kingdom
Image Credit: Chimelong Group

Global Attendance Trends

In 2025, total attendance at the world's leading theme parks was essentially flat. The top 25 parks welcomed a combined 245.4 million visits compared with 245.9 million for the same parks in 2024 (-0.2%).

245.4m

Top 25 amusement/theme parks worldwide attendance 2025

245.9m

Top 25 amusement/theme parks worldwide attendance 2024

There was some movement underneath the stability. Europe's four parks in the top 25 added more than 1.1 million visits, led by Disneyland Paris where both parks grew 5.7% as the resort rebounded from a 2024 affected by the Paris Olympics. In Korea, extreme summer weather contributed to declines at Everland (-15.6%) and Lotte World (-4.6%). Universal Orlando's two established parks declined modestly in Universal Epic Universe's opening year, and in California, Universal Studios Hollywood decreased 8.0% in the aftermath of the Los Angeles wildfires.

For water parks, the combined attendance of the global top 20 grew to 31.2 million from 30.6 million for the same parks in 2024 (1.7%). Hot Beach in Olímpia, Brazil, which grew 19.1% (214,000) to 1.3 million; and Beach Park in Aquiraz, Brazil, which grew 16.5% (140,000) to almost 1.0 million. Both leading gainers are Brazilian, extending Latin America's strong showing in the global water park rankings. The year also saw Disney's Blizzard Beach return to the top 20, as Walt Disney World operated both of its water parks simultaneously during the summer season for the first time since 2019.

Museums posted strong growth – the top 20 museums globally welcomed a combined 161.4 million visits in 2025, up 5.4% from 153.2 million for the same institutions in 2024. This year's rankings reflect an expanded definition that includes historic palaces and sites with curated collections, such as the Summer Palace and the Palace of Versailles. Growth was broad-based for 16 of the top 20, led by the Palace Museum in Beijing, which reached 19.0 million visits. In Europe, the Musée du Louvre remained the most visited museum outside China at 9.0 million (3.5%). The Metropolitan Museum of Art, at 6.0 million, is the only North American museum in the top 20.

Top Operators

Disney Experiences continued to lead the world's top park operators in 2025, followed by Fantawild Group. The most notable change came in third place, where Universal Destinations & Experiences overtook Merlin Entertainments. Universal grew 5.4%, the largest gain of any operator in the top 10, reflecting the opening of Epic Universe. Six Flags Entertainment Corporation held fifth place in its first full year following its merger with Cedar Fair.

Growth among the leading operators was narrow: only four of the nine returning companies increased attendance, with Chimelong Group moving ahead of Overseas Chinese Town (OCT Group) into sixth place and Haichang Group edging past United Parks & Resorts into eighth. China-based operators again account for four of the top 10. Herschend, the family-owned operator of Dollywood and Silver Dollar City, joins the list for 2025 in tenth place, replacing Parques Reunidos.

The Experience Economy Expands

The attractions industry is getting bigger and broader. Theme parks, water parks and museums remain at the heart of the industry, but the experiences surrounding them are increasingly difficult to separate from the destinations themselves. Hotels, restaurants, retail, immersive entertainment, wellness, special events and even cruise ships are all competing for the same fundamental resource: people's leisure time.

For much of the industry's history, growth was relatively straightforward: build a new attraction, increase capacity and bring in more guests. That formula still works. Epic Universe opened in Orlando in May 2025 and attracted four million visitors in its partial first year. LEGOLAND Shanghai welcomed 1.2 million guests in only six months of operation. New attractions and major intellectual properties (IP) continue to provide powerful reasons for people to visit.

But now more than ever, the anchor attraction is only the starting point. Epic Universe expands Universal Orlando Resort's overall destination proposition in the Central Florida multi-theme park market, creating additional opportunities for hotel stays, multi-day tickets, food and beverage and other spending. Futuroscope's investment program has similarly turned a theme park into a broader short-break destination, with hotels and the Aquascope indoor water park helping drive a 50% increase in overnight stays.

In Latin America, Beto Carrero World is combining new IP-based experiences with a major investment program and an on-site hotel. In Europe, Puy du Fou continues to expand its hotel inventory and seasonal programming. Across the Middle East, entire districts are being planned as interconnected entertainment destinations.

Everywhere, the goal is not just to get people through the gate, but to give them more reasons to stay longer while increasing spending, improving visitor satisfaction and driving repeat visits.

The World is Getting More Destinations

One of the most encouraging developments in the 2025 data is the geographic diversification of the industry. China remains the dominant force in APAC, but the region's growth story is becoming increasingly diversified, and the next phase will be measured less by how many parks open than by how deeply each is woven into the destination model around it. Singapore continues to expand its remarkably diverse ecosystem of theme parks, wildlife and nature-based experiences, immersive attractions and cruise tourism.

The Middle East is taking destination development and nation-building to another level. Yas Island is growing its already significant concentration of major brands and cultural attractions, while Saudi Arabia is creating an entirely new entertainment hub around Qiddiya City and entertainment complexes underway in key cities.

> **Now more than ever, the anchor attraction is only the starting point.**



The Stormvåg family ride opened at Liseberg in 2026
Image Credit: Liseberg

Latin America is also a compelling emerging growth market. A large population, growing domestic demand and relatively underdeveloped attractions infrastructure are creating opportunities for new investment for both local unique concepts and international brands and IPs. Brazil is seeing both expansion of established parks and development of new destination-scale projects.

Mature Markets are Reinventing Themselves

The story in established and developed markets is different, but no less interesting. North America, Europe and Japan are not relying solely on population growth or new geographic markets to generate additional attendance. Instead, operators are finding new ways to refresh mature destinations.

In Japan, major IP additions, premium experiences, digital technology and after-dark programming are creating new reasons to visit. European parks are increasingly combining attractions with hotels, water parks and seasonal events. In North America, Disney continues to invest across its established theme park resorts, while Universal has demonstrated the power of adding an entirely new gate to a mature destination and extending its brand in new markets with a children's focused theme park and indoor attractions.

Even portfolio management is becoming part of the growth strategy. The first full year following the Six Flags and Cedar Fair merger was marked by integration and selective capital allocation, with the combined company evaluating which properties should receive additional investment.

Museums are Part of the Same Story

The strongest museums are increasingly thinking about the visitor experience in much the same way that commercial attractions do with cross-industry learnings and insights. Major exhibitions, refreshed galleries, immersive environments, digital technology, merchandise and special programming are all being used to create reasons to visit.

The results can be significant. The National Museum of Korea reached approximately 6.5 million visitors, an increase of 68%, due in part to an increased interest in Korean culture and a successful merchandise program. The National Gallery in London grew 29.5% following the reopening of its transformed Sainsbury Wing and the introduction of a major new rehang. The Natural History Museum in London reached 7.1 million visitors after adding new and updated experiences.

Meanwhile, China's rapidly expanding museum sector is moving beyond simply adding institutions. Museums are increasingly incorporating immersive technology, AI, digital twins and mixed reality, while cultural merchandise and collaborations are helping extend the relationship with younger audiences beyond the museum visit.



Aqua Circo · Beach Park
Image Credit: Beach Park

Cruise Control

The expansion of the experience economy may be most visible at sea. In 2025, 37.2 million people took an ocean cruise. Today's ships feature water parks, roller coasters, go-kart tracks, immersive entertainment, themed dining and neighborhoods. Cruise lines are also investing heavily in private islands and land-side coastal destinations, many of which now include the same combination of attractions, dining, retail, wellness and premium experiences found at major theme park and water park resorts.

Cruise offers a particularly concentrated lesson in destination design: give guests a wide variety of experiences, keep them engaged for longer and create multiple opportunities for incremental spending and unique experiences.



GRAND PRIX EDventure · Europa-Park
Image Credit: Europa-Park

The Bigger Picture

Taken together, the 2025 data paints a picture of an evolving industry. The successful destination is increasingly an ecosystem, focused on the entire guest journey – from the first piece of marketing through the hotel stay, the anchor attractions, the restaurant and retail experiences and the decision to return.

For established operators, delivering a successful ecosystem means finding new ways to reinvigorate mature assets. For emerging markets, it creates an opportunity to leapfrog older development models. For designers, manufacturers, and creative firms, it means the demand for immersive experiences extends well beyond the traditional theme park. And for guests, it is resulting in more choices than ever and competition for available leisure time.

The Global Experience Index has always been about measuring which leading facilities people visit. Equally important is understanding why they go, what makes them stay, and how to make them return. The numbers in this year's Index tell a story of an industry innovating ways of doing exactly that.



Mission Bermudes, Futuroscope
Image Credit: JL AUDY, Geniusandco, Futuroscope, Images générées avec l'aide de l'IA

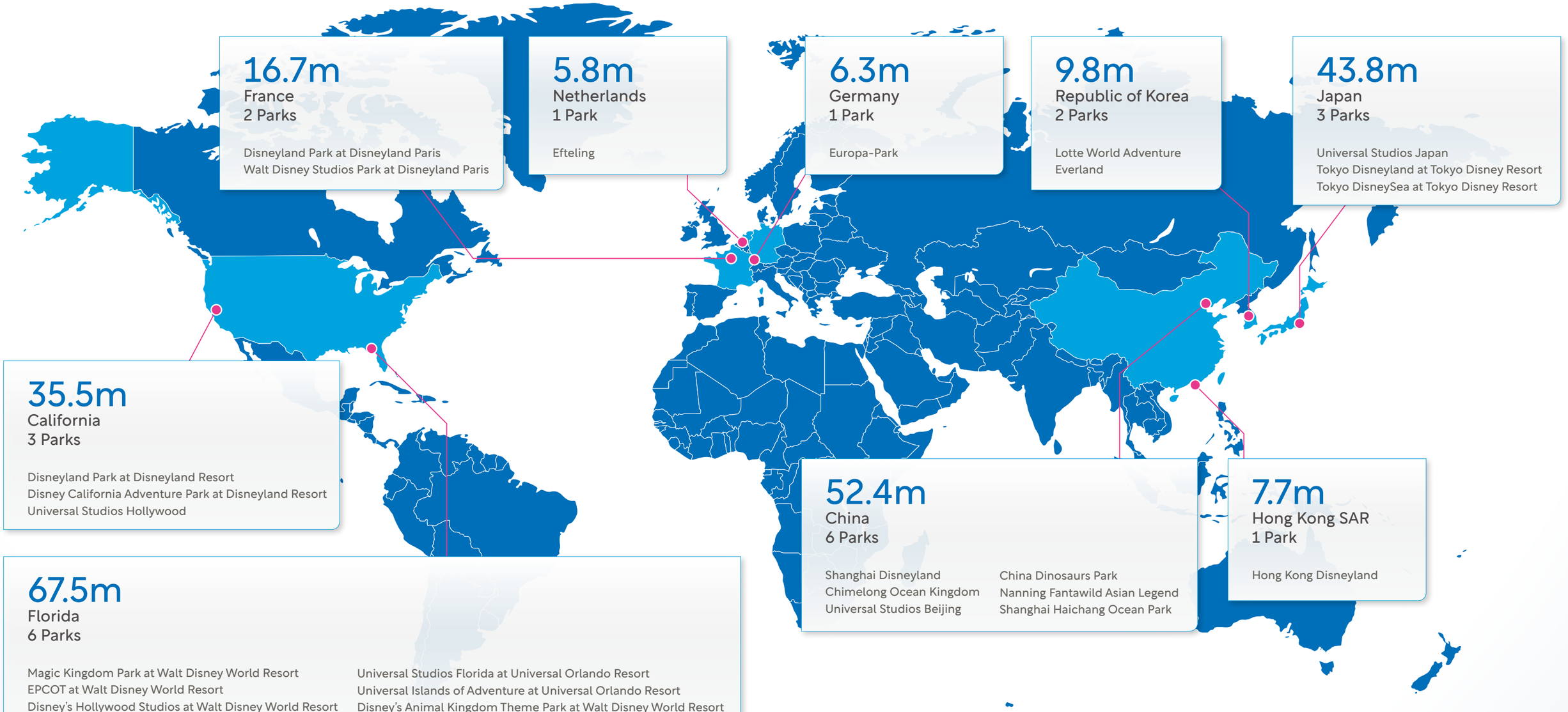
Top 25

Amusement/Theme Parks WORLDWIDE

-0.2%
Change 2024 to 2025

245.9m
Attendance 2024

245.4m
Attendance 2025



16.7m
France
2 Parks

Disneyland Park at Disneyland Paris
Walt Disney Studios Park at Disneyland Paris

5.8m
Netherlands
1 Park

Efteling

6.3m
Germany
1 Park

Europa-Park

9.8m
Republic of Korea
2 Parks

Lotte World Adventure
Everland

43.8m
Japan
3 Parks

Universal Studios Japan
Tokyo Disneyland at Tokyo Disney Resort
Tokyo DisneySea at Tokyo Disney Resort

35.5m
California
3 Parks

Disneyland Park at Disneyland Resort
Disney California Adventure Park at Disneyland Resort
Universal Studios Hollywood

67.5m
Florida
6 Parks

Magic Kingdom Park at Walt Disney World Resort
EPCOT at Walt Disney World Resort
Disney's Hollywood Studios at Walt Disney World Resort
Universal Studios Florida at Universal Orlando Resort
Universal Islands of Adventure at Universal Orlando Resort
Disney's Animal Kingdom Theme Park at Walt Disney World Resort

52.4m
China
6 Parks

Shanghai Disneyland
Chimelong Ocean Kingdom
Universal Studios Beijing
China Dinosaurs Park
Nanning Fantawild Asian Legend
Shanghai Haichang Ocean Park

7.7m
Hong Kong SAR
1 Park

Hong Kong Disneyland

Map markers are approximate. Where a country or state has one amusement/theme park on the list, the marker shows the park's location. Where it has more than one, the marker is placed at the country or state capital.

Amusement/Theme Parks
Worldwide

2025 RANKING

RANK	PARK / LOCATION	% CHANGE 2024 to 2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Magic Kingdom Park at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-0.2%	**17,800,000**	17,836,000
2	**Disneyland Park at Disneyland Resort** Anaheim, CA, U.S.	0.4%	**17,406,000**	17,337,000
3	**Universal Studios Japan** Osaka, Japan	0.2%	**16,040,000**	16,000,000
4	**Tokyo Disneyland at Tokyo Disney Resort** Urayasu, Japan	0.6%	**15,200,000**	15,104,000
5	**Shanghai Disneyland** Shanghai, China	2.0%	**14,994,000**	14,700,000
6	**Chimelong Ocean Kingdom** Hengqin, China	0.3%	**12,666,000**	12,628,000
7	**Tokyo DisneySea at Tokyo Disney Resort** Urayasu, Japan	1.3%	**12,600,000**	12,441,000
8	**EPCOT at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-0.2%	**12,109,000**	12,133,000
9	**Disneyland Park at Disneyland Paris** Marne-La-Vallée, France	5.7%	**10,800,000**	10,214,000
10	**Disney's Hollywood Studios at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-0.2%	**10,312,000**	10,333,000
11	**Disney California Adventure Park at Disneyland Resort** Anaheim, CA, U.S.	0.4%	**10,090,000**	10,050,000
12	**Universal Studios Beijing** Beijing, China	0.3%	**9,804,000**	9,775,000
13	**Universal Studios Florida at Universal Orlando Resort** Orlando, FL, U.S.	-2.1%	**9,300,000**	9,500,000

Amusement/Theme Parks
Worldwide

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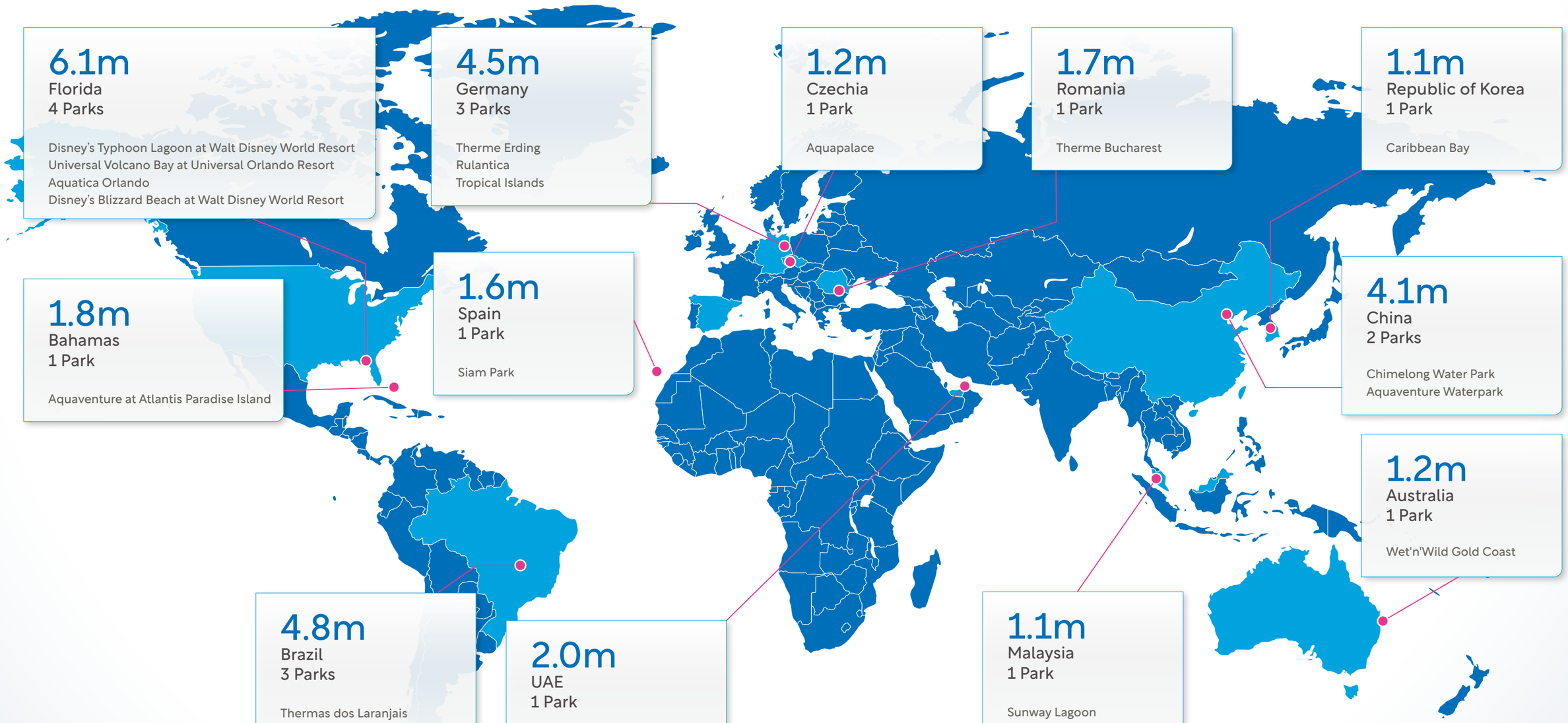
RANK	PARK / LOCATION	% CHANGE 2024 to 2025	ATTENDANCE 2025	ATTENDANCE 2024
14	**Universal Islands of Adventure at Universal Orlando Resort** Orlando, FL, U.S.	-2.6%	**9,200,000**	9,450,000
15	**Disney's Animal Kingdom Theme Park at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-0.2%	**8,782,000**	8,800,000
16	**Universal Studios Hollywood** Universal City, CA, U.S.	-8.0%	**8,000,000**	8,700,000
17	**Hong Kong Disneyland** Hong Kong SAR, China	-3.0%	**7,700,000**	7,936,000
18	**Europa-Park** Rust, Germany	0.8%	**6,250,000**	6,200,000
19	**Walt Disney Studios Park at Disneyland Paris** Marne-La-Vallée, France	5.7%	**5,919,000**	5,598,000
20	**Efteling** Kaatsheuvel, Netherlands	3.2%	**5,780,000**	5,600,000
21	**China Dinosaurs Park** Changzhou, China	4.3%	**5,610,000**	5,380,000
22	**Lotte World Adventure** Seoul, Republic of Korea	-4.6%	**5,055,000**	5,300,000
23	**Everland** Yongin, Republic of Korea	-15.6%	**4,727,000**	5,598,000
24	**Nanning Fantawild Asian Legend** Nanning, China	1.2%	**4,657,000**	4,601,000
25	**Shanghai Haichang Ocean Park** Shanghai, China	-1.8%	**4,645,000**	4,730,000
	TOTAL	**-0.2%**	**245,448,000**	**245,945,000**

Top 20 WATER PARKS WORLDWIDE

1.7%
Change 2024 to 2025

30.6m
Attendance 2024

31.2m
Attendance 2025



6.1m
Florida
4 Parks

Disney's Typhoon Lagoon at Walt Disney World Resort
Universal Volcano Bay at Universal Orlando Resort
Aquatica Orlando
Disney's Blizzard Beach at Walt Disney World Resort

4.5m
Germany
3 Parks

Therme Erding
Rulantica
Tropical Islands

1.2m
Czechia
1 Park

Aquapalace

1.7m
Romania
1 Park

Therme Bucharest

1.1m
Republic of Korea
1 Park

Caribbean Bay

1.8m
Bahamas
1 Park

Aquaventure at Atlantis Paradise Island

1.6m
Spain
1 Park

Siam Park

4.1m
China
2 Parks

Chimelong Water Park
Aquaventure Waterpark

1.2m
Australia
1 Park

Wet'n'Wild Gold Coast

4.8m
Brazil
3 Parks

Thermas dos Laranjais
Hot Park Rio Quente
Hot Beach

2.0m
UAE
1 Park

Aquaventure World

1.1m
Malaysia
1 Park

Sunway Lagoon

Map markers are approximate. Where a country or state has one water park on the list, the marker shows the park's location. Where it has more than one, the marker is placed at the country or state capital.

Water Parks
Worldwide

2025 RANKING

RANK	PARK / LOCATION	% CHANGE 2024 to 2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Chimelong Water Park** Guangzhou, China	-8.8%	**2,563,000**	2,810,000
2	**Aquaventure World** Dubai, UAE	0.0%	**2,000,000**	2,000,000
3	**Thermas dos Laranjais** Olímpia, Brazil	5.4%	**1,950,000**	1,850,000
3	**Therme Erding** Erding, Germany	2.1%	**1,950,000**	1,910,000
5	**Aquaventure at Atlantis Paradise Island** Nassau, Bahamas	0.0%	**1,790,000**	1,790,000
6	**Disney's Typhoon Lagoon at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-3.0%	**1,762,000**	1,817,000
7	**Therme Bucharest** Balotești, Romania	5.6%	**1,700,000**	1,610,000
8	**Universal Volcano Bay at Universal Orlando Resort** Orlando, FL, U.S.	-3.0%	**1,600,000**	1,650,000
8	**Siam Park** Costa Adeje, Tenerife, Spain	4.9%	**1,600,000**	1,525,000
10	**Aquaventure Waterpark** Sanya, China	-6.1%	**1,550,000**	1,650,000

Water Parks
Worldwide

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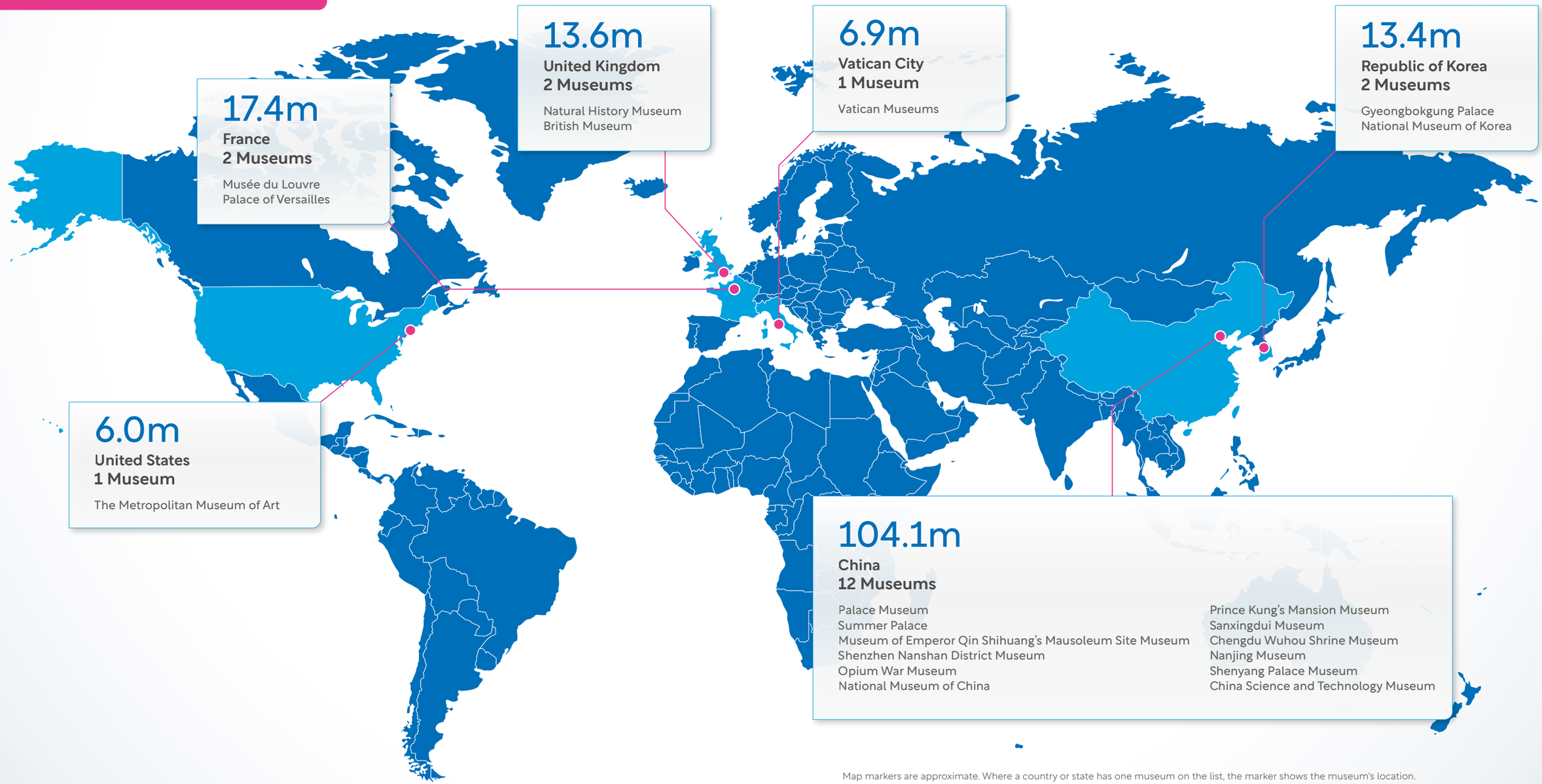
RANK	PARK / LOCATION	% CHANGE 2024 to 2025	ATTENDANCE 2025	ATTENDANCE 2024
11	**Hot Park Rio Quente** Rio Quente, Brazil	3.4%	**1,475,000**	1,427,000
12	**Aquatica Orlando** Orlando, FL, U.S.	-2.4%	**1,400,000**	1,435,000
13	**Disney's Blizzard Beach at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	50.5%	**1,350,000**	897,000
14	**Hot Beach** Olímpia, Brazil	19.1%	**1,336,000**	1,122,000
15	**Rulantica** Rust, Germany	4.1%	**1,280,000**	1,230,000
16	**Tropical Islands** Krausnick, Germany	0.0%	**1,250,000**	1,250,000
17	**Aquapalace** Čestlice, Czechia	5.0%	**1,198,000**	1,141,000
18	**Wet'n'Wild Gold Coast** Gold Coast, Australia	10.0%	**1,156,000**	1,051,000
19	**Caribbean Bay** Yongin, Republic of Korea	-2.1%	**1,127,000**	1,151,000
20	**Sunway Lagoon** Subang Jaya, Malaysia	-14.3%	**1,100,000**	1,300,000
	TOTAL	**1.7%**	**31,151,000**	**30,615,000**

Top 20
MUSEUMS WORLDWIDE

5.4%
Change 2024 to 2025

153.2m
Attendance 2024

161.4m
Attendance 2025



17.4m
France
2 Museums
Musée du Louvre
Palace of Versailles

13.6m
United Kingdom
2 Museums
Natural History Museum
British Museum

6.9m
Vatican City
1 Museum
Vatican Museums

13.4m
Republic of Korea
2 Museums
Gyeongbokgung Palace
National Museum of Korea

6.0m
United States
1 Museum
The Metropolitan Museum of Art

104.1m
China
12 Museums

Palace Museum
Summer Palace
Museum of Emperor Qin Shihuang's Mausoleum Site Museum
Shenzhen Nanshan District Museum
Opium War Museum
National Museum of China
Prince Kung's Mansion Museum
Sanxingdui Museum
Chengdu Wuhou Shrine Museum
Nanjing Museum
Shenyang Palace Museum
China Science and Technology Museum

Map markers are approximate. Where a country or state has one museum on the list, the marker shows the museum's location. Where it has more than one, the marker is placed at the country or state capital.

Museums
Worldwide

2025 RANKING

RANK	MUSEUM / LOCATION	% CHANGE 2024 to 2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Palace Museum** Beijing, China	11.8%	**19,000,000**	17,000,000
2	**Summer Palace** Beijing, China	2.0%	**17,381,000**	17,040,000
3	**Museum of Emperor Qin Shihuang's Mausoleum Site Museum** Xi'an, China	-5.5%	**10,970,000**	11,610,000
4	**Musée du Louvre** Paris, France	3.5%	**9,046,000**	8,737,000
5	**Palace of Versailles** Versailles, France	0.5%	**8,400,000**	8,354,000
6	**Shenzhen Nanshan District Museum** Shenzhen, China	9.6%	**7,455,000**	6,805,000
7	**Natural History Museum** London, U.K.	12.9%	**7,117,000**	6,302,000
8	**Vatican Museums** Vatican City	1.6%	**6,934,000**	6,825,000
9	**Opium War Museum** Dongguan, China	-4.0%	**6,929,000**	7,221,000
10	**National Museum of China** Beijing, China	-0.8%	**6,900,000**	6,957,000

Museums
Worldwide

CONTINUED

RANK	MUSEUM / LOCATION	% CHANGE 2024 to 2025	ATTENDANCE 2025	ATTENDANCE 2024
11	**Gyeongbokgung Palace** Seoul, Republic of Korea	6.9%	**6,887,000**	6,444,000
12	**National Museum of Korea** Seoul, Republic of Korea	68.3%	**6,507,000**	3,866,000
13	**British Museum** London, U.K.	-0.6%	**6,440,000**	6,480,000
14	**Prince Kung's Mansion Museum** Beijing, China	2.0%	**6,120,000**	6,000,000
15	**Sanxingdui Museum** Guanghan, China	1.4%	**6,080,000**	5,994,000
16	**Chengdu Wuhou Shrine Museum** Chengdu, China	9.6%	**6,030,000**	5,502,000
17	**The Metropolitan Museum of Art** New York, NY, U.S.	4.5%	**5,984,000**	5,727,000
18	**Nanjing Museum** Nanjing, China	3.2%	**5,860,000**	5,680,000
19	**Shenyang Palace Museum** Shenyang, China	12.0%	**5,852,000**	5,223,000
20	**China Science and Technology Museum** Beijing, China	2.0%	**5,530,000**	5,421,000
	TOTAL	5.4%	**161,422,000**	**153,188,000**

Amusement/Theme Parks Groups

Worldwide

RANK	OPERATOR	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	Disney Experiences	1.1%	146,853,000	145,196,000
2	Fantawild Group	-2.5%	85,016,000	87,168,000
3	Universal Destinations & Experiences	5.4%	62,138,000	58,975,000
4	Merlin Entertainments	-3.7%	60,500,000	62,800,000
5	Six Flags Entertainment Corporation	-5.8%	47,388,000	50,300,000
6	Chimelong Group	2.6%	40,393,000	39,370,000
7	Overseas Chinese Town (OCT Group)	-4.2%	39,360,000	41,100,000
8	Haichang Group	0.6%	22,723,000	22,593,863
9	United Parks & Resorts	-7.6%	21,200,000	22,594,000
10	Herschend*	N/A	20,000,000	N/A
	TOTAL	**2.8%**	**545,543,000**	**530,450,000**

* New entrant to the list in 2025.



Rapterra is a launched wing coaster that opened in 2025 at Kings Dominion, part of the Six Flags family of parks.
Image Credit: Kings Dominion

The AMERICAS

Celestial Park at Universal Epic Universe
Image Credit: Universal Destinations & Experiences



Attendance Holds Steady as the Development Landscape Evolves

From a big-picture attendance standpoint, the North American theme park market changed little in 2025, but the development landscape continued to evolve. Across the region, operators continued shifting their focus toward revenue optimization, targeted reinvestment and portfolio management. The top 20 North American parks recorded 143 million visits, an increase of 1.5%, driven largely by the opening of Universal Epic Universe with an assist from an exceptionally good year at Dollywood. Latin America, meanwhile, delivered strong attendance growth.

143.1m

Top 20 amusement/theme parks in North America attendance 2025

141.0m

Top 20 amusement/theme parks in North America attendance 2024

> **Epic Universe recorded 4 million visits during its partial first year, likely setting up a list going forward where the top 10 North American theme parks are all owned by Universal or Disney.**

Florida remained the center of the U.S. theme park industry, with nine leading parks accounting for 79.6 million visits. California ranked second, with six parks recording 47 million visits. The two states continue to benefit from established tourism infrastructure, the presence of Disney and Universal destination resorts, large populations of nearby residents (particularly in Southern California), and year-round operating seasons.

The headline development of 2025 was the opening of Epic Universe on May 22 – the first mega theme park to be built in Orlando in more than 25 years. The fourth gate at Universal Orlando Resort added a major new destination-scale park to an already highly developed market. Epic Universe recorded 4 million visits during its partial first year, ranking it thirteenth in North America and likely setting up a list going forward where the top 10 North American theme parks are all owned by Universal or Disney.

The opening illustrates both the strength and the increasingly competitive nature of the Orlando market. Even though the seven established Orlando theme parks on our list all dropped slightly in attendance, Epic Universe appears to have created a net increase for Universal and helped generate an overall 4.3% increase in combined attendance for Central Florida's leading theme parks. This outperformed the 1.8% increase in tourists Visit Orlando reported for 2025.

While domestic tourism remained strong in Florida as well as in other parts of the country, international visitation proved more challenging. Travel from Canada softened dramatically amid tariff and trade tensions, along with a weaker Canadian dollar. Still, the drop in international traffic was balanced by higher per-capita spending and more disciplined capital allocation. Many operators have shifted focus to driving revenue through hotel stays, premium experiences, food and beverage, season passes, and special events rather than relying solely on higher gate attendance.

Universal Destinations & Experiences

Universal's 2025 story was dominated by Epic Universe. The park opened with five major themed areas: Celestial Park, SUPER NINTENDO WORLD(TM), The Wizarding World of Harry Potter(TM) – Ministry of Magic(TM), How to Train Your Dragon – Isle of Berk, and Dark Universe.

Though Epic Universe ranked below Universal's two legacy Orlando parks in its first partial year, the opening materially changed the competitive landscape. Universal Studios Florida recorded 9.3 million visits (-2.1%) and Islands of Adventure had 9.2 million (-2.6%), but Epic Universe helped net an additional 3.5 million turnstile clicks overall for the Universal Orlando Resort.

The numbers suggest that the new gate is already functioning as part of a broader resort strategy rather than simply adding another park to the market. Epic Universe gives Universal a larger destination footprint, a bigger sphere of influence in the market, and more opportunities to capture spending across multi-day tickets, hotels, food and beverage and other resort experiences.



Peppa Pig Theme Park Texas
Image Credit: Merlin Entertainments

Universal's broader expansion strategy also continued beyond Orlando and the traditional theme park model with the all-indoor Universal Horror Unleashed at AREA15 in Las Vegas (2025) and the development of Universal Kids Resort in Texas (2026), the latter targeting the younger family market and regional residents.

Disney Experiences

Disney retains the top two positions on the North American attendance list, with Magic Kingdom welcoming 17.8 million visitors and Disneyland receiving 17.4 million. Across its California and Florida resorts, Disney represents six out of the 10 most attended parks in North America, demonstrating the long-term strength of the destination model. Attendance at the domestic parks was essentially flat for the year, while the segment reported record operating income.

Disney is maintaining healthy attendance while growing capacity, expanding the portfolio, and driving guest spending through continued investment. That includes focusing on food and beverage, merchandise, premium experiences, resort stays as well as expansion of Disney Cruise Line.

The broader Disney portfolio also illustrates the importance of reinvestment in established parks. Rather than relying on a single major new attraction to generate attendance growth, the company continues to refresh individual parks and add new lands and experiences within mature destinations.

Six Flags Entertainment Corporation

2025 was the first full year of operations following the merger of Six Flags and Cedar Fair, creating the largest regional amusement park operator in North America. The year focused heavily on integration, portfolio management and capital allocation rather than major expansion. All of the company's parks on the list saw attendance declines and (except for Canada's Wonderland) downward movement in the rankings. Weather was a significant factor, with prolonged rain, severe storms and extreme temperatures affecting operations and attendance in several regions. Reduced operating schedules in some markets also weighed on results. Six Flags Great America dropped off the list in 2025, displaced in part by the arrival of Epic Universe.

Throughout the year, the combined company continued evaluating its properties, including closures and land sales, while directing investment toward parks with stronger long-term potential. In 2026, the company agreed to sell off seven parks from its portfolio to EPR Properties.

The changes at Six Flags reflect a broader shift in the North American market. As the industry moves further beyond the post-pandemic recovery period, operators are becoming more selective about where they deploy capital. Maintaining a large portfolio is increasingly less important than improving the performance of the strongest individual properties.

North American Water Parks

North American water park attendance was essentially unchanged in 2025. The Top 20 recorded 14 million visits, an increase of 0.4% from 2024.

> **Maintaining a large portfolio is increasingly less important than improving the performance of the strongest individual properties.**

Orlando remained the dominant water park market, with four of the five highest-attended properties in North America. Disney's Typhoon Lagoon led with approximately 1.8 million visitors, followed by Universal Volcano Bay at 1.6 million and Aquatica Orlando at 1.4 million.

Disney's Blizzard Beach produced the largest increase among the leading parks, growing from 897,000 visitors in 2024 to 1.35 million in 2025. The increase reflects the return of both Disney water parks to regular seasonal operation after alternating schedules during the pandemic recovery period.

While attendance was stable, investment in the sector continued. Several operators focused on family-oriented attractions rather than simply adding larger thrill slides. Water Country USA introduced High Tide Harbor, a multi-level interactive water-play area with more than 100 water elements. Hurricane Harbor Arlington added Splash Island, a 58,000-square-foot family water-play area with 17 slides and 110 interactive features.

The development of indoor water park resorts was another significant trend. Great Wolf Lodge Mashantucket and OKANA Resort & Indoor Waterpark both opened in 2025, demonstrating how aquatic attractions can be integrated with hotels, food and beverage, retail, family entertainment and other amenities.

These projects also provide a way to reduce the effects of seasonal weather. Indoor water parks can operate throughout the year and serve local residents as well as weekend travelers, making them particularly attractive in markets where a traditional outdoor water park has a limited operating season.

14.0m

Top 20 water parks in North America attendance 2025

14.0m

Top 20 water parks in North America attendance 2024



Surreal · Beach Park
Image Credit: Beach Park

Operators are also looking for ways to generate additional value from existing water park assets. Aquatica Orlando introduced Illuminate, a separately ticketed lantern festival that transforms the water park into a walk-through nighttime experience after the traditional water attractions close. The approach created a new seasonal product without requiring another major ride investment.

Latin America

Latin America's theme parks and water parks showed stronger momentum in 2025, supported by continued investment in new attractions, themed areas, accommodations and other capacity-enhancing improvements. The region's theme park top 10 grew 8.5%, with eight of the 10 parks increasing attendance. This follows a more mixed 2024, when several major parks declined and the market appeared to be moderating after the strong post-pandemic rebound.

Growth is being supported by rising domestic leisure demand, recovering tourism and a relatively underdeveloped attractions landscape. Operators are increasingly investing not only in rides and attractions, but also in branded experiences, hotels and destination infrastructure. Several leading operators have announced investment programs ranging from approximately $50 million to $400 million over the coming years, suggesting increasing confidence in the region's long-term demand.

Colombia continued to post gains within the region. The country surpassed 10 million international visitors for the first time in 2025, and Parque Mundo Aventura and Parque del Café each grew 3.5%. On the water park front, Colombia's Hacienda Nápoles and Piscilago saw 9.5% and 5.7% bumps, respectively.

Brazil remains the region's leading market, with Beto Carrero World increasing attendance 16% to approximately 2.9 million visits in 2025. The park is entering a new phase of development that combines continued attraction investment with a growing emphasis on intellectual property. Recent additions have included IP-based experiences such as Trolls (DreamWorks) and NERF (Hasbro), while an announced R$2 billion ($392 million) investment program calls for new themed lands and an on-site hotel. The combination is intended to increase both repeat visitation and length of stay while strengthening Beto Carrero's position as a destination rather than primarily a day-trip attraction.

Hopi Hari also entered a new phase following its acquisition by Brooklyn International Group. The new owner plans to invest approximately R$280 million ($55 million) through 2028 in new attractions, rides and experiences designed to encourage repeat visitation.

The next generation of Brazilian theme park development is also taking shape. Construction is advancing on Cacau Park in Itu, approximately 100 kilometers west of São Paulo. Developed by Cacau Show, Brazil's largest chocolate company, the park is scheduled to open in 2027 following an investment of more than €300 million ($344 million). Multiple themed lands, including Foresta Cacau, Villa Lacreme, Aventura Maya and Universo Dreams, will use chocolate as a unifying element across indoor and outdoor attractions.

Brazil's water parks are similarly investing for long-term growth. Beach Park opened Surreal, the world's tallest Master Blaster water coaster, in March 2025. Thermas dos Laranjais is in the midst of its largest expansion cycle, with a 15-year master plan and more than R$300 million ($59 million) in planned investment, including a new R$60 million ($12 million) water slide scheduled for 2026.

Hot Beach is also expanding its Olímpia destination, with more than R$530 million ($103 million) in planned investment through 2031. The program includes additional water park development, timeshare accommodations and other ventures, further demonstrating the growing emphasis on integrated leisure destinations.

The breadth of these projects suggests that Latin America's growth is increasingly being driven by a combination of stronger existing parks and new destination development. Established operators are adding IP, hotels and higher-capacity attractions, while new entrants are bringing locally developed brands and business models into the market.

> **Latin America's growth is increasingly being driven by a combination of stronger existing parks and new destination development.**

This investment is taking place against a relatively favorable long-term backdrop. Latin America has a large population and a growing domestic middle class with increasing demand for leisure, while its attraction infrastructure remains less developed than in North America, Europe and parts of Asia. As operators continue to add capacity and improve the quality and breadth of their offerings, the region appears positioned to capture a larger share of local and international tourism spending.

14.1m

Top 10 amusement / theme parks in Latin America attendance 2025

13.5m

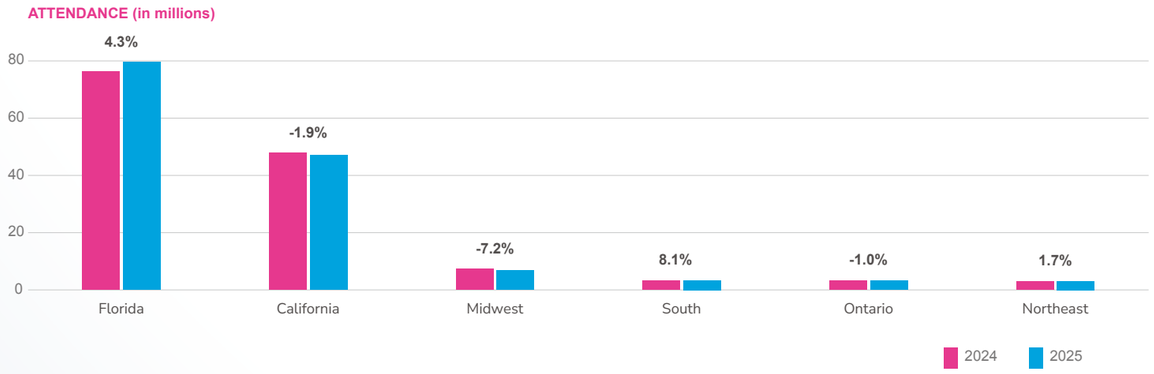
Top 10 amusement / theme parks in Latin America attendance 2024



Vila Viking · Magic City
Image Credit: Magic City

Amusement/Theme Parks
North America

RANK	PARK / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Magic Kingdom Park at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-0.2%	17,800,000	17,836,000
2	**Disneyland Park at Disneyland Resort** Anaheim, CA, U.S.	0.4%	17,406,000	17,337,000
3	**EPCOT at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-0.2%	12,109,000	12,133,000
4	**Disney's Hollywood Studios at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-0.2%	10,312,000	10,333,000
5	**Disney California Adventure Park at Disneyland Resort** Anaheim, CA, U.S.	0.4%	10,090,000	10,050,000
6	**Universal Studios Florida at Universal Orlando Resort** Orlando, FL, U.S.	-2.1%	9,300,000	9,500,000
7	**Universal Islands of Adventure at Universal Orlando Resort** Orlando, FL, U.S.	-2.6%	9,200,000	9,450,000
8	**Disney's Animal Kingdom Theme Park at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-0.2%	8,782,000	8,800,000
9	**Universal Studios Hollywood** Universal City, CA, U.S.	-8.0%	8,000,000	8,700,000
10	**SeaWorld Orlando** Orlando, FL, U.S.	-0.3%	4,335,000	4,347,000
11	**Knott's Berry Farm** Buena Park, CA, U.S.	-4.2%	4,315,000	4,503,000
12	**SeaWorld San Diego** San Diego, CA, U.S.	-0.2%	4,015,000	4,022,000
13	**Universal Epic Universe at Universal Orlando Resort** Orlando, FL, U.S.	New	4,000,000	N/A
14	**Busch Gardens Tampa Bay** Tampa, FL, U.S.	-4.4%	3,800,000	3,975,000
15	**Cedar Point** Sandusky, OH, U.S.	-7.5%	3,497,000	3,780,000
16	**Dollywood** Pigeon Forge, TN, U.S.	8.1%	3,400,000	3,144,000
17	**Canada's Wonderland** Vaughan, Ontario, Canada	-1.0%	3,232,000	3,264,000
18	**Kings Island** Mason, OH, U.S.	-6.9%	3,226,000	3,465,000
19	**Six Flags Magic Mountain** Valencia, CA, U.S.	-4.0%	3,184,000	3,317,000
20	**Hersheypark** Hershey, PA, U.S.	1.7%	3,050,000	3,000,000
	TOTAL	1.5%	143,055,000	140,956,000



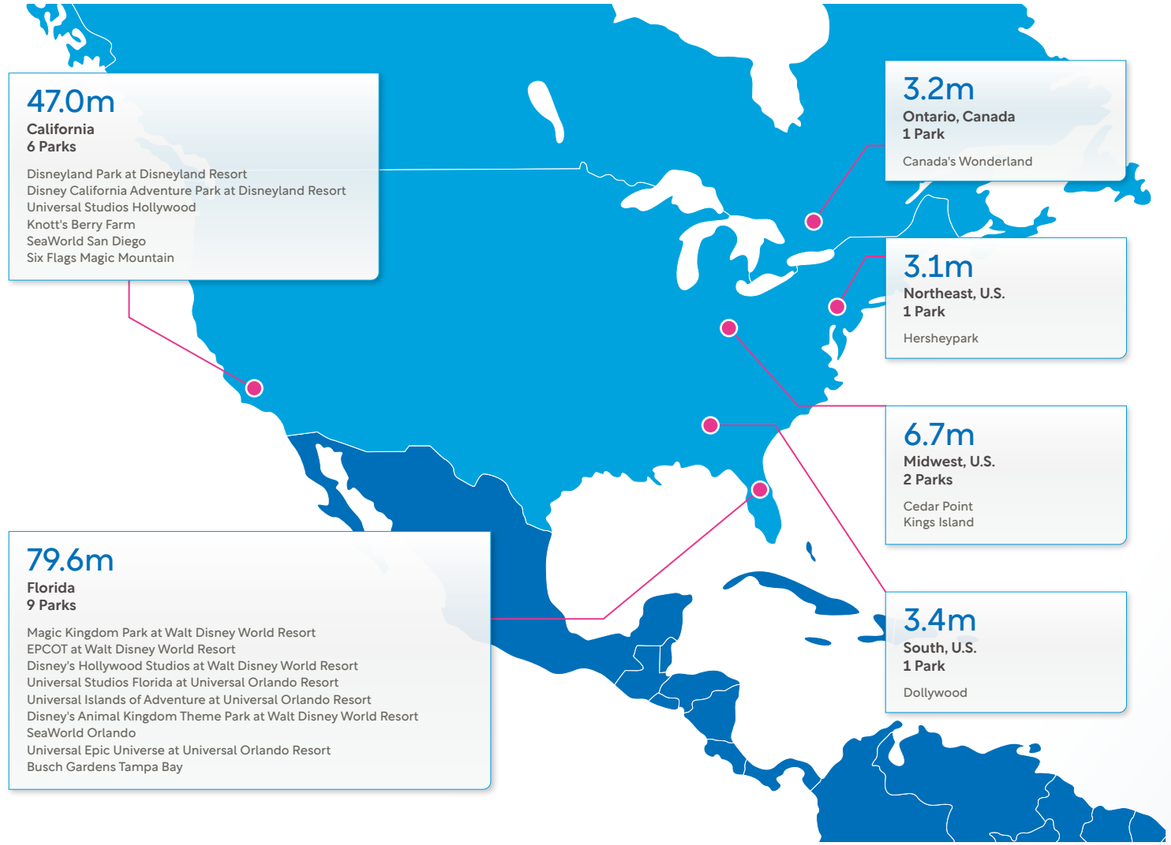
TOP 20 | Amusement/Theme Parks

North America

143.1m
2025 attendance

141.0m
2024 attendance

1.5%
Attendance change
2024 to 2025



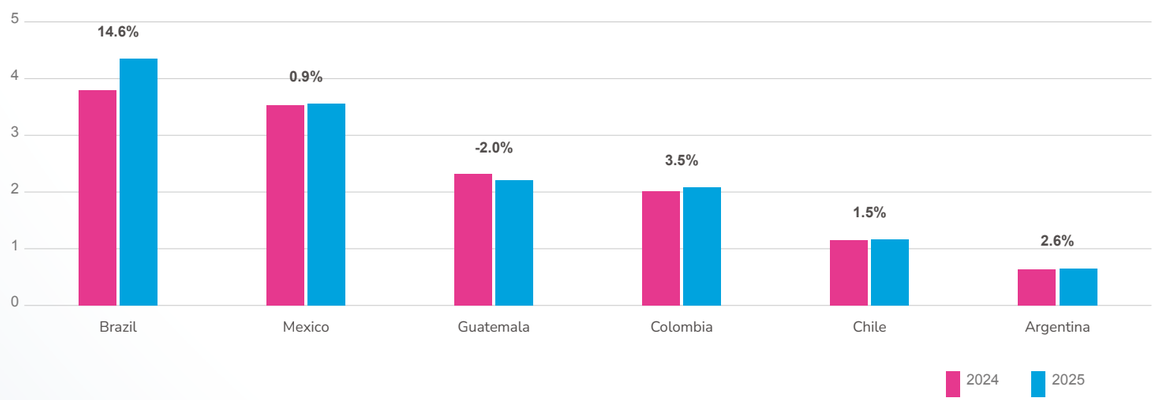
Map markers are approximate.

Amusement/Theme Parks

Latin America & the Caribbean

RANK	PARK / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Beto Carrero World** Penha, Brazil	16.0%	2,900,000	2,500,000
2	**Six Flags Mexico** Mexico City, Mexico	1.5%	2,082,000	2,051,000
3	**Parque Xcaret** Playa del Carmen, Mexico	0.0%	1,470,000	1,470,000
4	**Hopi Hari** Vinhedo, Brazil	11.9%	1,450,000	1,295,000
5	**Mundo Petapa** Guatemala City, Guatemala	-2.0%	1,441,000	1,470,000
6	**Parque Mundo Aventura** Bogotá, Colombia	3.5%	1,171,000	1,131,000
7	**Fantasilandia** Santiago, Chile	1.5%	1,167,000	1,150,000
8	**Parque del Café** Montenegro, Colombia	3.5%	905,000	875,000
9	**Xetulul** San Martín Zapotitlán, Guatemala	-2.0%	865,000	883,000
10	**Parque de la Costa** Buenos Aires, Argentina	2.6%	655,000	639,000
	TOTAL	4.8%	14,106,000	13,464,000

ATTENDANCE (in millions)



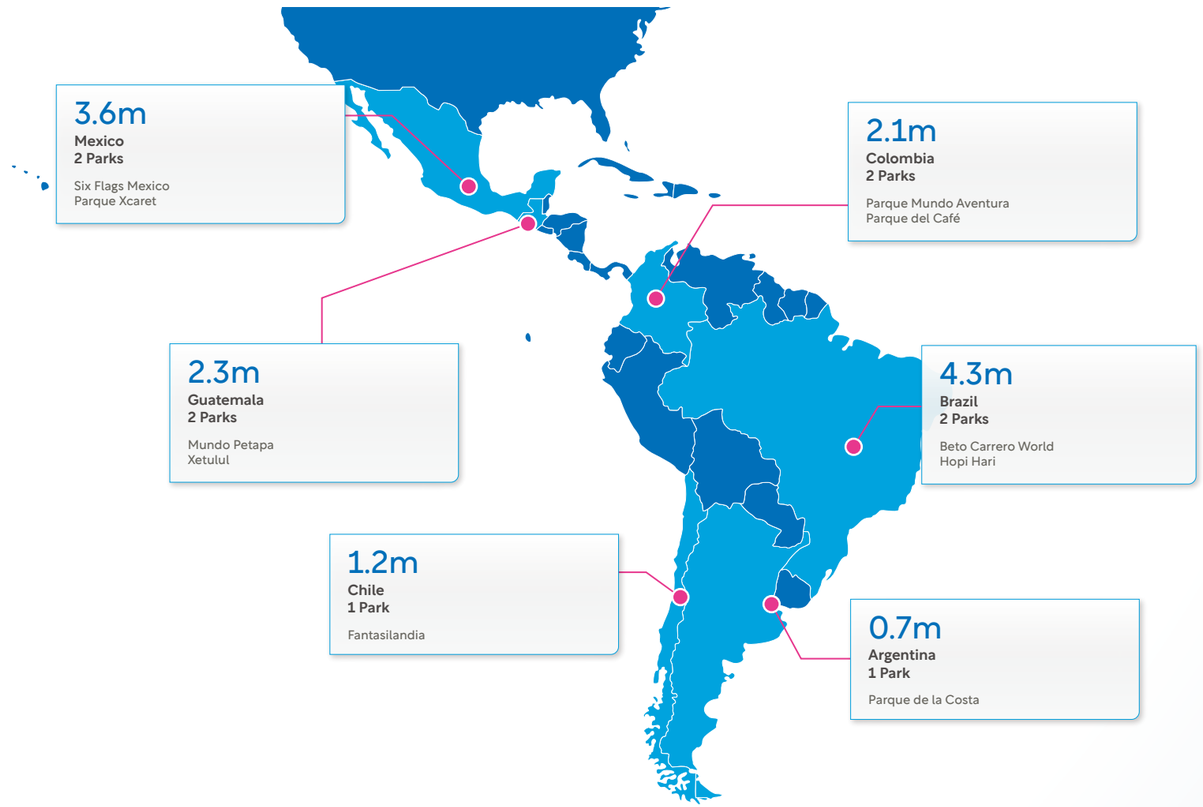
TOP 10 | Amusement/Theme Parks

Latin America & the Caribbean

14.1m
2025 attendance

13.5m
2024 attendance

4.8%
Attendance change
2024 to 2025

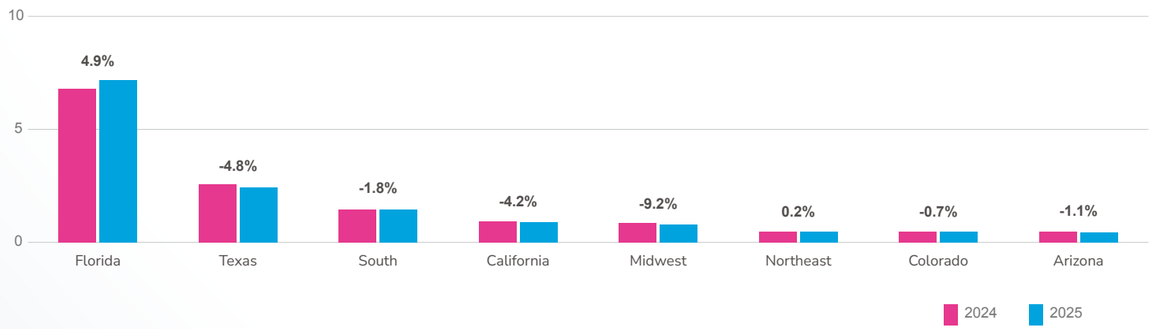


Map markers are approximate.

Water Parks
North America

RANK	PARK / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Disney's Typhoon Lagoon at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	-3.0%	1,762,000	1,817,000
2	**Universal Volcano Bay at Universal Orlando Resort** Orlando, FL, U.S.	-3.0%	1,600,000	1,650,000
3	**Aquatica Orlando** Orlando, FL, U.S.	-2.4%	1,400,000	1,435,000
4	**Disney's Blizzard Beach at Walt Disney World Resort** Lake Buena Vista, FL, U.S.	50.5%	1,350,000	897,000
5	**Schlitterbahn Waterpark & Resort New Braunfels** New Braunfels, TX, U.S.	-8.6%	840,000	919,000
6	**Water Country USA** Williamsburg, VA, U.S.	-3.1%	707,000	730,000
7	**Aquatica San Antonio** San Antonio, TX, U.S.	1.2%	660,000	652,000
8	**Adventure Island** Tampa, FL, U.S.	-2.1%	620,000	633,000
9	**Six Flags Hurricane Harbor Arlington** Arlington, TX, U.S.	0.5%	471,000	469,000
10	**Six Flags Hurricane Harbor New Jersey** Jackson, NJ, U.S.	0.2%	465,000	464,000
11	**Knott's Soak City** Buena Park, CA, U.S.	-4.5%	465,000	487,000
12	**Schlitterbahn Waterpark Galveston** Galveston, TX, U.S.	-10.5%	458,000	512,000
13	**Water World** Federal Heights, CO, U.S.	-0.7%	453,000	456,000
14	**Six Flags Hurricane Harbor Phoenix** Glendale, AZ, U.S.	-1.1%	452,000	457,000
15	**Six Flags Hurricane Harbor Los Angeles** Valencia, CA, U.S.	-3.9%	430,000	447,000
16	**Discovery Cove** Orlando, FL, U.S.	9.2%	403,000	369,000
17	**Zoombezi Bay** Powell, OH, U.S.	-10.2%	395,000	440,000
18	**Dollywood's Splash Country** Pigeon Forge, TN, U.S.	4.0%	390,000	375,000
19	**Cedar Point Shores** Sandusky, OH, U.S.	-8.0%	377,000	410,000
20	**Six Flags White Water** Marietta, GA, U.S.	-5.0%	338,000	356,000
	TOTAL	0.4%	14,035,000	13,975,000

ATTENDANCE (in millions)



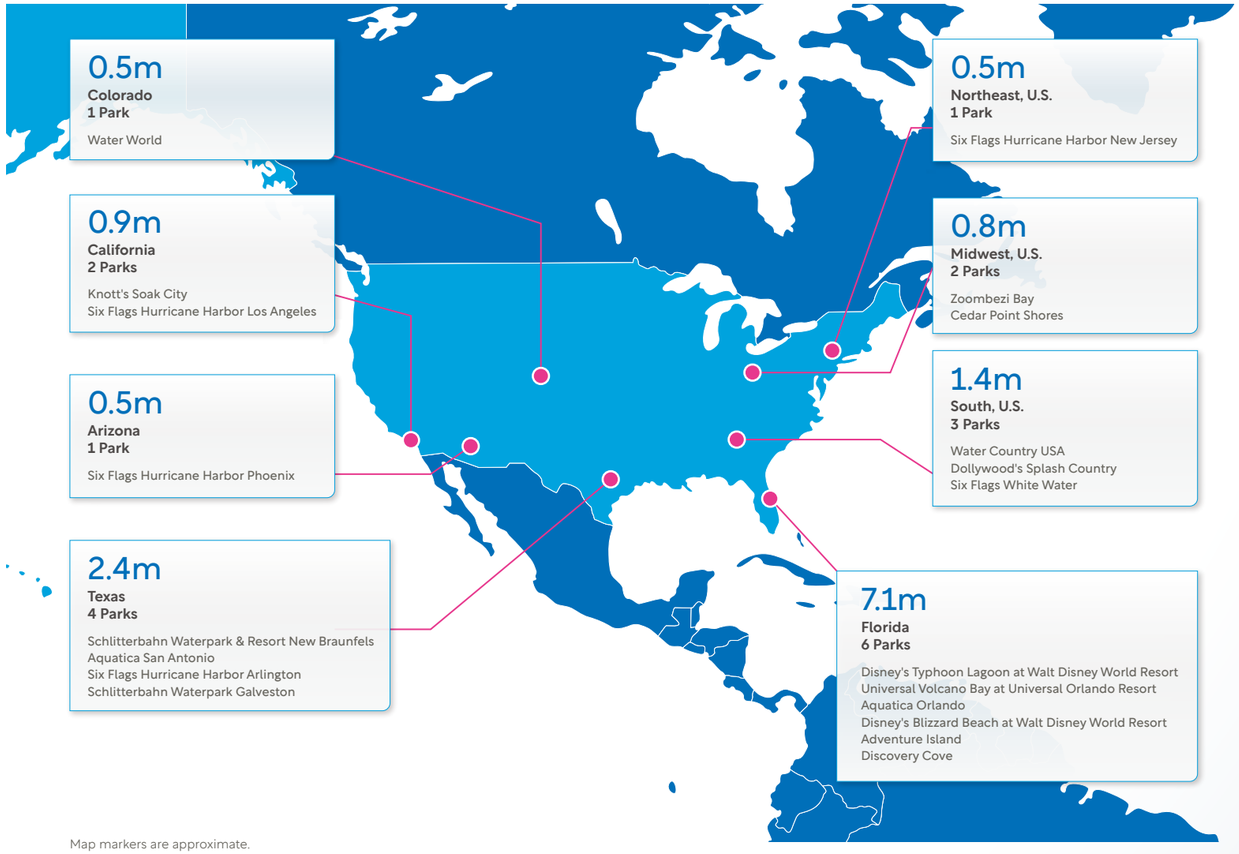
TOP 20 | WATER PARKS

North America

14.0m
2025 attendance

14.0m
2024 attendance

0.4%
Attendance change
2024 to 2025



Map markers are approximate.

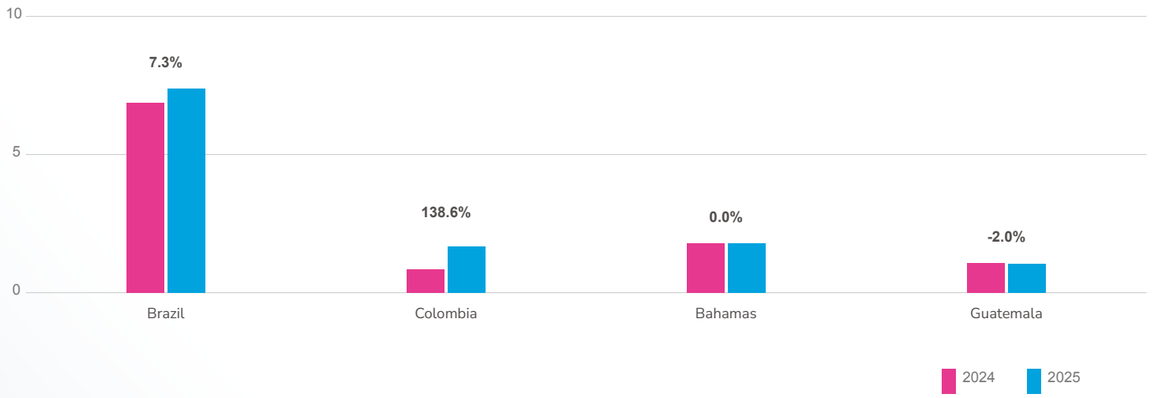
Water Parks

Latin America & the Caribbean

RANK	PARK / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Thermas dos Laranjais** Olímpia, Brazil	5.4%	1,950,000	1,850,000
2	**Aquaventure at Atlantis Paradise Island** Nassau, Bahamas	0.0%	1,790,000	1,790,000
3	**Hot Park Rio Quente** Rio Quente, Brazil	3.4%	1,475,000	1,427,000
4	**Hot Beach** Olímpia, Brazil	19.1%	1,336,000	1,122,000
5	**Parque Acuático Xocomil** San Martín Zapotitlán, Guatemala	-2.0%	1,057,000	1,078,000
6	**Beach Park** Aquiraz, Brazil	16.5%	990,000	850,000
7	**Hacienda Nápoles** Puerto Triunfo, Colombia	N/A	932,000	N/A
8	**Thermas Water Park** São Pedro, Brazil	3.6%	932,000	900,000
9	**Piscilago** Nilo, Colombia	5.7%	742,000	702,000
10	**Magic City Water Park** Suzano, Brazil	-4.0%	703,000	732,000
	TOTAL	13.9%	11,907,000	10,451,000

Hacienda Nápoles' reported 2025 figure is based on a revised methodology.
The 2024 figure is not comparable and is shown as N/A.

ATTENDANCE (in millions)



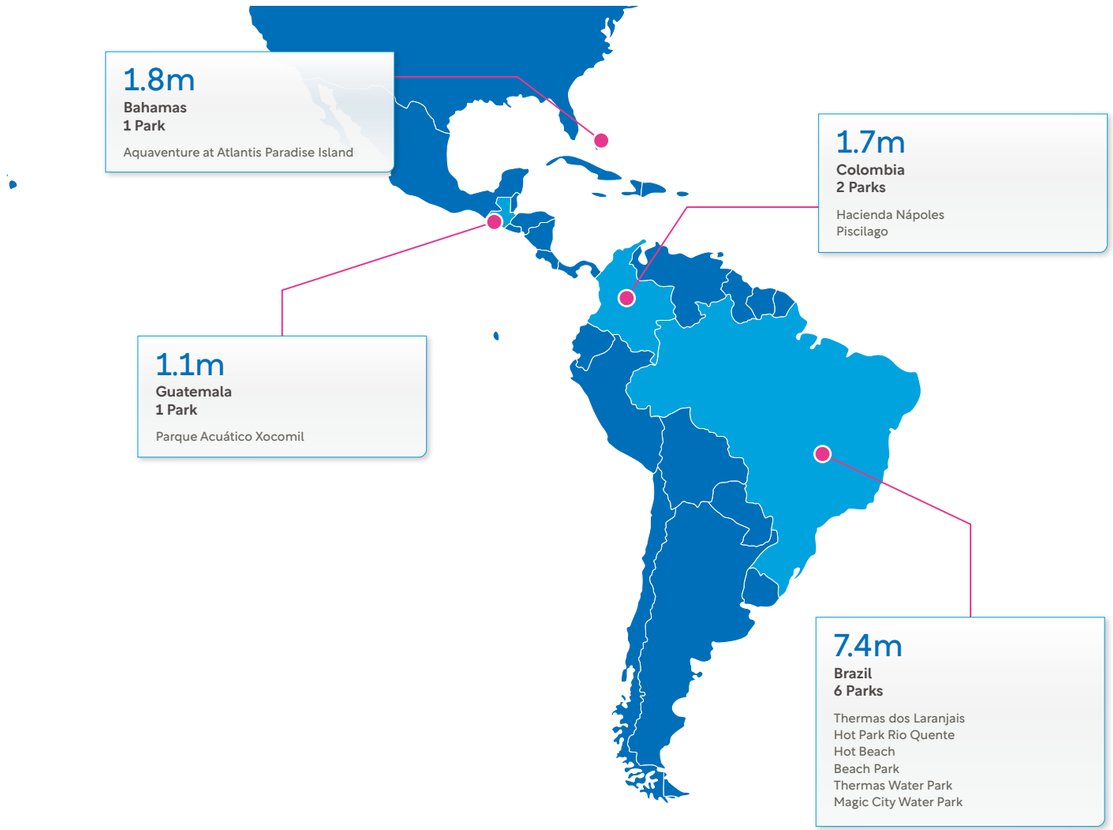
TOP 10 | WATER PARKS

Latin America & the Caribbean

11.9m
2025 attendance

10.5m
2024 attendance

13.9%
Attendance change
2024 to 2025



Map markers are approximate. Where a country has multiple park locations, a single marker is placed at or near the country's capital

ASIA-PACIFIC

Shanghai Disney Resort is developing a fourth themed hotel and expanding its retail, dining and entertainment district.
Image Credit: © Disney

仅为概念图
Artist Concept Only
Image Credit: © Disney

From Rapid Expansion to Sustainable Growth

Theme park attendance in the Asia-Pacific (APAC) region declined 1.2% compared to 2024, pointing to a maturing market and operators increasingly focused on sustainable growth over rapid expansion. While China remained the region's largest market and continues to dominate our rankings, the center of new development is becoming more diverse, with Southeast Asia and other emerging markets adding new capacity and international brands.

Major IP remained one of the industry's most powerful attendance drivers. Universal Studios Japan's Donkey Kong Country expansion, Universal Studios Singapore's Minion Land and an under-construction Spider-Man-themed land at Shanghai Disneyland demonstrate the enduring ability of recognizable franchises to generate demand. Minion Land, for example, helped support 7.5% year-over-year growth for the park. At the same time, operators are increasingly looking beyond traditional rides and attractions, investing in immersive lands, storytelling, digital experiences, seasonal programming and integrated resort offerings.

China

Due to its sheer size, China remained the primary driver of growth in the APAC theme park market in 2025. More than 20 new parks of various types and scale are under construction or opening, but attendance growth has softened as operators contend with more cautious consumer spending and a market that is becoming increasingly competitive.

Shanghai Disneyland continued its record-setting performance with just under 15 million visitors in 2025. Following earlier expansions with Toy Story Land (2018) and Zootopia (late 2023) the park continues to build on the success of major IP-branded expansions. Construction started in May 2025 on a new Spider-Man-themed attraction that will anchor a new land for the character, becoming the resort's ninth themed area when it opens. The park is also introducing new Pixar offerings aimed at younger families, demonstrating how established destinations are using new IP to broaden their audiences and encourage repeat visitation.

Hong Kong Disneyland continued its strong performance in 2025 as it celebrated its 20th anniversary, delivering near-record financial results and strong attendance, with new Pixar-themed and Super Hero-themed experiences on the horizon.

LEGOLAND Shanghai, recent recipient of a TEA Thea Award, added another major international IP-branded theme park resort destination to the country's landscape when it opened in July 2025. The resort combines the globally recognized LEGO brand with experiences tailored specifically to the Chinese market, including the LEGO Monkie Kid land inspired by the Chinese novel "Journey to the West." Its attractions include the Monkie Kid's Demon Hunt dark ride, Flower Fruit Mountain Adventure, Cloud Racer and a Jiangnan Water Town boat ride featuring traditional Chinese architecture constructed from LEGO bricks. Even with only six months of operation in 2025, the park hosted 1.2 million visitors, making it a strong contender for future Top 20 rankings. The resort's impressive performance in 2025 further reinforces Shanghai's position as one of Asia's most important family entertainment destinations. Merlin reports LEGOLAND Shanghai as the most successful debut of any LEGOLAND park opening to date and is currently developing the LEGOLAND Shenzhen Resort in the Greater Bay Area.

The Chinese market is also demonstrating that growth does not necessarily require the scale or capital investment associated with traditional destination theme parks. Popland in Beijing, a 40,000-square-meter outdoor micro theme park, is built around domestic IP, themed environments, characters and lifestyle experiences (themed F&B/dining) rather than large-scale rides. Additionally, The Making of Harry Potter Studio Tour is expected for Shanghai in 2027. These projects reflect a broader movement toward smaller-scale attractions that can emphasize affordability, convenience and local cultural resonance while still delivering immersive experiences.

Domestic operators remain an important part of this evolving landscape. Chimelong's gated attractions collectively reached 40.4 million visits in 2025, a 2.6% increase year-over-year. Growth was driven primarily by two new properties, Chimelong Forest Kingdom and Chimelong Forest Hot Spring Park, which together contributed approximately 2.4 million visits. Extensive science and education programming, seasonal festivals and animal-focused experiences helped maintain relatively stable



The colorful entrance to LEGOLAND Shanghai Resort.
Image Credit: Merlin Entertainments



The Donkey Kong Country expansion to Super Nintendo World at Universal Studios Japan opened in 2024.
Image Credit: Universal Destinations & Experiences



Forest Hot Spring Park · Chimelong
Image Credit: Chimelong Group

attendance at the group's anchor properties: Chimelong Ocean Kingdom and Chimelong Safari Park.

Performance was more challenging at some of Chimelong's other parks. Attendance at Chimelong Water Park declined 8.8%, while Chimelong Paradise declined 9.5%. The company attributed weaker performance to an unusually lengthy rainy season and a mid-year chikungunya outbreak, with reduced capacity at Chimelong Paradise also affecting attendance as attractions were removed or relocated for future development.

Fantawild similarly continued to expand its footprint, opening two new theme parks and two water parks during 2025. Even with the expansion, the company's parks recorded 85 million visits overall, a 2.5% decrease from 2024. Comparing attendance only at parks that opened before 2025 shows a decline of 6.0%. The results highlight one of the central challenges facing China's market: adding capacity can continue to generate visits, but sustaining growth across an increasingly large portfolio is becoming more difficult as consumer spending remains under pressure.

Japan

Japan remains one of APAC's most mature theme park markets, but 2025 demonstrated that a mature market does not mean one devoid of growth. Instead, operators are finding new ways to generate revenue and attendance through major IP investments, boosted international tourism, premium experiences, digital ticketing and after-dark offerings.

> **Growth does not necessarily require the scale or capital investment associated with traditional destination theme parks.**

Universal Studios Japan once again topped the APAC chart with 16 million visitors. Donkey Kong Country inside SUPER NINTENDO WORLD, which opened in December 2024, was a significant driver of attendance throughout 2025. Expo 2025 Osaka, located near Universal, attracted nearly 30 million visitors during its six-month run, and likely supported visitation to the theme park.

Tokyo DisneySea posted the largest growth in Japan, with its 1.3% increase attributed to the first full year of operation for the park's popular Fantasy Springs themed land.

The broader Japanese market is also becoming more geographically diverse. Junglia, the first large-scale theme park in Okinawa, opened in July 2025, creating the possibility of a new three-pole market centered on Tokyo, Osaka and Okinawa. If that model develops as anticipated, it could represent an important shift in a market historically dominated by its two largest metropolitan areas.

IP and pop culture remain central to Japan's attraction landscape, extending well beyond traditional theme parks. Anime and manga collaborations, exhibitions and franchise crossovers continue to provide new reasons to visit, while experiences such as teamLab's new Biovortex attraction in Kyoto demonstrate the growing importance of immersive digital art and technology-driven attractions.

South Korea

South Korea's leading theme parks faced a more challenging year in 2025. Attendance at Everland declined 15.6%, while Lotte World declined 4.6%. Demographic change remains a significant concern for an industry that has historically depended heavily on children and families, as the country's shrinking school-age population reduces the potential theme park audience.

Weather also continues as an important factor. Extreme precipitation, heat and cold can significantly affect outdoor attractions, creating additional volatility for operators. Everland, for example, cited heatwaves and torrential rain as explanations for drops in attendance.

The response from operators will likely involve finding new ways to broaden the audience beyond traditional family visitation while making greater use of indoor and weather-resilient experiences. LEGOLAND Korea's April 2025 addition of its first LEGO-branded attraction based on Masters of Spinjitzu is one example of the continued emphasis on licensed IP across the APAC market.

Singapore

Singapore emerged as one of the region's most dynamic attraction markets in 2025, with a dense wave of new openings across theme parks, wildlife attractions, immersive experiences and cruise tourism. Rather than relying on a single flagship attraction, the city-state is building a diversified leisure ecosystem designed to give visitors multiple reasons to extend their stay.

Universal Studios Singapore, which increased 7.5%, opened Minion Land in February, adding a major new IP-driven experience designed to attract visitors from across Southeast Asia. At Mandai Wildlife Reserve, Rainforest Wild Asia opened in March, followed by the Mandai Rainforest Resort by Banyan Tree in April. Jurassic World: The Experience opened at Gardens by the Bay in May, adding another globally recognized IP to the city's attraction mix.

The Singapore Oceanarium was also part of the broader Resorts World Sentosa 2.0 investment, while Disney Cruise Line's Disney Adventure prepared for its maiden Asian voyage from Singapore and provided a new home port for the cruise line in Southeast Asia. Together, these investments point toward a model in which theme parks increasingly function as an anchor and one component of a much broader destination strategy encompassing hotels, attractions, retail, dining, wildlife and cruise tourism.

India and Emerging Markets

India remains a market to watch. The country's growing middle class and increasing demand for leisure experiences continue to attract attention from major studios and IP owners. Delhi and Mumbai remain the leading markets for potential future development.

More broadly, new capacity is increasingly appearing outside APAC's traditional theme park powerhouses. Vietnam, for example, continues to expand with Sun Group, Vingroup and others developing new parks and attractions. Thailand is leaning into IP, with a DreamWorks-themed hotel and water park planned for Pattaya in 2033. Developments like these suggest that the next phase of regional growth may be less concentrated in the markets that historically dominated APAC attendance.

Water Parks

Water parks followed a somewhat different trajectory in 2025, with weather emerging as an increasingly important factor in performance. Wet and highly variable conditions depressed attendance at outdoor facilities in parts of Asia and island nations while benefiting indoor and semi-enclosed facilities. This is encouraging some operators, particularly in Western Asia and urban India, to consider weather-resilient indoor water park formats closer to population centers.



Aquaventure Waterpark at Atlantis Sanya
Image Credit: Atlantis Sanya

China remained the dominant water park market, led by Chimelong Water Park with 2.6 million visits, followed by Atlantis Aquaventure Waterpark in Sanya, with 1.6 million. Chimelong's attendance declined from 2024, with storms, heavy rain and typhoons affecting the peak summer operating season.

Southeast Asia remained an important growth market, although Malaysia's leading water parks all experienced declines from 2024 (ranging from 2.8% to 14.3%). Operators cited the indirect effects of global tariff policies, including fluctuations in corporate spending, household disposable income and business sentiment as contributing factors.

The development model for water parks is also changing. Rather than focusing solely on large day-visit facilities, developers are increasingly combining water parks with hotels, food and beverage and other recreational offerings. This integrated approach can create longer stays and diversify revenue.

18.2m
Top 20 water parks in APAC attendance 2025

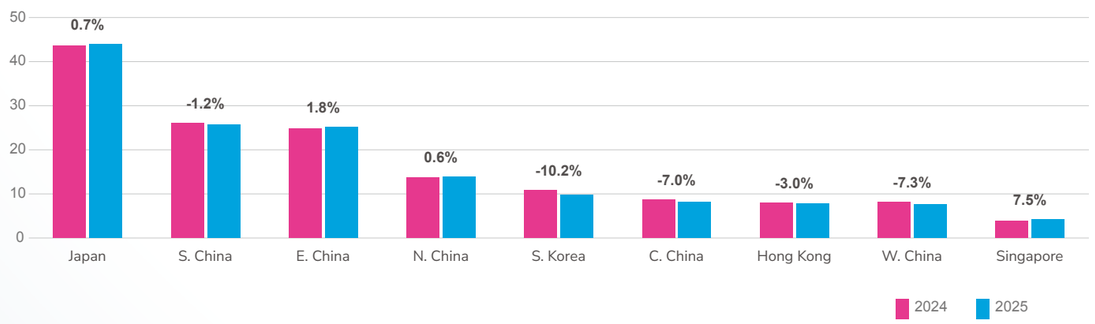
17.5m
Top 20 water parks in APAC attendance 2024

> **The next phase of regional growth may be less concentrated in the markets that historically dominated APAC attendance.**

Amusement/Theme Parks
Asia-Pacific

RANK	PARK / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Universal Studios Japan** Osaka, Japan	0.2%	16,040,000	16,000,000
2	**Tokyo Disneyland at Tokyo Disney Resort** Urayasu, Japan	0.6%	15,200,000	15,104,000
3	**Shanghai Disneyland** Shanghai, China	2.0%	14,994,000	14,700,000
4	**Chimelong Ocean Kingdom** Hengqin, China	0.3%	12,666,000	12,628,000
5	**Tokyo DisneySea at Tokyo Disney Resort** Urayasu, Japan	1.3%	12,600,000	12,441,000
6	**Universal Studios Beijing** Beijing, China	0.3%	9,804,000	9,775,000
7	**Hong Kong Disneyland** Hong Kong SAR, China	-3.0%	7,700,000	7,936,000
8	**China Dinosaurs Park** Changzhou, China	4.3%	5,610,000	5,380,000
9	**Lotte World Adventure** Seoul, Republic of Korea	-4.6%	5,055,000	5,300,000
10	**Everland** Yongin, Republic of Korea	-15.6%	4,727,000	5,598,000
11	**Nanning Fantawild Asian Legend** Nanning, China	1.2%	4,657,000	4,601,000
12	**Shanghai Haichang Ocean Park** Shanghai, China	-1.8%	4,645,000	4,730,000
13	**Chimelong Spaceship** Hengqin, China	-0.5%	4,603,000	4,627,000
14	**Zhengzhou Fantawild Adventure** Zhengzhou, China	-0.2%	4,268,000	4,276,000
15	**Universal Studios Singapore** Singapore	7.5%	4,194,000	3,900,000
16	**Mianyang Fantawild Oriental Heritage** Mianyang, China	-6.6%	4,042,000	4,328,000
17	**Shenyang Fantawild Adventure** Shenyang, China	1.2%	4,029,000	3,979,000
18	**Jingzhou Fantawild Oriental Heritage** Jingzhou, China	-13.6%	3,868,000	4,474,000
19	**Chimelong Paradise** Guangzhou, China	-9.5%	3,711,000	4,100,000
20	**Zigong Fantawild Dino Kingdom** Zigong, China	-8.0%	3,540,000	3,849,000
	TOTAL	-1.2%	145,953,000	147,727,000

ATTENDANCE (in millions)



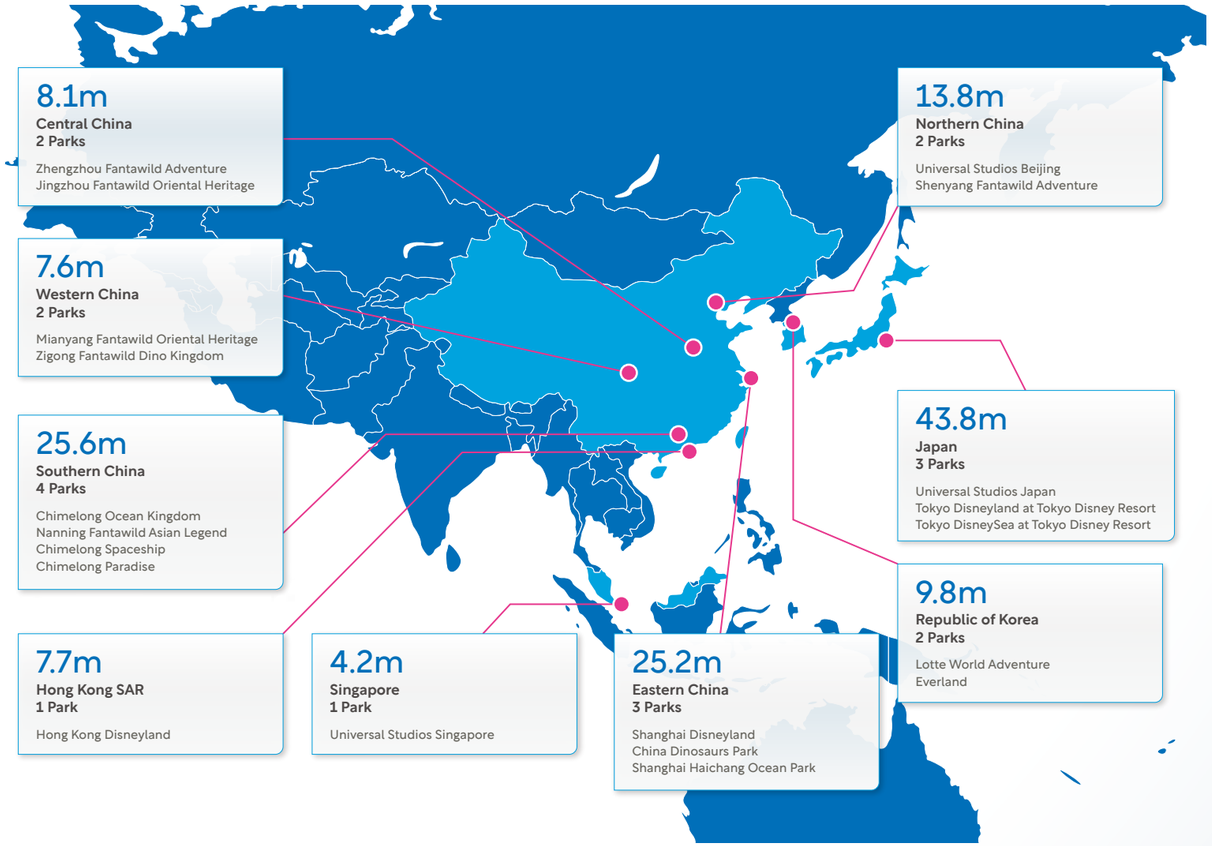
TOP 20 | Amusement/Theme Parks

Asia-Pacific

146.0m
2025 attendance

147.7m
2024 attendance

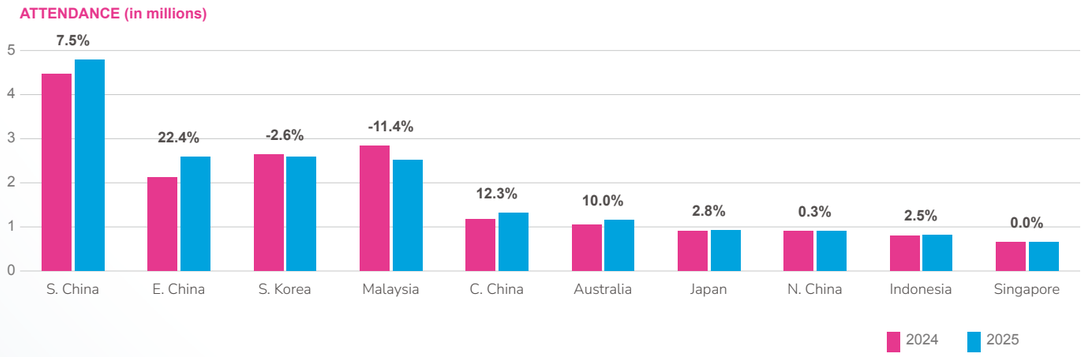
-1.2%
Attendance change
2024 to 2025



Map markers are approximate. Where a country has more than one park on the list, the marker is placed at the capital city. China is shown by region: each regional marker is placed at the park named first on the list (Zhengzhou, Beijing, Mianyang, Hengqin/Zhuhai, Shanghai). Other parks in that region may be in different cities.

Water Parks
Asia-Pacific

RANK	PARK / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Chimelong Water Park** Guangzhou, China	-8.8%	2,563,000	2,810,000
2	**Aquaventure Waterpark** Sanya, China	-6.1%	1,550,000	1,650,000
3	**Wet'n'Wild Gold Coast** Gold Coast, Australia	10.0%	1,156,000	1,051,000
4	**Caribbean Bay** Yongin, Republic of Korea	-2.1%	1,127,000	1,151,000
5	**Sunway Lagoon** Subang Jaya, Malaysia	-14.3%	1,114,000	1,300,000
6	**Tokyo Summerland** Tokyo, Japan	2.8%	920,000	895,000
7	**Poseidon Beach Water World** Harbin, China	0.3%	909,000	906,000
8	**Vivaldi Park Ocean World** Hongcheon, Republic of Korea	-6.9%	881,000	947,000
9	**The Jungle Water Adventure** Bogor, Indonesia	2.5%	815,000	795,000
10	**Zhengzhou Fantawild Water Park** Zhengzhou, China	9.7%	811,000	739,000
11	**Xiamen Fantawild Waterpark** Xiamen, China	-1.3%	715,000	724,000
12	**Wuhu Fantawild Water Park** Wuhu, China	-4.2%	713,000	744,000
13	**Sunway Lost World of Tambun** Perak, Malaysia	-14.3%	711,000	830,000
14	**Xuzhou Fantawild Water Park** Xuzhou, China	489.4%	686,000	116,000
15	**SplashMania Waterpark at Gamuda Cove** Banting, Malaysia	-2.8%	685,000	705,000
16	**Ganzhou Fantawild Water Park** Ganzhou, China	New	680,000	N/A
17	**Adventure Cove Waterpark** Singapore	0.0%	650,000	650,000
18	**Lotte Water Park** Gimhae, Republic of Korea	3.8%	573,000	551,000
19	**Playa Maya Water Park Wuhan** Wuhan, China	16.7%	502,000	430,000
20	**Playa Maya Water Park Shanghai** Shanghai, China	-10.6%	474,000	530,000
	TOTAL	4.1%	18,234,000	17,524,000



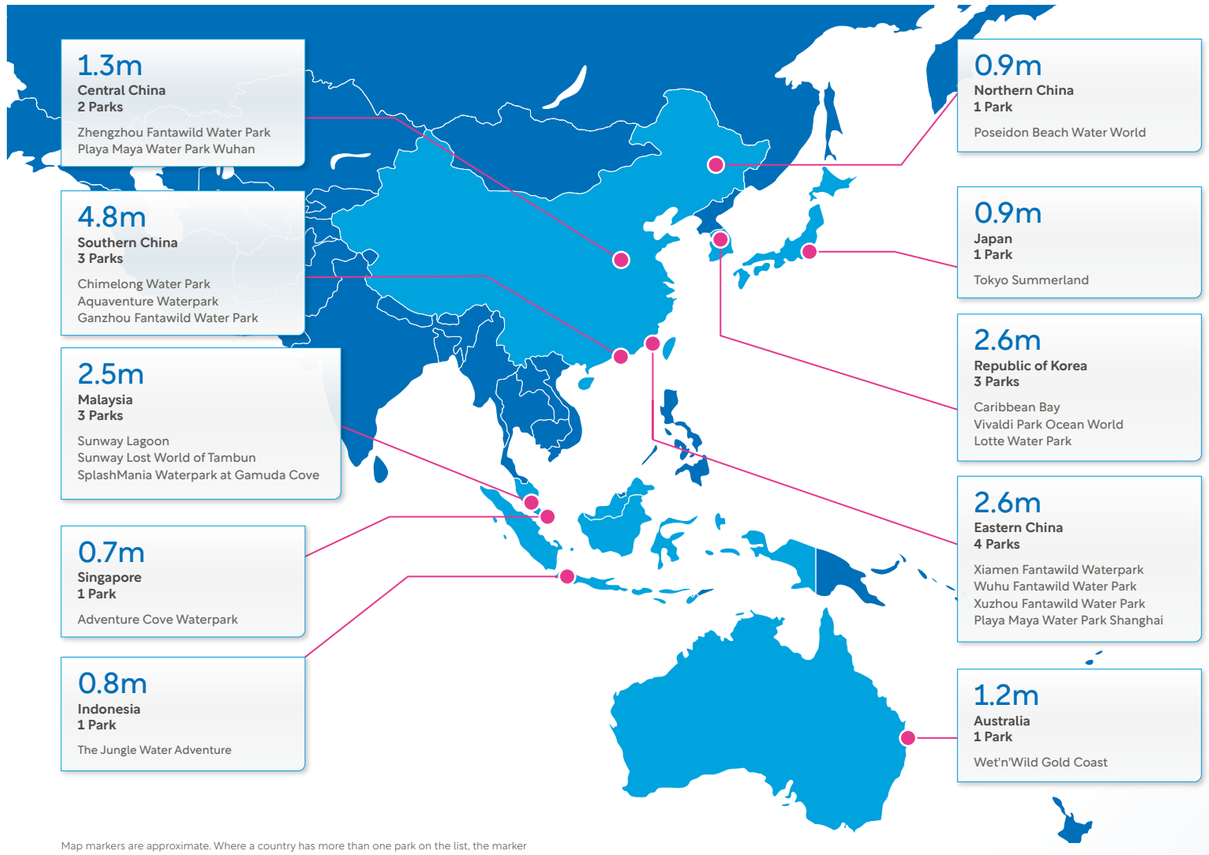
TOP 20 | WATER PARKS

Asia-Pacific

18.2m
2025 attendance

17.5m
2024 attendance

4.1%
Attendance change
2024 to 2025



Map markers are approximate. Where a country has more than one park on the list, the marker is placed at the capital city. China is shown by region: each regional marker is placed at the park named first on the list (Zhengzhou, Harbin, Guangzhou, Xiamen). Other parks in that region may be in different cities.

EMEA



Six Flags Qiddiya City opened in Saudi Arabia at the end of 2025 with 28 rides and attractions, including the highly anticipated and record-breaking Falcon's Flight roller coaster.
Image Credit: Six Flags Qiddiya City

Growth Built on Destinations, Not Just Gates

Theme parks in the EMEA region grew 2.9% in 2025, with several European parks posting particularly strong gains. Alton Towers increased attendance 13%, while Puy du Fou España grew more than 20%. The region's steady growth reflects continued investment in new attractions and experiences, as well as an increasing emphasis on turning parks into short-break destinations.

68.7m

Top 20 amusement/theme parks in EMEA attendance 2025

66.7m

Top 20 amusement/theme parks in EMEA attendance 2024

> **Year-round facilities such as Therme Erding and Therme Bucharest continue to demonstrate the potential of wellness and thermal complexes as short-break destinations.**

Water parks also performed well, growing 2.8% in 2025, with most of the region's leading parks posting low- to mid-single-digit gains. Year-round facilities such as Therme Erding and Therme Bucharest continue to demonstrate the potential of wellness and thermal complexes as short-break destinations.

Europe

Disneyland Paris remains the anchor of the EMEA theme park market. Its two parks collectively welcomed more than 16.7 million visitors in 2025, with both posting strong 5.7% increases. Of note, Walt Disney Studios Park has been undergoing a major multi-year transformation. The park was officially renamed Disney Adventure World in March 2026, coinciding with the opening of World of Frozen and new Adventure Way and Adventure Bay areas.

Europa-Park had a particularly strong year, using its 50th anniversary as a platform for continued investment and surpassing 7 million visitors across the resort for the first time, including 6.3 million to the theme park. The Mack family of companies launched its first animated feature film, "Grand Prix of Europe," alongside the new interactive family attraction Grand Prix EDventure. The resort also continued to invest in its Rulantica water park and transformed its historic Camp Resort into the Silver Lake City Western area.

In the U.K., Alton Towers, operated by Merlin Entertainments, led the growth with 2.8 million visitors, supported by the opening of the new Toxicator thrill ride in 2025, following the reopening of Nemesis Reborn in 2024. A new Bluey-themed junior coaster subsequently opened in 2026.

Strategically, Merlin is becoming even more focused on LEGOLAND Resorts. In 2025, it agreed to sell the LEGOLAND Discovery Centres to the LEGO Group for approximately £200 million ($268 million), explicitly saying the transaction would allow Merlin to concentrate on growing the destination-scale LEGOLAND Resorts.



GRAND PRIX EDventure · Europa-Park
Image Credit: Europa-Park

Puy du Fou also posted strong gains. Puy du Fou France surpassed 3 million visitors, while the group's parks in France and Spain together reached 4.7 million, approximately 500,000 more than in 2024. The results demonstrate the continued appeal of the group's differentiated model, which is built around large-scale historical spectacles rather than traditional rides.

The growth is also translating into longer stays. Puy du Fou is expanding its La Cité Nocturne hotel complex with approximately 100 additional rooms, bringing its themed hotel inventory to around 700 rooms. The group is also developing new programming designed to smooth out seasonality for the park and increase awareness of the company's brand, including a new Christmas event beginning in 2026 and a national touring show planned for 2027.

Liseberg welcomed 2.5 million guests, 100,000 more than the previous year. Revenue increased 7.5%, with a notable increase in per-capita spending due to successful pricing and upsell strategies both within the park and for special events. The park continues to focus on families and local visitors, with additions including the Stormvåg family ride in 2026 and new concert concepts targeting younger audiences. Expanded programming around the harbor area (Hamnområdet) and stronger accommodation performance are also helping Liseberg operate increasingly as a multi-day destination rather than solely a day-trip amusement park. The addition of The Grand Curiosa Hotel (457 rooms) in 2023 and the opening of the connected indoor water park, Oceana Waterworld

> **Futuroscope welcomed approximately 2.6 million visitors across its theme park and Aquascope water park, which drew 572,000 guests in its first full year.**

in early 2027 is expected to further build overnight visitation share.

In 2025, Futuroscope welcomed approximately 2.6 million visitors across its theme park and Aquascope water park, which drew 572,000 guests in its first full year. Revenue rose roughly 20%, from €134 million ($154 million) in 2024 to €160 million ($184 million). The results reflect the impact of the resort's Vision 2025 investment program, which has added new hotels and attractions, expanded the destination beyond its original theme park model, and helped lift overnight stays to 1.2 million, up 50% since the program's launch.

A major component of that strategy is Aquascope, a €57 million ($65 million) indoor water park that opened in July 2024. Designed for year-round operation, the 6,000-square-meter facility combines themed zones, water slides, a wave pool, and highly themed water-based experiences with immersive multimedia. It forms a key part of Futuroscope's broader €304 million ($349 million), five-year investment program and gives the resort another reason for guests to extend their stay.

Middle East

The Middle East overall continues to strengthen its position as an established theme park and water park market, with new investments (especially in the UAE and Saudi Arabia) expanding both existing destinations and the overall regional attraction offering.

Warner Bros. World Abu Dhabi remained a strong performer, with an estimated 1.6 million visits in 2025. The park is also preparing for further expansion, including Superman: Up, Up and Away, a flying roller coaster scheduled for 2028, as well as a major Harry Potter-themed land due to open in 2029.

Yas Waterworld continued its expansion with the July 2025 opening of its Lost City phase. The project added more than 20 rides, slides and pools, including the UAE's highest slide and several regional firsts, increasing the park's capacity by approximately 20%.

Dubai's Global Village drew a record 10.5 million visitors in 2025. The multicultural seasonal destination drives footfall through a combination of restaurants, country pavilions and retail shops, as well as rides, attractions, and shows.

In May 2025, The Walt Disney Company and Miral announced plans for a new Disney theme park resort on Yas Island. The project will be Disney's first theme park in the Middle East and its seventh global theme park resort, placing the brand alongside SeaWorld Abu Dhabi, Warner Bros. World, Ferrari World and Yas Waterworld. Additionally, Sphere Entertainment announced the second Sphere venue (after Las Vegas) will be constructed in Abu



Bahamut Rage at Yas Waterworld in Abu Dhabi
Image Credit: Yas Waterworld

Dhabi by the end of 2029. The announcements further reinforce Yas Island's position as the leading multi-theme park entertainment destination in the Middle East.

Other major projects are expanding the region's attraction capacity. Six Flags Qiddiya City officially opened in Saudi Arabia on December 31, 2025, becoming the first Six Flags park outside North America. Aquarabia, the adjacent water park, opened to the public in April 2026. Together, the two parks form a major new entertainment hub within Qiddiya City.

While 2025 proved to be a strong year for the Middle East and its future growth plans, the regional conflict involving Iran that began in February 2026 has negatively impacted tourism and product development timelines throughout the region. The full extent of that disruption remains to be seen and will be better understood in future iterations of the Index.

Africa

Africa's theme park industry remains nascent, but the region has begun to see increasing investment in new amusement parks, water parks, and mixed-use leisure developments. Among the most notable in 2025 was the groundbreaking of the $300 million Bright International Amusement Park development in Afienya, Ghana. The broader project is planned to include a 160,000-square-meter water park, 160-room five-star hotel, 20 villas, a 5,000-seat convention/exhibition center, artificial beach, waterfront restaurants, a marina and residential components.

Water Parks

The 2025 EMEA water park list and rankings remained nearly the same from the previous year, but overall attendance increased 2.8%. Impressively, all parks on the list maintained or grew from their 2024 numbers.

Aquaventure World at Atlantis Dubai continued to be the leading water park in the region with 2 million visitors in 2025. While attendance was unchanged from 2024, the guest mix shifted toward a higher proportion of resort guests rather than day visitors, indicating the value of integrating a water park into a larger destination with accommodations and other amenities.

Siam Park grew 4.9% to a record 1.6 million visitors. The park continues to build on its reputation as a leading global water park while using events such as summer night parties with DJs and pyrotechnics to extend operating hours and increase opportunities for guest spending. Its performance also reflects the continued



Lalandia Billund
Image Credit: Lalandia A/S

strength of tourism to the Canary Islands, where Siam Park has become a major component of package holidays.

Thermal and indoor water park destinations continued to demonstrate the value of year-round operations. Therme Erding increased attendance approximately 2% to 1.95 million, while Therme Bucharest grew 5.6% to 1.7 million. Therme Erding has also invested approximately €6 million ($6.9 million) in new family retreats, expanded relaxation areas and premium cabanas, reflecting a broader focus on creating higher-value experiences rather than relying solely on attendance growth.

Tropical Islands remained stable at approximately 1.25 million visits, while Rulantica welcomed 1.28 million. Both benefit from indoor facilities that reduce weather-related impacts and support year-round visitation. Rulantica has continued to add themed areas, including the new outdoor Svømmepøl pool in 2025.

Northern European indoor destinations also posted steady gains. Aquapalace and Aqualand Moravia in the Czech Republic grew about 5% and 4%, respectively, while Lalandia in Denmark increased 2.5%. Their performance reflects consistent local and regional family demand and the ability of indoor facilities to mitigate seasonal weather risk.

13.4m

Top 10 water parks in EMEA attendance 2025

13.0m

Top 10 water parks in EMEA attendance 2024



Siam Night · Siam Park (2026)
Image Credit: Siam Park



Cétautomatix • Parc Astérix
Image Credit: © Sylvain Cambon

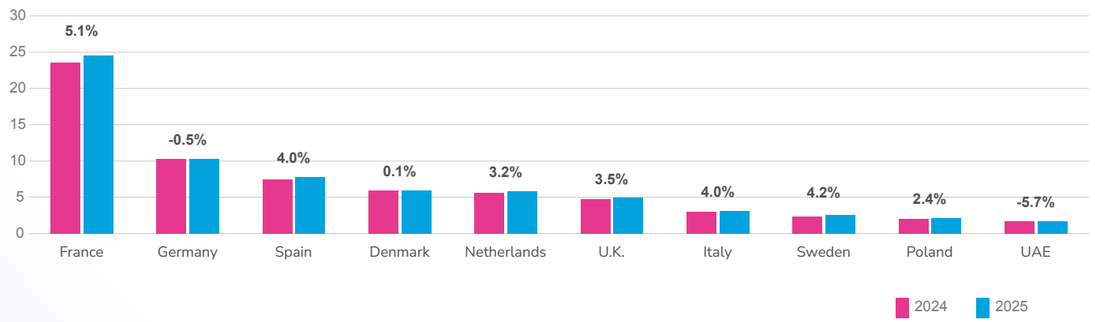


Svømmepøl · Rulantica
Image Credit: Europa-Park

Amusement/Theme Parks
EMEA

RANK	PARK / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Disneyland Park at Disneyland Paris** Marne-La-Vallée, France	5.7%	10,800,000	10,214,000
2	**Europa-Park** Rust, Germany	0.8%	6,250,000	6,200,000
3	**Walt Disney Studios Park at Disneyland Paris** Marne-La-Vallée, France	5.7%	5,919,000	5,598,000
4	**Efteling** Kaatsheuvel, Netherlands	3.2%	5,780,000	5,600,000
5	**Tivoli Gardens** Copenhagen, Denmark	1.3%	4,304,000	4,250,000
6	**PortAventura** Salou, Spain	0.0%	3,800,000	3,800,000
7	**Gardaland** Castelnuovo del Garda, Italy	4.0%	3,120,000	3,000,000
8	**Puy du Fou** Les Epesses, France	7.1%	3,000,000	2,800,000
9	**Parc Astérix** Plailly, France	3.8%	2,950,000	2,842,000
10	**Alton Towers** Staffordshire, U.K.	13.0%	2,825,000	2,500,000
11	**Liseberg** Gothenburg, Sweden	4.2%	2,500,000	2,400,000
12	**Parque Warner Madrid** Madrid, Spain	0.0%	2,250,000	2,250,000
13	**Phantasialand** Brühl, Germany	0.0%	2,100,000	2,100,000
13	**Energylandia** Zator, Poland	2.4%	2,100,000	2,050,000
15	**LEGOLAND Windsor** Windsor, U.K.	-7.0%	2,098,000	2,256,000
16	**Futuroscope** Chasseneuil-du-Poitou, France	-1.1%	2,028,000	2,050,000
17	**LEGOLAND Deutschland** Günzburg, Germany	-5.0%	1,900,000	2,000,000
18	**Puy du Fou España** Toledo, Spain	21.4%	1,700,000	1,400,000
19	**SeaWorld Yas Island** Abu Dhabi	-5.7%	1,650,000	1,750,000
20	**LEGOLAND Billund** Billund, Denmark	-2.8%	1,627,000	1,674,000
	TOTAL	2.9%	68,701,000	66,734,000

ATTENDANCE (in millions)

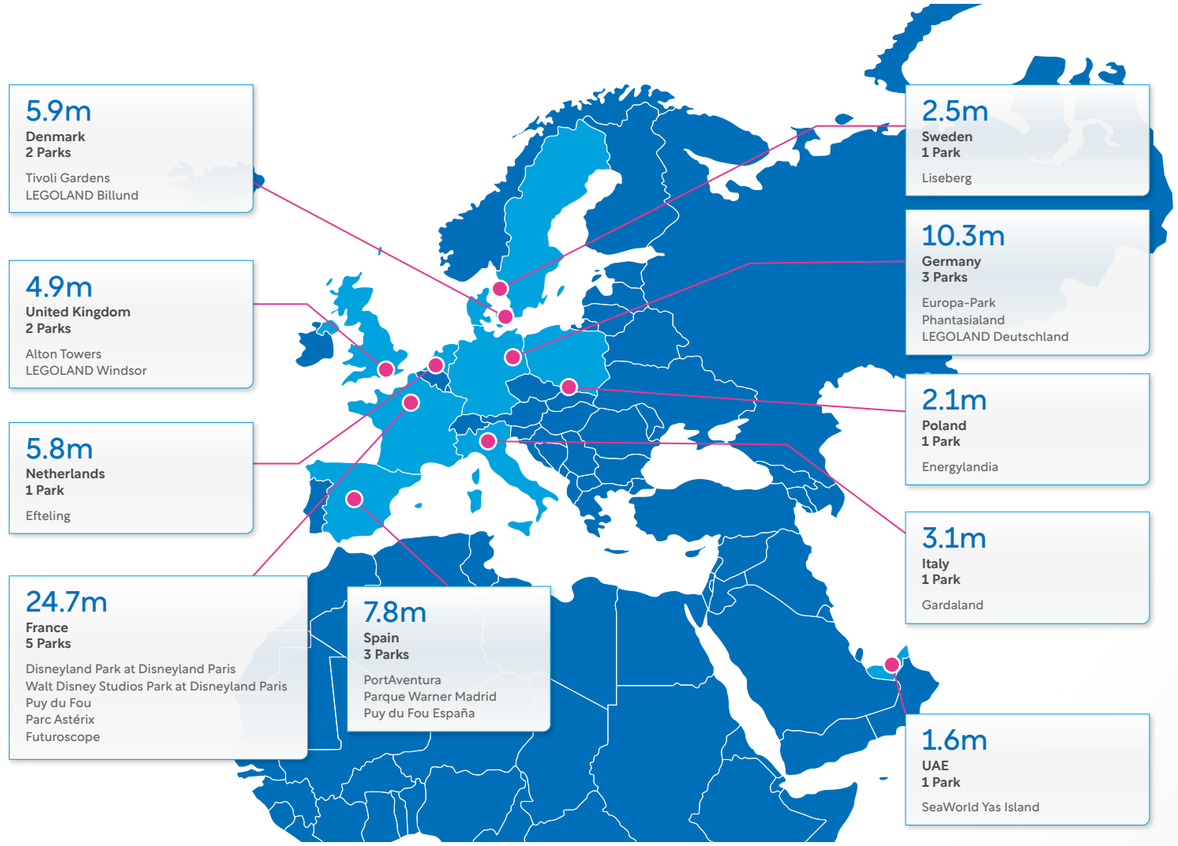


EMEA

68.7m
2025 attendance

66.7m
2024 attendance

2.9%
Attendance change
2024 to 2025

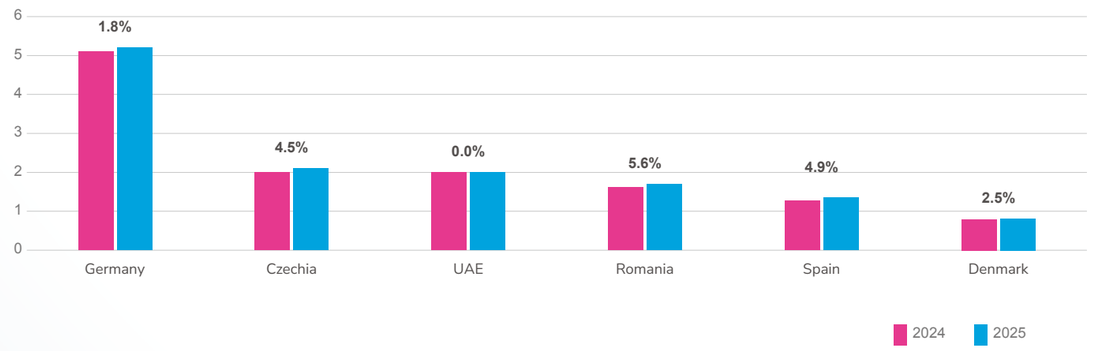


Map markers are approximate. Where a country has one park on the list, the marker shows the park's location.
Where it has more than one, the marker is placed at the country's capital city.

Water Parks
EMEA

RANK	PARK / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Aquaventure World** Dubai, UAE	0.0%	2,000,000	2,000,000
2	**Therme Erding** Erding, Germany	2.1%	1,950,000	1,910,000
3	**Therme Bucharest** Balotești, Romania	5.6%	1,700,000	1,610,000
4	**Siam Park** Costa Adeje, Tenerife, Spain	4.9%	1,600,000	1,525,000
5	**Rulantica** Rust, Germany	4.1%	1,280,000	1,230,000
6	**Tropical Islands** Krausnick, Germany	0.0%	1,250,000	1,250,000
7	**Aquapalace** Čestlice, Czechia	5.0%	1,198,000	1,141,000
8	**Aqualand Moravia** Pasohlávky, Czechia	3.7%	895,000	863,000
9	**Aquadome at Lalandia Billund** Billund, Denmark	2.5%	810,000	790,000
10	**Nettebad** Osnabrück, Germany	0.0%	717,000	717,000
	TOTAL	2.8%	13,400,000	13,036,000

ATTENDANCE (in millions)



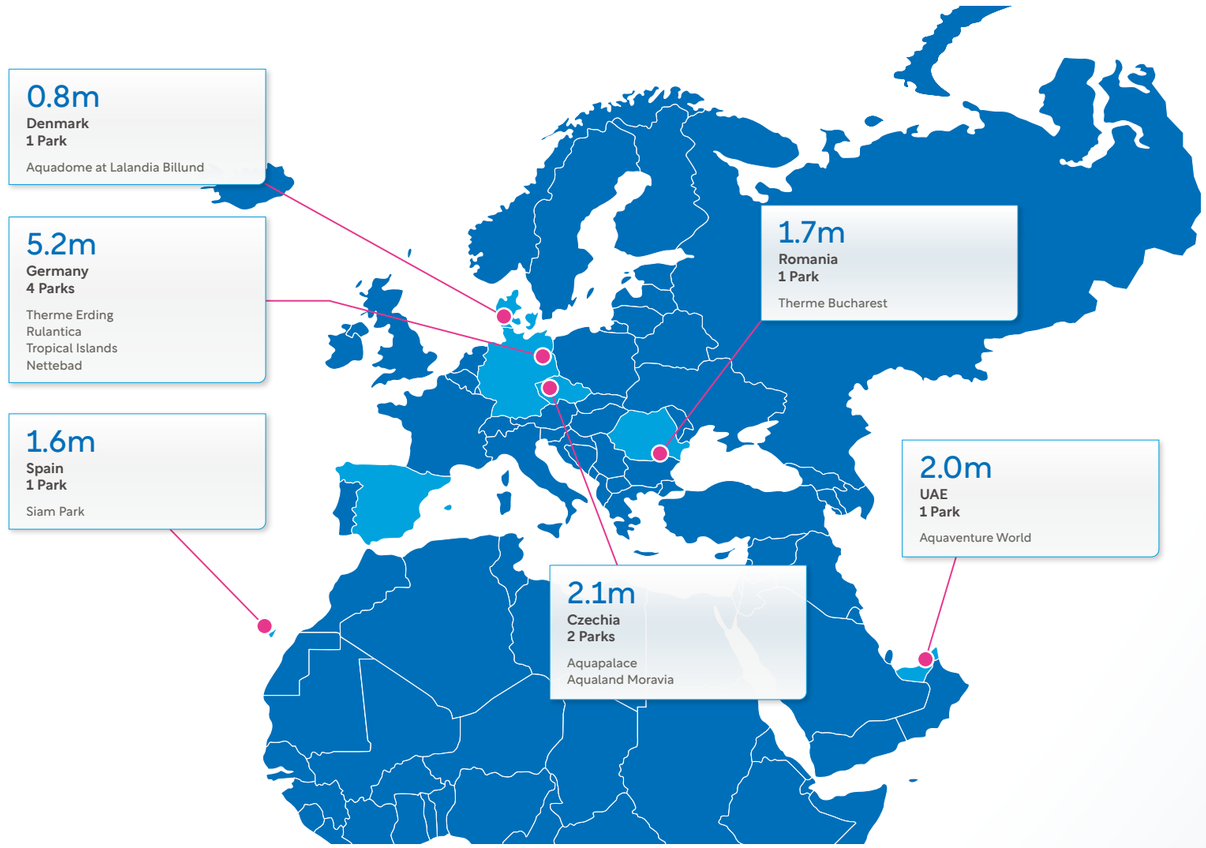
TOP 10 | Water Parks

EMEA

13.4m
2025 attendance

13.0m
2024 attendance

2.8%
Attendance change
2024 to 2025



Map markers are approximate. Where a country has one water park on the list, the marker shows the park's location.
Where it has more than one, the marker is placed at the country's capital city. Siam Park is on Tenerife in the Canary Islands.

MUSEUMS

Art of Early Joseon: Masterpieces from the 15th and 16th Century, an exhibit at the National Museum of Korea in Seoul

Image Credit: National Museum of Korea, Seoul / Ministry of culture, sports and Tourism Official Photographer: Lee jeong woo / Creative Commons Attribution-Share Alike 2.0

Museums Draw Large Audiences as Growth Drivers Diverge by Region

Museums continued to attract consistently large audiences in 2025, although the reasons for growth varied significantly by region. China remained the dominant market in APAC, with its large domestic audience supporting continued expansion. In Europe, overall attendance remained relatively stable at high levels, while several museums in the U.K. and Russia posted significant gains. North American attendance increased modestly, although the regional results were heavily affected by the federal government shutdown in the United States.

161.4m

Top 20 museums worldwide attendance 2025

153.2m

Top 20 museums worldwide attendance 2024

In 2024, the TEA Global Experience Index broadened the definition of museums to include selected leading historic sites that have significant museum components. That predominantly impacted the list by adding key cultural sites in China, such as the Palace Museum in Beijing. This year the team widened its application of that definition, resulting in several first-time entrants to our lists, including the Palace of Versailles in France and Gyeongbokgung Palace in Republic of Korea. For details on how the Index defines a museum, see the FAQ near the end of the Index.

North America

North American museums increased attendance by 0.7% in 2025, but the headline figure masks a significant divide between federally funded museums in Washington, D.C., and many independent institutions elsewhere in the region.

> **China's museum sector continued to expand, reaching 7,188 registered museums by the end of 2025. Total museum visitation reached 1.56 billion.**

The declines at Washington's federal museums were directly affected by the 43-day U.S. government shutdown. Every federal museum on the list with a 2025 attendance figure recorded a double-digit decline. The shutdown forced the National Gallery to close for approximately 40 days and the Smithsonian museums for about 33 days, including during the busy autumn period. Because these institutions offer free general admission, the significant decline in attendance can be attributed to the shutdown.

Outside Washington, results were considerably stronger. The Metropolitan Museum of Art increased attendance 4.5%, buoyed by the reopening of the Michael C. Rockefeller Wing. The Museum of Modern Art grew 5.4%, and the Art Institute of Chicago increased 13.3%, boosted by major exhibitions. Unlike in D.C., these institutions all charged admission throughout 2025, and the increases were not associated with discounting. The results suggest that demand for major museums remained healthy despite the declines at federal institutions. Program service revenue data from independent museums also showed generally positive trends, although these figures come from fiscal 2024 filings and therefore provide context rather than direct evidence of 2025 performance.

The Metropolitan Museum of Art remained the leading museum in North America. Its continued growth reflects the ability of major institutions to combine permanent collections with temporary exhibitions, programming and new visitor experiences to encourage repeat visitation.



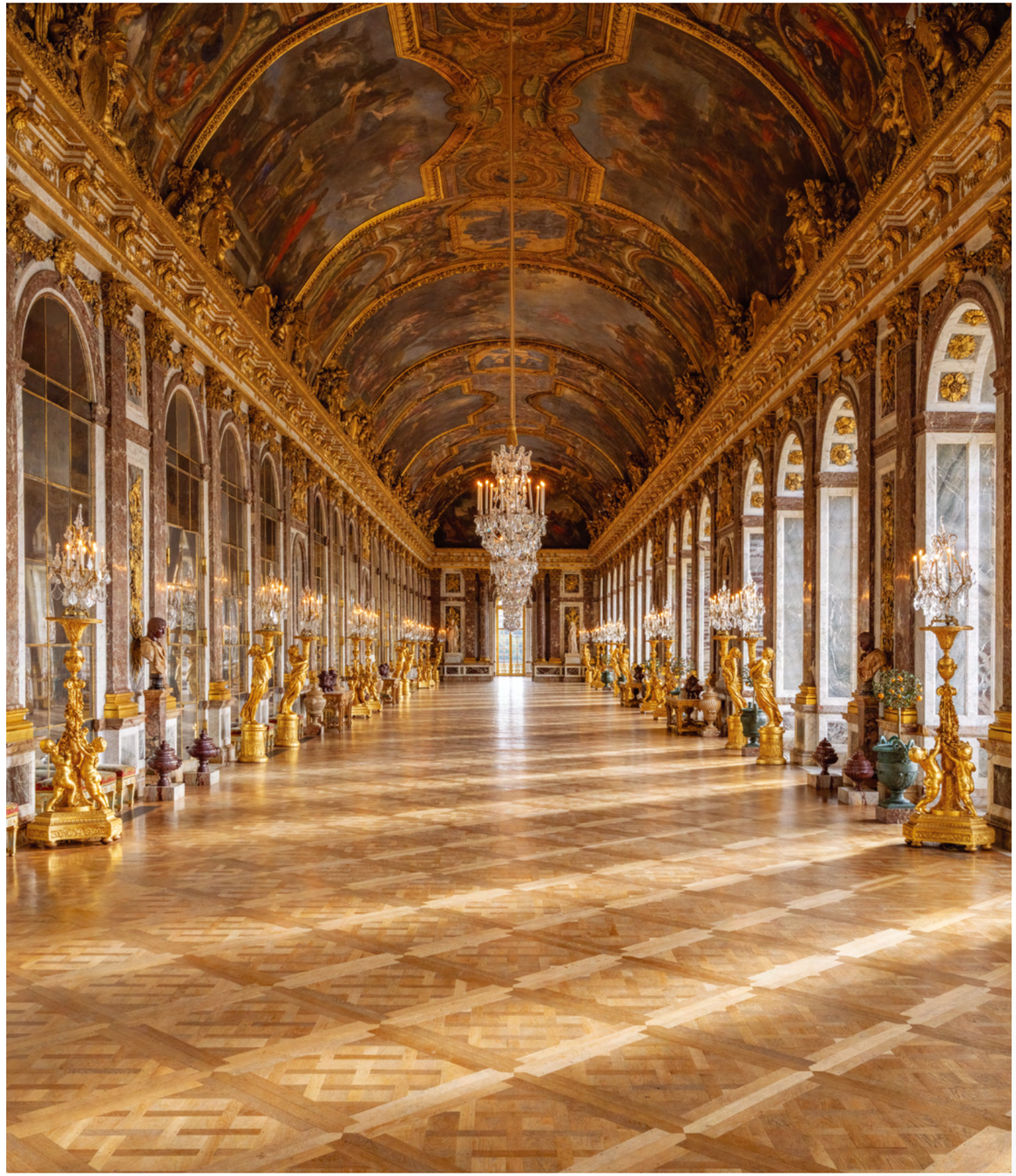
Grand Egyptian Museum
Image Credit: © Grand Egyptian Museum

Mexico City also continued to demonstrate the potential of large urban museum markets. Attendance at the National Museum of Anthropology increased 33.5%. The museum benefited from a record tourism year in Mexico City, as well as a strong exhibition and events calendar that included "Sebastião Salgado's Amazonía: un viaje al pulmón de la Tierra," an exhibition marking the bicentennial of the Museo Nacional de México, Mexico's first national museum.

Asia-Pacific

The Asia-Pacific (APAC) museum rankings remained heavily geographically concentrated, with facilities in China, along with Taiwan, accounting for 18 of the top 20 positions. Korean institutions Gyeongbokgung Palace and the National Museum of Korea rounded out the list.

China's museum sector continued to expand, reaching 7,188 registered museums by the end of 2025, an increase of 142 from the previous year. Total museum visitation reached 1.56 billion. More than 91% of museums offered free admission, supporting broad access to cultural institutions across the country.



Palace of Versailles
Image Credit: © EPV / Thomas Garnier

The market is also beginning to shift from expansion in the number of museums toward improvements in the quality and variety of experiences. Updated cultural heritage regulations and national strategies have encouraged museums to place greater emphasis on Chinese history and cultural narratives.

Technology is becoming an increasingly important part of that evolution. Museums are adopting immersive and interactive exhibitions, projection-based experiences, AI, digital twins and mixed-reality technology. Exhibition formats are moving beyond static displays toward more theatrical and participatory storytelling, bringing museums closer to the experience models used by themed entertainment. The proliferation of traveling exhibitions also reinforces this shift.

Museums are also becoming destinations in their own right. In major Chinese cities, a museum visit can be a primary reason for traveling to an area rather than an activity added to a broader sightseeing itinerary. The indoor, weather-resistant nature of museums also provides an advantage in cities where outdoor attractions can be affected by seasonal conditions.

Younger audiences remain important to this growth. Generation Z accounted for more than half of museum visitors in China, while museums continued to develop cultural merchandise and collaborations around their collections. Retail, branded products and cross-industry partnerships provide additional ways for museums to engage audiences beyond the gallery visit.

Republic of Korea also recorded significant growth. The National Museum of Korea welcomed approximately 6.5 million visitors, an increase of 68% and its highest attendance ever. The museum's performance benefited from broader interest in Korean culture, including the popularity of K-pop and the museum's MU:DS merchandise program.

Although Chinese museums have dominated the APAC rankings in recent years, strong attendance can be found across the region. M+ in Hong Kong, which opened in 2021 as the centerpiece of the West Kowloon Cultural District, welcomed 2.6 million visitors. Other high-attendance institutions included Tokyo National Museum (2.58 million), National Gallery of Victoria in Melbourne (2.5 million), Shanghai Museum (2.4 million) and National Palace Museum in Taipei (2.4 million). Together, these results highlight the increasingly broad geographic reach of museum audiences across the APAC region.

EMEA

EMEA museum attendance increased 5.5% in 2025, although the overall growth was concentrated among a relatively small number of strong performers. Across much of continental Europe, attendance remained at high and relatively stable levels as most major museums completed their post-pandemic recovery.

The Musée du Louvre remained the region's most-visited museum, recording 9 million visitors, an increase of 3.5%.

Several museums in the U.K. posted much stronger growth. The National Gallery in London recorded 4.1 million visitors, up 29.5% from 2024. The increase followed the reopening of the transformed Sainsbury Wing, which restored visitor capacity that had been reduced during renovation, along with the opening of "CC Land: The Wonder of Art," the largest rehang of the Gallery's collection.

The Natural History Museum in London also grew significantly, reaching 7.1 million visitors, nearly 13% above 2024. New and updated visitor experiences included the reimagined nature gardens, the Fixing Our Broken Planet gallery and "Our Story with David Attenborough," an immersive cinematic experience.

Russian museums recorded some of the strongest growth in the region. The State Russian Museum in St. Petersburg welcomed more than 5 million visitors, an increase of 41%. The museum's performance was supported by several major anniversaries and "The Great Karl," an exhibition that ran from October 2024 through May 2025 and became the most popular exhibition in the museum's history.

The State Tretyakov Gallery in Moscow also increased attendance, reaching nearly 3.1 million visitors, up 23%. Growth was attributed to increased visitation to the permanent collection, a larger exhibition program and a growing younger audience.

The results are particularly notable given ongoing international travel sanctions against Russia and demonstrate the continuing importance of new content and refreshed experiences in mature museum markets. While overall European attendance may have stabilized, individual institutions can still generate substantial growth through exhibitions, renovations and new ways of presenting their collections.

Of special note, the Grand Egyptian Museum officially opened near the Giza Pyramids in November 2025. With more than 100,000 artifacts, including the complete Tutankhamun collection, the museum represents a significant new cultural destination for Egypt and the broader Middle East. Its full impact on regional attendance will become clearer in future editions of the Index.

> **Every U.S. federal museum on the list with a 2025 attendance figure recorded a double-digit decline. Outside Washington, results were considerably stronger.**

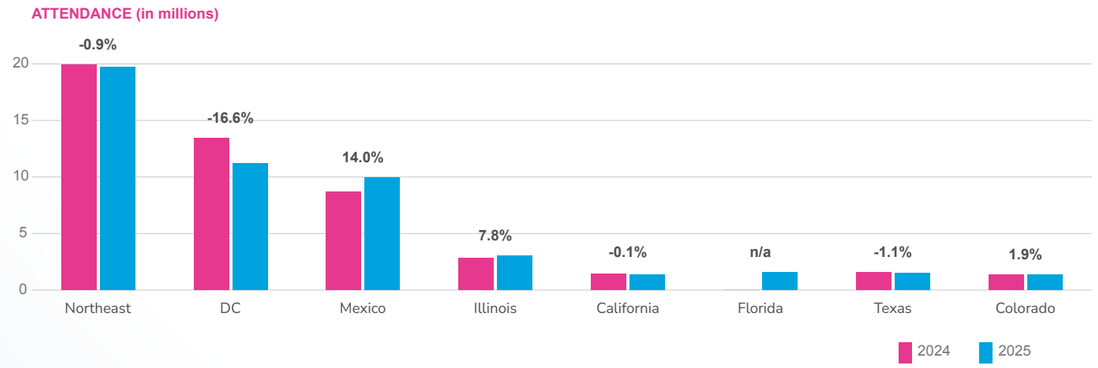


Grand Egyptian Museum
Image Credit: © Grand Egyptian Museum

Museums

North America

RANK	MUSEUM / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**The Metropolitan Museum of Art** New York, NY, U.S.	4.5%	5,984,000	5,727,000
2	**National Museum of Anthropology** Mexico City, Mexico	33.5%	5,049,000	3,782,000
3	**American Museum of Natural History** New York, NY, U.S.	-7.4%	5,000,000	5,400,000
4	**Statue of Liberty National Monument and Ellis Island** New York, NY, U.S.	-4.9%	3,538,000	3,722,000
5	**National Museum of Natural History** Washington, D.C., U.S.	-15.4%	3,300,000	3,900,000
6	**National Gallery of Art** Washington, D.C., U.S.	-28.9%	2,800,000	3,937,000
6	**The Museum of Modern Art** New York, NY, U.S.	5.4%	2,800,000	2,657,000
8	**Chapultepec Castle (National Museum of History)** Mexico City, Mexico	1.9%	2,676,000	2,625,000
9	**National September 11 Memorial & Museum** New York, NY, U.S.	0.0%	2,400,000	2,400,000
10	**Museo Soumaya** Mexico City, Mexico	-4.3%	2,200,000	2,300,000
11	**National Air and Space Museum** Washington, D.C., U.S.	0.0%	1,900,000	1,900,000
12	**National Museum of American History** Washington, D.C., U.S.	-14.3%	1,800,000	2,100,000
13	**Kennedy Space Center Visitor Complex** Merritt Island, FL, U.S.	New	1,551,000	N/A
14	**Houston Museum of Natural Science** Houston, TX, U.S.	-1.1%	1,529,000	1,547,000
15	**Griffin Museum of Science and Industry** Chicago, IL, U.S.	2.9%	1,519,000	1,476,000
16	**The Art Institute of Chicago** Chicago, IL, U.S.	13.3%	1,500,000	1,324,000
17	**California Science Center** Los Angeles, CA, U.S.	-11.9%	1,497,000	1,700,000
18	**National Museum of African American History and Culture** Washington, D.C., U.S.	-12.5%	1,400,000	1,600,000
19	**Denver Museum of Nature & Science** Denver, CO, U.S.	1.9%	1,385,000	1,358,000
20	**Getty Center** Los Angeles, CA, U.S.	-0.1%	1,300,000	1,301,000
	TOTAL	0.8%	51,129,000	50,723,000



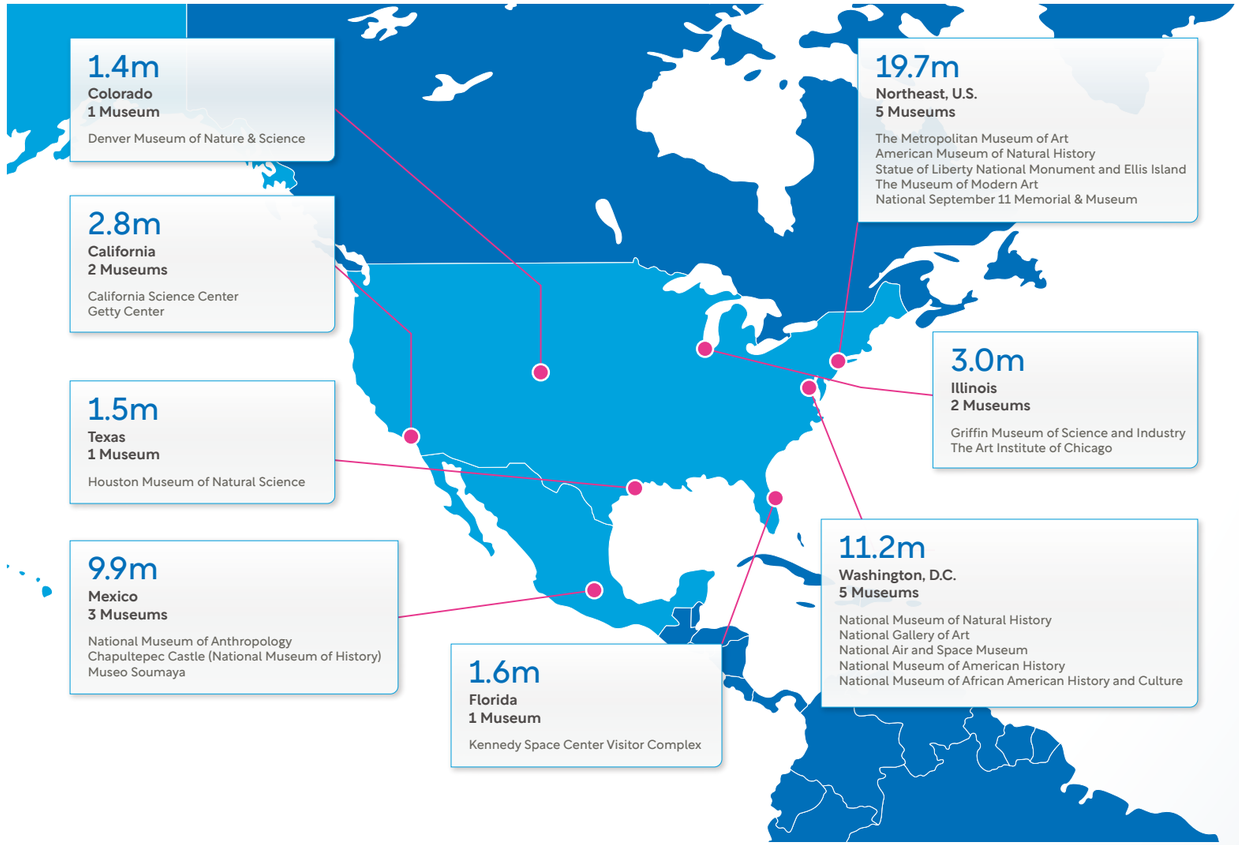
TOP 20 | Museums

North America

51.1m
2025 attendance

50.7m
2024 attendance

0.8%
Attendance change
2024 to 2025

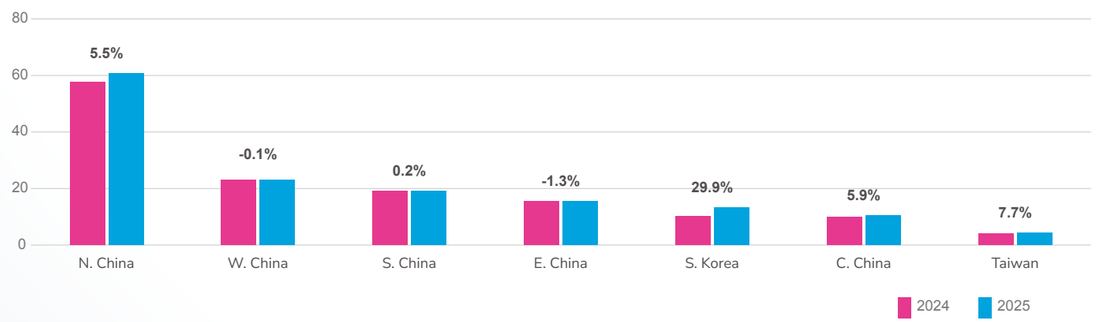


Map markers are approximate. Where a state has one museum on the list, the marker shows the museum's location. Where a state has more than one museum in the same city, the marker is placed in that city: Los Angeles for California, Chicago for Illinois and New York City for the Northeast.

Museums
Asia-Pacific

RANK	MUSEUM / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Palace Museum** Beijing, China	11.8%	19,000,000	17,000,000
2	**Summer Palace** Beijing, China	2.0%	17,381,000	17,040,000
3	**Museum of Emperor Qin Shihuang's Mausoleum Site Museum** Xi'an, China	-5.5%	10,970,000	11,610,000
4	**Shenzhen Nanshan District Museum** Shenzhen, China	9.6%	7,455,000	6,805,000
5	**Opium War Museum** Dongguan, China	-4.0%	6,929,000	7,221,000
6	**National Museum of China** Beijing, China	-0.8%	6,900,000	6,957,000
7	**Gyeongbokgung Palace** Seoul, Republic of Korea	6.9%	6,887,000	6,444,000
8	**National Museum of Korea** Seoul, Republic of Korea	68.3%	6,507,000	3,866,000
9	**Prince Kung's Mansion Museum** Beijing, China	2.0%	6,120,000	6,000,000
10	**Sanxingdui Museum** Guanghan, China	1.4%	6,080,000	5,994,000
11	**Chengdu Wuhou Shrine Museum** Chengdu, China	9.6%	6,030,000	5,502,000
12	**Nanjing Museum** Nanjing, China	3.2%	5,860,000	5,680,000
13	**Shenyang Palace Museum** Shenyang, China	12.0%	5,852,000	5,223,000
14	**China Science and Technology Museum** Beijing, China	2.0%	5,530,000	5,421,000
15	**Hubei Provincial Museum** Wuhan, China	9.6%	5,480,000	5,000,000
16	**Hunan Museum** Changsha, China	2.0%	5,000,000	4,900,000
17	**Suzhou Museum** Suzhou, China	-3.4%	4,920,000	5,095,000
18	**Guangzhou Liwan District Museum** Guangzhou, China	-6.5%	4,758,000	5,087,000
19	**Shanghai Museum East** Shanghai, China	-4.3%	4,593,000	4,800,000
20	**National Chiang Kai-shek Memorial Hall** Taipei, Taiwan	7.7%	4,350,000	4,041,000
	TOTAL	5.0%	146,602,000	139,684,000

ATTENDANCE (in millions)



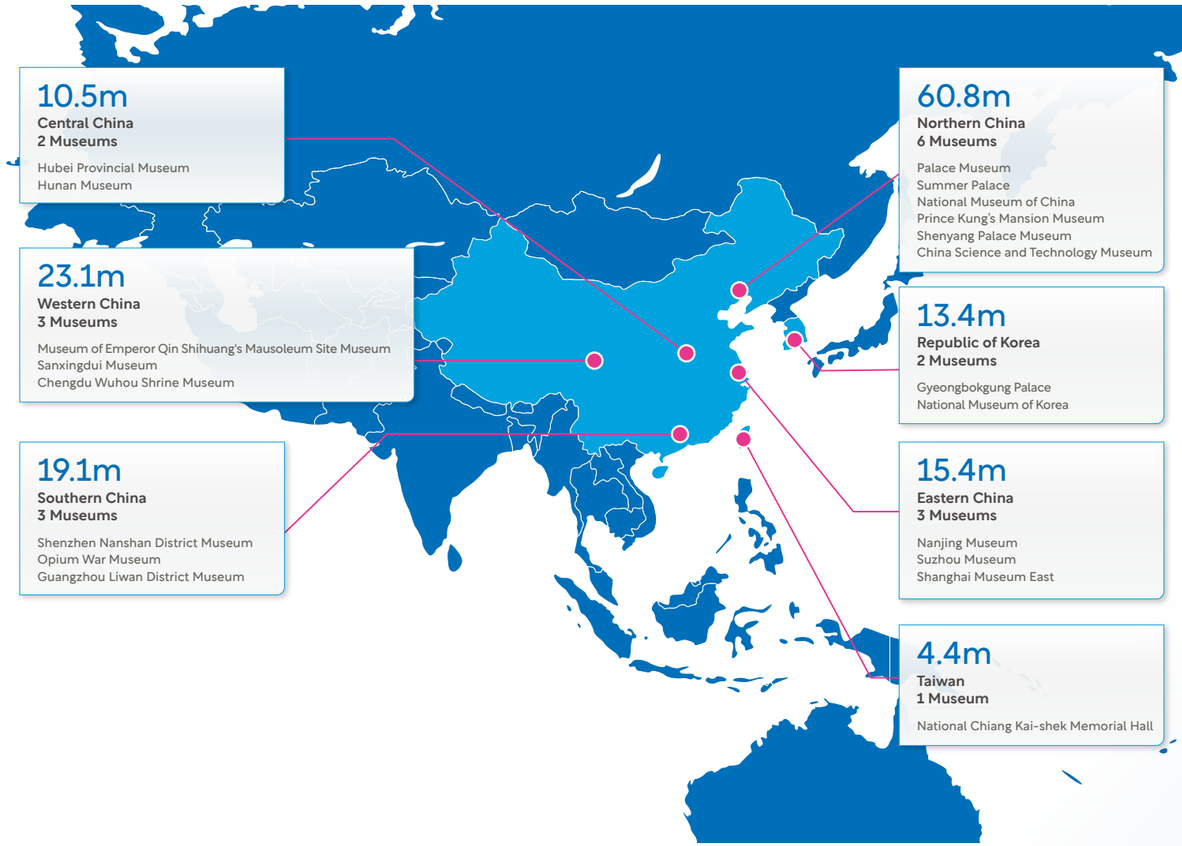
TOP 20 | Museums

Asia-Pacific

146.6m
2025 attendance

139.7m
2024 attendance

5.0%
Attendance change
2024 to 2025

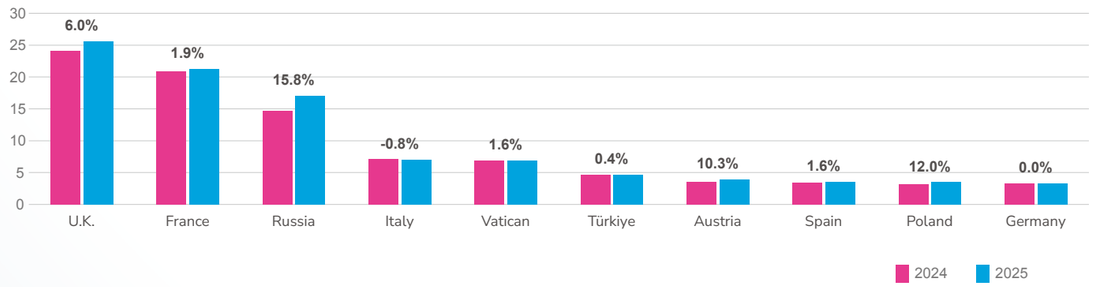


Map markers are approximate. China is shown by region: each regional marker is placed at the museum named first on the list (Wuhan, Beijing, Nanjing, Xi'an, Shenzhen). Other museums in that region may be in different cities. Where a country has more than one museum on the list, the marker is placed at the country's capital city.

Museums
EMEA

RANK	MUSEUM / LOCATION	% CHANGE 2024–2025	ATTENDANCE 2025	ATTENDANCE 2024
1	**Musée du Louvre** Paris, France	3.5%	9,046,000	8,737,000
2	**Palace of Versailles** Versailles, France	0.5%	8,400,000	8,354,000
3	**Natural History Museum** London, U.K.	12.9%	7,117,000	6,302,000
4	**Vatican Museums** Vatican City	1.6%	6,934,000	6,825,000
5	**British Museum** London, U.K.	-0.6%	6,440,000	6,480,000
6	**State Russian Museum** Saint Petersburg, Russia	40.8%	5,087,000	3,612,000
7	**Peterhof State Museum-Reserve** Saint Petersburg, Russia	0.0%	5,049,000	5,049,000
8	**Topkapı Palace** Istanbul, Türkiye	0.4%	4,700,000	4,683,000
9	**Tate Modern** London, U.K.	-1.9%	4,514,000	4,603,000
10	**National Gallery** London, U.K.	29.5%	4,148,000	3,203,000
11	**Pompeii Archaeological Park** Pompeii, Italy	-1.4%	4,119,000	4,178,000
12	**Schönbrunn Palace** Vienna, Austria	10.3%	3,963,000	3,593,000
13	**State Hermitage Museum** Saint Petersburg, Russia	7.9%	3,846,000	3,564,000
14	**Musée d'Orsay** Paris, France	0.9%	3,785,000	3,751,000
15	**Museo Nacional del Prado** Madrid, Spain	1.6%	3,513,000	3,457,000
16	**Wawel Royal Castle** Kraków, Poland	12.0%	3,478,000	3,105,000
17	**Victoria and Albert Museum** London, U.K.	-5.5%	3,332,000	3,526,000
18	**Humboldt Forum** Berlin, Germany	0.0%	3,300,000	3,300,000
19	**State Tretyakov Gallery** Moscow, Russia	23.0%	3,076,000	2,500,000
20	**Gallerie degli Uffizi** Florence, Italy	0.0%	2,909,000	2,909,000
	TOTAL	5.5%	96,757,000	91,731,000

ATTENDANCE (in millions)



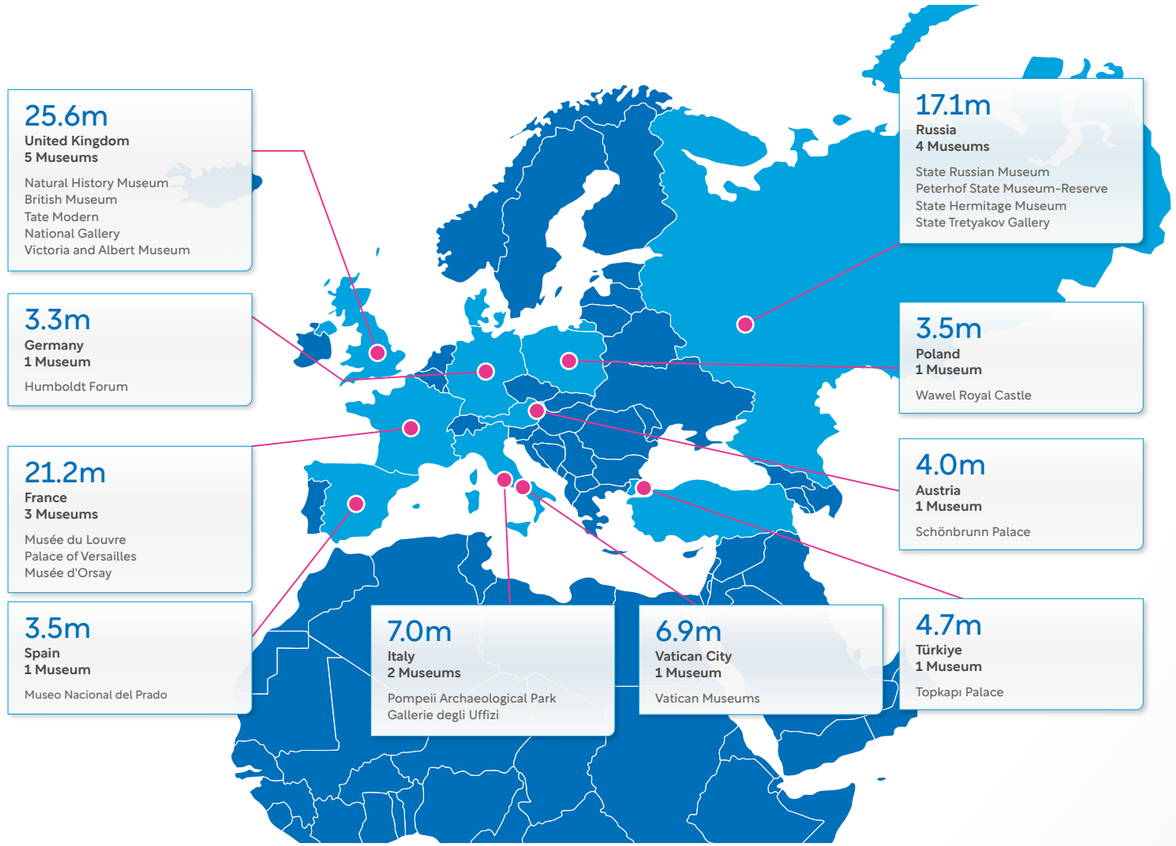
TOP 20 | Museums

EMEA

96.8m
2025 attendance

91.7m
2024 attendance

5.5%
Attendance change
2024 to 2025



Map markers are approximate. Where a country has one museum on the list, the marker shows the museum's location. Where it has more than one, the marker is placed at the country's capital city.

SPECIAL SECTION

CRUISE

Captain Mickey Mouse and Captain Minnie Mouse welcome the Disney Adventure to Port Canaveral in Florida while on its way to Singapore.
Image Credit: © Disney

Ships Bring the Fun to Land

According to Cruise Lines International Association (CLIA), 37.2 million people took an ocean cruise in 2025, spending an average of more than seven days aboard ships packed with attractions, entertainment and branded experiences. Today's ships carry water parks, roller coasters, go-kart tracks, immersive entertainment and themed "neighborhoods," often developed by the same designers, manufacturers and creative talent who work in the theme park industry.

37.2m
Global ocean cruise passengers 2025

7.5%
Passenger growth 2024 to 2025

264m
Passenger-days in 2025

Additionally, cruise operators' private destinations have evolved from convenient beach stops into highly developed, upcharge-driven attractions that increasingly resemble theme parks and water parks. Royal Caribbean's Perfect Day at CocoCay, for example, has become a sought-after destination with water park attractions, pools, beaches, dining, retail and premium experiences. At approximately 3.5 million annual visitors, its reported attendance exceeds that of Chimelong Water Park, the world's most-attended water park in 2025 with approximately 2.6 million visits.

That makes cruise more than a parallel leisure market. It is part of the competitive landscape for themed entertainment. The Global Experience Index's mission is to provide a broad view of the themed entertainment industry and identify the trends shaping leisure and entertainment markets worldwide. Cruise is an increasingly important part of that same experience economy.

For the attractions industry, cruise is a competitor, a customer and a template. It competes for guests, particularly in the Florida and Caribbean markets. It creates business for ride manufacturers, water park designers and creative firms. And it offers lessons in dwell time, destination design and per-capita spending by packaging a wide range of experiences into a single vacation product.

Cruise vs. the Attractions Industry

The scale of the cruise industry makes the comparison even more compelling. Global ocean cruise passenger volume reached a record 37.2 million in 2025, an increase of 7.5% from 2024. The average cruise lasted approximately 7.1 days, and nearly 90% of cruisers say they intend to cruise again.

That average duration translates to approximately 264 million passenger-days in 2025. For perspective, the top 25 theme parks tracked by the Global Experience Index collectively recorded approximately 245.4 million visits in 2025. These are not equivalent measures, but the comparison illustrates the scale of the leisure time represented by cruise. The industry now delivers an enormous volume of experience consumption alongside the traditional attractions market.

Cruise's audience is also broadening. First-time cruisers represented 31% of passengers in 2025, roughly one-third of passengers were under 40, and the industry's exceptionally high repeat-intent rate suggests that cruise is desirable to an expanding demographic of leisure consumers.

Destination Development

The geographic overlap with the attractions industry is particularly significant. North America remained the world's largest source market for ocean-going cruise passengers in 2025, producing more than 22 million cruisers. The United States alone accounted for more than 20.5 million passengers. Nearly 15 million North American cruisers sailed to the Caribbean, an 8% increase over 2024.

That concentration has effectively transformed the Caribbean into a new kind of themed entertainment corridor. Multiple cruise operators now own or operate private islands and coastal destinations, each designed to keep guests within the brand ecosystem while offering increasingly sophisticated attractions and premium experiences.

The destinations are shifting from being a luxury amenity to a strategic asset in each cruise line's portfolio, as important as the offerings on the ships themselves. Carnival opened Celebration Key in July 2025 following a reported $600 million investment, creating a destination designed to accommodate millions of visitors annually. Norwegian Cruise Line continued their transformation of Great Stirrup Cay with new pools, family experiences and other amenities, while its nearly six-acre Great Tides Waterpark opened in September 2026 with 19 water slides, a lazy river with multimedia tunnel and a dedicated kids' splash zone.

Royal Caribbean is taking the concept further with Perfect Day Mexico, a 230-acre destination planned for the Costa Maya area (currently negotiating government approval). The development is designed to accommodate more than 20,000 guests per day and will include multiple themed neighborhoods, pools and a large water park with 31 slides. The water park and other premium areas will be available as upcharge experiences, demonstrating how cruise operators are adopting the same layered monetization strategies used by land-based attractions.

Attractions at Sea

Disney helped start the race for onboard attractions when it debuted AquaDuck, the first water coaster at sea, on the Disney Dream in 2011 – and it now holds another record: Ironcycle Test Run, a high-speed roller coaster aboard the Disney Adventure, is the longest roller coaster at sea, spanning more than 820 feet. Royal Caribbean's Icon Class ships feature some of the largest water park experiences at sea. Norwegian Cruise Line has made large-scale go-kart tracks a signature attraction, while Carnival's Excel Class introduced the first roller coaster at sea. MSC World America, which entered service in April 2025, added another distinctive attraction with an over-water swing.

The significance extends beyond the individual attractions. These ships demonstrate how cruise operators are adopting the fundamental principles of themed entertainment: give guests more reasons to stay on board, create distinct experiences within a larger destination and provide opportunities for incremental spending.

A Market on the Move

The cruise industry is not slowing down. CLIA forecasts 38.3 million passengers in 2026 and 42.1 million by 2029, with significant additional capacity already committed through 2037.



Loki takes over the Grand Hall aboard the Disney Destiny.
Image Credit: © Disney

Disney, the world's largest theme park operator and an early innovator in the family cruise market, continues to grow Disney Cruise Line as an important part of its Experiences capital program. Disney Cruise Line currently operates eight ships and has five more in development, expanding the fleet to 13 ships by late 2030. That investment points to the importance of cruise as a major growth platform alongside its theme parks and resorts.

According to Tracy Wilson, SVP and GM, Disney Cruise Line Operations, "Guests love Disney Cruise Line for its unique blend of immersive storytelling, unforgettable experiences and exceptional service. As we continue to grow our global fleet, we look forward to welcoming more guests aboard our ships and creating the special Disney moments that bring people closer together while creating memories they will cherish for years to come."

For the attractions industry, the implications are direct. Millions of additional cruise passengers on Disney and other ships will flow through increasingly sophisticated, park-like destinations in the Caribbean and other major cruise markets, often targeting precisely the same families and leisure consumers sought by traditional theme parks.

The Global Experience Index has an opportunity to help the industry understand that dynamic. Including cruise does not mean treating every cruise passenger as a theme park visitor. It means recognizing that the competitive landscape for themed entertainment has expanded.

38.3m
CLIA forecast passengers 2026

42.1m
CLIA forecast passengers 2029

> **Today's ships carry water parks, roller coasters, go-kart tracks, immersive entertainment and themed "neighborhoods."**

SPECIAL SECTION: CRUISE

Cruise by the Numbers

Chart 1 | Top 10 Source Markets, 2025
MILLION PAX · SOURCE: CLIA 2026 STATE OF THE CRUISE INDUSTRY

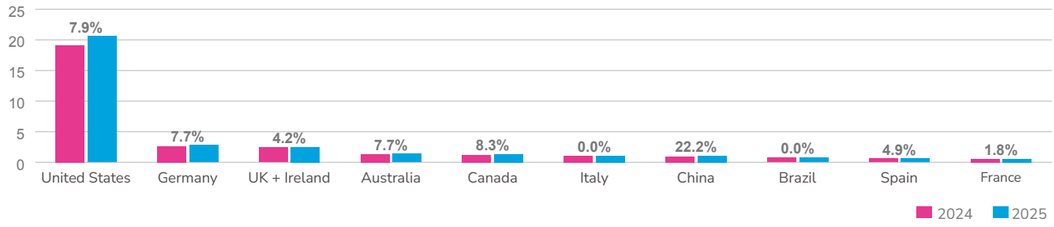


Chart 2 | Top 10 Destination Markets, 2025
MILLION PAX · SOURCE: CLIA 2026 STATE OF THE CRUISE INDUSTRY

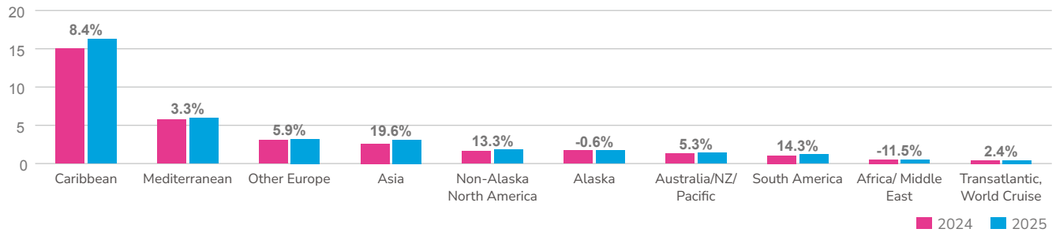


Chart 3 | Cruise vs. the Attractions Industry, 2025

METRIC	TOP 25 THEME PARKS (2025)	GLOBAL OCEAN CRUISES (2025)
Volume (visits / passengers)	**245.4m visits**	**37.2m passengers**
Passenger-days	—	**264m passenger-days**
YoY growth	**-0.2%**	**7.5%**

Chart 4 | Cruise Line Private Destinations

DESTINATION	OPERATOR	STATUS	NOTE
Perfect Day at CocoCay	Royal Caribbean	Opened 2019; operating	3.5m visitors/yr
Celebration Key	Carnival	Opened July 2025	13,000+ guests/day capacity
Ocean Cay Marine Reserve	MSC	Operating; expanding 2027	Two-ship pier, family lagoon
Lookout Cay at Lighthouse Point	Disney	Opened June 2024	Second private island after Castaway Cay
Great Stirrup Cay	Norwegian	Phase 1 complete 2025	New pier, Great Life Lagoon
Great Tides Waterpark	Norwegian	Opened September 2026	6-acre waterpark at Great Stirrup Cay
Perfect Day Mexico	Royal Caribbean	Planned 2027–28	230 acres; 20,000+ guests/day

About the Study

The TEA Global Experience Index™ (formerly known as the Theme Index and Museum Index Report) is a collaboration between the Themed Entertainment Association (TEA), research partners Entertainment + Culture Advisors (ECA) and The Park Database, and editorial, design and sponsorship partners InPark Magazine, Moongate Design Studio and Storyland Studios, respectively. It provides critical insight into trends shaping leisure and entertainment markets worldwide.

This calendar-year study of global attractions attendance is a free resource for the worldwide experience economy including park operators, museums, developers, investors, governments and the travel and leisure industry. Top worldwide theme parks, amusement parks, water parks, museums and theme park group operators are named, ranked by attendance, and industry trends are identified. The global market is studied as a whole, and each of its main regions is also studied separately: the Americas, EMEA, and Asia-Pacific. The report represents a significant body of international research and annual tracking.

The 2025 TEA Global Experience Index continues to expand its lens beyond traditional themed entertainment to explore adjacent industries shaping the global experience economy. This year, we look at the cruise industry – an increasingly important platform for immersive entertainment, storytelling, hospitality, and destination experiences.

The Index has long provided a global view of attendance across the markets that define our industry. As the boundaries of themed entertainment continue to evolve, the way we measure its reach and influence must also evolve. Future editions of the TEA Global Experience Index may explore additional adjacent sectors as their relevance, available data, and impact on the broader experience economy continue to grow.

Inclusion in the annual TEA Global Experience Index is now seen as a benchmark of success among operators, parks, and museums. Every year the team hears from parks and museums desiring to share their attendance performance and earn a place on the list. The more feedback and information we receive, the more accurate this report becomes.

Those who believe their properties should be included in the report are encouraged to contact Edmond Chih at ECA (edmond@entertainmentandculture.com). For a theme park or water park to be included in the report, at a minimum the property must be gated (entry ticket required). To be included in the top theme park groups list, an operator must have theme parks in its portfolio in which it has controlling ownership or that are branded by the operator (i.e., licensed).

Our researchers derive the figures used to create the TEA Global Experience Index through a variety of sources, including statistics furnished directly by the operators, historical numbers, financial reports, local tourism organizations, national and international attraction associations, mobile location analytics and professional estimates where necessary.

Due to differences in reporting across operators and regions, there is some variation in the time periods for which figures are reported. Unless otherwise noted, figures for theme parks and water parks are calendar-year figures, while some figures for museums are fiscal-year figures.

Frequently Asked Questions

Why should parks share their numbers?

When operators share their information, it is good for the overall industry. It ties directly into reinvesting wisely in ways that bring in more attendance and more repeat visitation, driving revenue and profits. Tracking differences and fluctuations in attendance helps the industry assess current trends and recognize what is driving changes in performance. Knowing what works, what doesn't work – and where and why – allows operators, brands, investors and governments to make wise investment decisions and to know what results can be expected.

How does the Index address the accuracy of reported attendance?

The TEA Global Experience Index reflects attendance figures officially provided by operators whenever available. When operators do not provide data, we apply industry knowledge, market intelligence, historical performance, and professional analysis to develop our best estimate.

As with any industry report that incorporates self-reported information, there may be instances where reported figures differ from actual performance. No single data point exists in isolation, however. Attendance trends are considered alongside other indicators – including revenue, profitability, investment activity, market conditions, and historical performance – which provide important context and help identify inconsistencies over time.

There is also a strong incentive for operators to report responsibly. While an inflated attendance figure might improve a property's ranking in the short term, maintaining numbers that are inconsistent with broader business performance becomes increasingly difficult and can create challenges related to investment decisions, transactions, financing, and long-term market credibility.

The themed entertainment industry is also highly interconnected. Operators, developers, investors, consultants, and advisors regularly work across organizations and markets, creating additional layers of industry knowledge and perspective.

For these reasons, we tend to focus less on any single reported number and more on consistency, trends, and performance over time. Our goal is to provide the industry with the most credible and useful view possible based on the information available, while recognizing that transparency and accuracy ultimately strengthen both the Index and the industry it serves.

How do you estimate figures for individual parks that don't report them?

With a team of professionals providing decades of experience working in the attractions industry, our researchers offer a strong understanding of what drives performance at the park level and a robust process to estimate attendance where necessary. The following outlines our general process:

The process begins with a review of publicly available information, including annual reports, about the performance of the multi-park/attraction operators and the individual parks/museums. The team also reviews information collected as part of the previous year's report and throughout the year.

Where park/museum information is missing, the multi-park operators and the individual parks/museums are asked to provide their attendance figures, and many of them do so directly.

Where specific park or museum figures are not received from the operator, our researchers use a detailed methodology that considers the following:

- Historical attendance trends at the venue
- Generally available information on the facility and/or operator
- Any changes, such as new rides, areas, shows, exhibits, ticket prices, IP connections, etc.
- The general economy of the nation and the specific metropolitan area
- Tourism trends nationally and in the metropolitan area
- Visitation estimates based on mobile location data
- The performance of nearby parks/museums and other attractions
- Media coverage about the operator/park/museum
- For parks, weather trends in the area, particularly during peak periods
- Other select factors as relevant

Park/museum operators are also given the opportunity to review and comment on our estimate before the Index is finalized and published. Of those that don't provide official figures at the park/museum level, the research team generally receives some form of feedback regarding the individual parks/museums. Leadership at the Themed Entertainment Association (TEA) plays an important role here, encouraging responses.

As leading providers of business planning studies worldwide for attractions, our researchers also work frequently with many of the major operators, parks and museums, providing them the opportunity to periodically compare estimates with actual figures. They are used to refine the methodology where necessary.

As part of their active work in these markets and to maintain awareness of what drives performance and the macroeconomics of different countries, members of the research team visit parks and museums, watching for new developments and trends. This helps to bring professional processes to the industry so that a higher level of quality can be transmitted from more developed markets into emerging markets. Our researchers frequently work for operators who are looking to enter the attractions business, or to grow or improve their existing operations. They also team with attraction master planners and designers to help correctly position and right-size parks and museums to match their market potential and optimize their financial performance. In addition, they regularly speak at industry events (such as those organized by TEA, IAAPA, WWA, AAM, AZA, ULI, and many others) about industry trends and also contribute to articles for industry publications and in more general media publications.

How is a water park defined for the purposes of the TEA Global Experience Index?

A water park must be gated and have a minimum of three water slides/flumes, a wave pool, retail and food areas, and at least two of the following other elements: tube rides; free-form pool; lazy river; or kids' water play area. If a water park also has a separate spa facility, only the entertainment-related attendance is factored into our study.

How is a museum defined for the purposes of the TEA Global Experience Index?

A museum must be gated (paid admission or free), maintain and present a collection of interpreted exhibits on site, and be primarily focused on heritage or cultural consumption. Monuments or archaeological sites without a collection or interpretive elements are not considered museums.

Why do you focus on the top-attended parks and museums?

The top-attended parks and museums are a clear indicator of the overall state of the industry and associated trends. In addition, trends and activities at the top-attended parks and museums signal both what is currently occurring in the industry more broadly, as well as what is likely to occur in the future, particularly in such areas as investment, technology, IP, marketing, facility spending, visitor spending and behavior. This is also why the top-attended parks and museums tend to be the most-watched by the media as well as the industry. The report currently lists more than 200 parks and museums, the result of a significant research, tracking and evaluation effort on the part of our team.

Can we assume that the same dynamic of the top parks is playing out in the smaller parks and museums?

Generally, the answer is yes, with attractions of all types and scales facing many of the same ongoing challenges, which include meeting visitor expectations, hiring and retaining good management and staff, efficient operations, understanding and applying new technology, addressing the need for continuous reinvestment, and the like. That said, smaller and more regional venues have their own unique place in the market. They have distinct challenges when it comes to marketing, investment and guest retention, making the most of smaller budgets, and differentiating themselves from other leisure options competing for visitors' time and money. How they respond to those challenges often sets an example of creativity, innovation, leadership and/or economic stimulus that influences the rest of the sector – many such examples have appeared in the annual slate of TEA Thea Awards recipients over the years.

Why aren't other attraction types included, such as zoos and aquariums, observation experiences, and sports and performance venues?

The report has evolved over the years, starting as just a report on major U.S. theme parks, with additional regions (EMEA, Asia-Pacific, Latin America) and attraction types (water parks, museums) added over time. The team continuously reviews additional attraction types to be potentially featured in greater depth in future publications.

Why were cruise ships included in this year's Index?

As stated above, the report has evolved through the years to cover different regions and markets. Still, the TEA Global Experience Index's mission has remained constant: to track both attendance and trends in relevant markets around the globe. With themed entertainment experiences expanding into new arenas, it makes sense to look at additional verticals.

Cruise ships – with both onboard amenities and private islands that incorporate attractions and theming found at major theme/water parks – are a natural market to include in the report, even if it's in a smaller fashion. Going forward, new markets, as with cruise ships, may be addressed periodically or regularly within the report based on market information and need.

TEA, ECA and The Park Database express thanks to the numerous park and museum operators who graciously and generously furnished attendance information, enabling this report to be as complete and accurate as possible.

About the Themed Entertainment Association (TEA)

The Themed Entertainment Association (TEA) brings together the creators and makers of experiences worldwide – from the creative storytellers to the technical builders, from operators to investors, from idea to operation – and provides them with tools, education, advocacy, community, and connection to help grow their businesses and careers.

The international non-profit association's members focus on creating for and serving the leisure and travel sectors. Their work can be seen in entertaining and educational projects found in theme parks, water parks, museums, zoos, corporate visitor centers, casinos, restaurants, branded experiences, multimedia spectaculars, retail spaces, resorts and hospitality, destination attractions and more. TEA encompasses a dynamic community of more than 1,600 member companies in over 40 countries.

teaconnect.org
@tea_connect

About Entertainment + Culture Advisors (ECA)

Entertainment + Culture Advisors (ECA) is a leading international advisory firm focused on attraction strategy, market analysis, business planning and feasibility for entertainment attractions and destination development projects. ECA works with the global industry's leading investors, institutions, developers, designers, licensors and operators to support core business planning across multiple stages of a project's development, from program definition and global benchmarking to market prioritization and site-specific feasibility.

Since 2010, ECA has worked in more than 30 countries on projects ranging from theme park destinations to indoor branded attractions, cultural attractions, immersive experiences and live event venues. With offices in Los Angeles and Hong Kong, ECA has a highly experienced team of Principals, Associates and Analysts, focused on providing tailored, strategic advice for the global entertainment development industry.

entertainmentandculture.com

About Moongate Design Studio

Moongate is an experience design, production and marketing company working with entertainment companies, IP holders, theme parks, hospitality groups and real estate developers. Founded in 2022, the company works across the US, Japan and Korea, with a focus on developing destinations and experiences throughout the Asia Pacific region. Its services span strategy, concept development, production management and marketing, connecting creative direction with project delivery and audience engagement.

In Korea, Moongate owns and operates Moon Art Grounds, named one of Korea's top five private museums. This direct experience informs the company's approach to guest experience, programming and marketing. From initial planning through launch and beyond, Moongate helps clients translate brands and stories into physical environments that engage audiences and support long term business goals.

moongate-design.com
magmuseum.com, @magmuseum_official

#TEAGlobalExperienceIndex

The TEA Global Experience Index can be downloaded at the following link:
teaconnect.org/tea-global-experience-indextm

About Storyland Studios

Storyland Studios is a full-service strategy and design firm on a mission to imagine, design, and create immersive experiences and environments that lift the spirit. With offices in California, Atlanta, Orlando, and London, its team of professionals has significant experience designing projects such as theme parks, museums, resorts, and more, around the world. Storyland helps clients arrive at a story-driven big idea and then shape it into narratives that resonate with guests and users across the globe. The firm's collaborative process launches a journey through strategic storytelling to master planning and production design while aligning creative efforts with client business goals and providing memorable guest experiences.

storylandstudios.com

About The Park Database

The Park Database is the attractions industry's knowledge engine, offering a world-renowned public database, widely disseminated white papers and research publications, and data products.

theparkdb.com

About InPark Magazine

InPark Magazine was founded in 2004 by Martin Palicki as a professional trade publication covering the themed entertainment industry, with a particular focus on theme parks, water parks, museums and world's fairs. The magazine is known for in-depth articles that highlight many of the components that go into creating the world's best themed entertainment projects, including AV technology, storytelling, branding/IP, creative design and more. InPark publishes print and digital issues along with a website constantly updated with the latest news and stories. Subscribe for free online.

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