

Table 9.3 Amusement/Theme Park Revenue Sources

Revenue Sources in U.S. Dollars	Mean Percentage of Total Revenue (%)
Admissions	39
Tickets/wristbands	20
Food	16
Birthday parties	2
Catering	3
Merchandise	6
Souvenir photography or video	1
Video/arcade games	1
Skill/team/challenge games	2
Redemption games	1
Parking	1
Rentals	1
Concessions	1
Sponsorships	1
Special events	2
Campground	1
Go-karts	1
Other	2

Source: International Association of Amusement Parks and Attractions. (2011–2012). *IAAPA Amusement Park Benchmark Study*.

concerns. In today's global market, the basics of parks development and management remain the same, but attention to detail is vital. "Whether the project is in your native country, or a continent away, it is imperative to be up to date on the demographics of your target market, what appeals to them and how to communicate with them."¹⁴

From an operating point of view, parks must create a fun atmosphere and be clean and visually pleasing. There are several core conditions that must be met by theme park operators to retain repeat patronage and attract new patrons. In addition to visually pleasing and exciting park facilities designed based on the preferences of your target markets, all the service quality principles discussed in Chapter 3 apply. For example, employees need to have good product knowledge, be able to think and feel from customers' perspective, and deliver consistency in products, services, and fun! Good communication skills by park employees are also pertinent to maintain visitors' interest and excitement. The ability to control crowds and work out the logistics of people flow are other essential components.

Park designers must provide a wide variety of rides, especially roller coasters and water rides, while reducing the perception of crowding. In addition to activities with an educational focus, new rides and features must be added on a periodic basis to maintain guest interest and ensure repeat patronage. To fund these changes, parks rely on six major sources of revenue (see Table 9.3).

Gaming

Casino gaming has always been popular and available in many parts of the world, but it has experienced explosive growth in popularity and availability in the United States, Macao, Singapore, and Canada during the past few years. When gaming was legalized in Nevada in 1931 to attract tourists during the Depression, few would have envisioned that