

For immediate release

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First Annual TEA/ERA Global Theme Park Attendance Report Due Out This Spring

BURBANK, Calif. February 2007 – TEA (formerly Themed Entertainment Association) - the leading international trade association for the creators and producers of experience design and themed attractions, and Economics Research Associates (ERA) – a top international consulting firm focused on economic analysis for the entertainment and leisure industry - announced the imminent publication of the first annual **Theme Park Attendance in 2006: The TEA/ERA Report**. The report will be published this April, as a special section simultaneously in two prominent trade magazines: *Park World* (UK) and *InPark* (US). Subsequent to the release in print, the report will be published on the TEA and ERA websites, respectively www.teaconnect.org and www.econres.com.

How can the industry learn from Disney's example - with attendance increases at all Disney parks in North America and abroad? How did Legoland California manage to get the highest percentage attendance increase of any parks in North America? Which parks in Europe and Latin America did well in 2006? How did Hong Kong Disneyland perform in Asia as new entrant for 2006 on the Top 10 list? What are the worldwide theme park attendance trends in 2006 and outlook?

These and other questions are covered in **Theme Park Attendance in 2006: The TEA/ERA Report**, the authoritative survey of 2006 attendance figures at the top amusement parks and theme parks in the North America, Latin America, Europe and Asia and top waterparks in North America. The attendance figures will be accompanied by articles observing trends and key events in the business.

This report provides a much-needed reference resource to the parks and attractions industry. In past years, a similar report based on ERA data had been published annually by the magazine *Amusement Business* - but *AB* ceased operations in 2006.

“TEA is pleased to expand its service to the parks community by commencing this annual research project in partnership with ERA,” notes TEA President

Craig Hanna. “We’ll deliver the goods in a new, improved package complete with reliable facts, figures, charts and topical, relevant analysis. Releasing the information in print through two excellent magazines on two continents - *Park World* and *InPark* - as well as online, will ensure that it gets to everyone who needs it.”

“Members of the media, consultants, businesses, park operators and parks enthusiasts have come to rely on this critical information being issued every year,” remarks John Robinett, senior vice president of ERA. “It’s extremely important to collect and share this information throughout the industry so that we can all learn from it and improve the way we do business. The picture is constantly changing due to a variety of factors, and every year we need to take a new snapshot.”

Featured in

Theme Park Attendance in 2006: The TEA/ERA Report -

2006 attendance numbers for:

- Top 25 amusement/theme parks worldwide
- Top 20 amusement/theme parks in North America
- Top 20 parks in Europe
- Top 10 parks in Asia
- Top 10 parks in Mexico & Latin America
- Top 10 parks chains worldwide
- Top 15 waterparks in North America

Plus:

- Selected parks that didn’t make the “top” but deserve special notice
- Comparisons with the previous year
- Region-by-region analysis
- Worldwide analysis

Theme Park Attendance in 2006: The TEA/ERA Report is a collaborative effort between TEA (formerly Themed Entertainment Association) and ERA (Economics Research Associates). The data collected by ERA, a top international consulting firm, will be edited and presented by TEA, a leading international trade association for the experience and attractions industry. TEA Publications Editor Judith Rubin will edit the report.

It will be published as a special section in two trade magazines - US-based *InPark* and UK-based *Park World* - in April 2007. About a month after appearing in print, the report will also be published on the web by TEA (teacconnect.org) and ERA (econres.com).

About TEA

The TEA (former Themed Entertainment Association) is a nonprofit organization representing some 6,500 creative specialists, from architects to

designers, technical specialists to master planners, scenic fabricators to artists, and builders to feasibility analysts working in nearly 500 firms in 39 different countries. TEA is an international nonprofit organization founded in 1991. It is dedicated to connecting organizations seeking to engage, enchant, educate and entertain their guests and visitors with the creators of compelling places and experiences worldwide. Its members have conceived, designed, fabricated and produced highly successful experience-based museum exhibits, science center interactives, corporate visitor centers, live events and live performance venues, themed entertainment and retail centers, casinos and resorts, themed restaurants, aquariums, zoos, heritage centers, theme parks and more. For more information, visit www.teaconnect.org.

About Economics Research Associates (ERA)

Economics Research Associates is an international consulting firm focused on economic analysis for the entertainment and leisure industry, real estate development, public-policy analysis, tourism, and economic development. Since its founding in 1958, ERA has completed over 17,000 assignments yielding unmatched experience in land use economics. In the process, the firm has made important contributions to some of the world's most innovative and successful development projects. ERA has extensive experience in planning all types of attraction, theme park and major destination developments and associated real estate projects. ERA is considered the industry leader in economic planning for large-scale recreation/entertainment and destination resort developments. In the area of attraction and theme park economics, ERA's experience is unmatched. ERA works with all the major international attraction developers. Website: www.econres.com.

About InPark Magazine

InPark magazine is an independent trade publication serving the amusement industry by providing a fresh perspective on best practices, industry trends and new products in the amusement market, *InPark* provides a unique service for the industry by taking a thematic concept in each issue and exploring it through the lens of its four core markets: Theme Parks, Water Parks, Museums and Coin-Op (FECs). *InPark* publishes six issues per year and is distributed internationally, as well as at industry trade shows and conferences. *InPark* can be contacted at 877-373-7708, editor@inparkmagazine.com, or on the web at www.inparkmagazine.com.

About Park World Magazine

Park World is one of the original and most lively amusement industry journals and is read by park operators and suppliers worldwide. The magazine features regular park profiles, news, comment, interviews, trade show reports and new ride/product information. The magazine is published in English 10 times a year, in both printed and electronic form, and edited by Owen Ralph. Visit www.parkworld-online.com.

About Judith Rubin

Judith Rubin, editor of **Theme Park Attendance in 2006: The TEA/ERA Report**, is one of the foremost US-based writer/editors for the attractions industry. She served as associate editor of *World's Fair* and as contributing editor to *Entertainment Design*, *Film Journal International* and *Funworld*. She was founding editor of *Original Cinema: The Newsletter of the Large Format Cinema Association*. Her work has appeared in dozens of other publications, including *Urban Land*, *The Big Frame* and *American Cinematographer*. Currently, she is contributing editor to *InPark*, a regular contributor to *Lighting & Sound America* and publications editor/media liaison for TEA. Visit www.judithrubin.blogspot.com.

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