



Themed Entertainment Association/ Economics Research Associates' Attraction Attendance Report



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TEA/ERA Attraction Attendance Report 2007

Summary by Judith Rubin



“Theme parks are a specialized business sector and both the operators and their investors need reliable information in order to make good decisions,” says TEA President Nick Farmer of Farmer Attraction Development. “The TEA/ERA Theme Park Attendance Report, jointly produced by the TEA (Themed Entertainment Association) and ERA (Economics Research Associates) identifies the top commercial theme parks and waterparks around the world and provides a 12-month snapshot of our industry. The publication of these statistics benefits us all in our continual efforts to improve the guest experience, to operate more efficiently and to move into new geographic markets in Asia and the Middle East.”

The report is a collaboration by TEA – the leading international trade alliance for the creators of compelling experiences and places – and ERA – a top international consulting firm providing economic analysis for the entertainment and leisure industry. It is a definitive reference work relied upon by journalists and professionals in the attractions and tourism community. The report also stirs intense interest among theme park enthusiasts.

“Overall, 2007 was what we call a ‘steady as she goes’ year for theme parks and waterparks, with healthy, modest growth across most sectors and geographies,” says John Robinett, Senior Vice President of ERA. “Tourism numbers in Orlando rose only modestly, but the parks did fairly well with strong, single-digit growth which is notable for that mature market. Several parks in Southern California were coming off strong previous years and were either flat or were slightly down. Parks in Europe did well, with more than 3 percent growth. Asia had some dramatic highs and lows. Disney remains the world leader by a big margin.”

Some key figures and information from the report

All figures are for calendar year 2007 unless otherwise indicated.

- 122.8 million: Total visits to the top 20 parks in North America, representing growth of an estimated 2.6 percent compared to previous year. Attendance growth of 4.1 percent during the two-year period of 2005-2007 for top North American parks
- 60.9 million: Attendance for the top 20 European parks, representing a growth rate of 3 percent. Attendance growth of 4.8 percent from 2005-2007 for top European parks
- 11.3 million: Visits to top 10 parks in Mexico and Latin America
- 65.8 million: Total attendance to top 10 Asian/Pacific Rim parks
- 187.6 million: The total theme park attendance for top 25 worldwide parks in 2007, up 0.5 percent compared to previous year
- 12.2 million: Combined visitation to top 15 US waterparks, representing more than 3 percent growth from 2006
- 19.4 million: total attendance to top 20 worldwide waterparks, up more than 11 percent from 2006, including new parks, or 6 percent on same parks basis

North America (*Amusement/Theme Parks p. 10, Water Parks p. 14*)

North American parks demonstrated fairly strong attendance growth at more than 2.5 percent. “The standouts were Disney - which had a particularly strong showing in its Orlando parks – and Universal Studios, also doing well in Orlando,” notes John Robinett of ERA. Several parks in Southern California, coming off strong previous years, were either flat or slightly down. “Disneyland managed a slight attendance increase in a competitive market with low, single-digit tourism growth,” observes Christian Aaen, Principal, ERA.

Amusement/Theme Park Attraction Chains (p. 6)

Major theme park chains show an overall increase of 3.8 percent, “primarily driven by acquisitions by Merlin Entertainments Group, Parques Reunidos, Herschend Family Entertainment plus growth in most of Disney’s and Universal’s theme parks,” says ERA’s Christian Aaen.

Europe (*Amusement/Theme Parks p. 11*)

Parks in Europe also did well, with more than 3 percent growth in attendance and four parks showing increases in the double digits. David Camp, Director, ERA Europe/Africa/Middle East office, comments, “The 15th anniversary of Disneyland Paris saw strong attendance growth as a result of strong marketing and strategic investment.” ERA Director Lesley Morisetti remarks that of the European parks, “Whilst relatively poor weather, particularly at key holiday periods, led to a downturn in attendance for many sites, the parks that invested in new rides and attractions and/or on-site hotel development in 2007 all showed year-on-year growth.”

Asia/Pacific Rim (*Amusement/Theme Parks p. 13*)

Christian Aaen pointed out that on the Asian parks scene, the figures indicate a more complex picture. “Overall, the Asian numbers are down because two major parks - Hong Kong Disneyland and Lotte World - had significant attendance declines, however, two other parks also achieved sizeable increases: Ocean Park and OCT’s Happy Valley,” says Aaen.

Hong Kong Disneyland in its second (full) year of operation experienced a sophomore slump, down more than 20 percent from its opening year. Lotte World (Seoul) was closed for six months for improvements and renovations, which cut attendance by more than half.

Excluding Lotte World, the Asian numbers become more favorable. Aaen drew attention to the fact that Ocean Park (Hong Kong), which caters heavily to the Chinese tourist market, displayed strong attendance growth at more than 12 percent leading to a record season and that Happy Valley, the leading theme park in Mainland China, had a strong year and is up 10 percent.

The figures also show that Disney’s two Japanese parks, Tokyo Disneyland and Tokyo DisneySea, continue to thrive with total combined attendance of more than an estimated 26 million. Tokyo DisneySea celebrated its 5th anniversary and attendance was up 2.5 percent. Tokyo Disneyland is marking its 25th year in 2008 and attendance rose 1.5 percent. At Universal Studios Japan, attendance was up 2.5 percent.

Mexico/Latin America (*Amusement/Theme Parks p. 12*)

Latin American parks exhibited modest, steady growth at around 2.1 percent overall. La Ciudad de los Niños (Kidzania) and Parque Plaza Sésamo exhibited good growth in Mexico City and Monterrey.

Waterparks (*World p. 8, United States p. 14*)

Waterparks are growing dynamically, with the biggest increases in the US but plenty of activity in other countries. Dan Martin, ERA Vice President in the US, pointed out that four US waterparks had double-digit attendance increases. “Hyland Hills Water World [Denver] had everything firing on all cylinders,” says Martin, “- perfect summer weather, excellent marketing and a new attraction. Dollywood’s Splash Country also invested wisely in new features.” Christian Aaen noted that in the waterpark sector, “Asia is catching up very quickly, particularly led by Korea and Japan and also China with major indoor/outdoor waterparks part of resort destinations.” A major new waterpark, Chimelong Water Park, opened in Southern China (Guangzhou) in 2007 and had a very strong opening year achieving 1.4 million visitors.

TEA/ERA Theme Park Attendance Report for 2007 - Credits

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About the numbers

ERA obtains the figures used to create this report through a variety of sources, including statistics furnished directly by the operators, historical numbers, financial reports, the investment banking community and local tourism organizations, among others. The global market is studied as a whole, and each of its four main regions is also studied separately: North America, Mexico/Latin America, Europe and Asia. There is also a table of the top waterparks in the world and in the United States, and of the top global chain operators.

To be included in the study, a facility in general must be gated (entry ticket required). North American parks must have annual visits above one million. To be included on the top chains list, a chain operator must have theme parks in its portfolio. External and internal factors such as development, pricing, customer service, weather, demographics, investment/expansion, attendance and other dynamics that affect the estimated numbers are noted in comments within the charts.

About TEA

The TEA (Themed Entertainment Association) is an international, nonprofit alliance founded in 1991 to represent the creators of compelling experiences and places worldwide – including designers, architects and engineers, technical specialists and master planners, media artists and scenic fabricators, builders, feasibility analysts, lighting designers and event producers – as well as owners, operators and developers, totaling some 6,500 creative specialists working in more than 500 firms in 39 different countries. TEA is headquartered in Burbank, Calif. USA. Visit www.teaconnect.org.

About ERA

Economics Research Associates (ERA) the leading 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 more than 17,500 assignments yielding unmatched experience in theme parks and land-use economics. Visit www.econres.com.

About the Editor

Judith Rubin is a prominent voice in the industry media, since 1987 actively using the written word to promote the attractions community on behalf of trade associations, publications and creative companies. Visit www.judithrubin.blogspot.com.

Top 10 Amusement/Theme Park Attraction Chains - World (2007)



| Rank | Theme Park Attraction Chain | 2007 Attendance (millions) |
|------|------------------------------------|-------------------------------|
| 1 | WALT DISNEY ATTRACTIONS | 116.5 |
| 2 | MERLIN ENTERTAINMENT GROUP | 32.1 |
| 3 | UNIVERSAL STUDIOS RECREATION GROUP | 26.4 |
| 4 | SIX FLAGS INC. | 24.9 |
| 5 | BUSCH ENTERTAINMENT | 22.3 |
| 6 | CEDAR FAIR ENTERTAINMENT COMPANY | 22.1 |
| 7 | PARQUES REUNIDOS | 12.0 |
| 8 | COMPAGNIE DES ALPES (GREVIN) | 9.6 |
| 9 | HERSCHEND FAMILY ENTERTAINMENT | 8.9 |
| 10 | EVERLAND | 8.6 |

Source: TEA and Economics Research Associates (ERA)

Top 25 Theme Parks - World (2007)



| Rank | Park and Location | 2007 Attendance |
|------|--|-----------------|
| 1 | MAGIC KINGDOM at Walt Disney World, Lake Buena Vista, FL, USA | 17,060,000 |
| 2 | DISNEYLAND, Anaheim, CA, USA | 14,870,000 |
| 3 | TOKYO DISNEYLAND, Tokyo, Japan | 13,906,000 |
| 4 | TOKYO DISNEYSEA, Tokyo, Japan | 12,413,000 |
| 5 | DISNEYLAND PARIS, Marne-La-Vallee, France | 12,000,000 |
| 6 | EPCOT at Walt Disney World, Lake Buena Vista, FL, USA | 10,930,000 |
| 7 | DISNEY'S HOLLYWOOD STUDIOS at Walt Disney World, Lake Buena V | 9,510,000 |
| 8 | DISNEY'S ANIMAL KINGDOM at Walt Disney World, Lake Buena Vista, FL | 9,490,000 |
| 9 | UNIVERSAL STUDIOS JAPAN, Osaka, Japan | 8,713,000 |
| 10 | EVERLAND, Kyonggi-Do, South Korea | 7,200,000 |
| 11 | UNIVERSAL STUDIOS at Universal Orlando, Orlando, FL | 6,200,000 |
| 12 | SEAWORLD FLORIDA, Orlando, FL, USA | 5,800,000 |
| 13 | DISNEY'S CALIFORNIA ADVENTURE, Anaheim, CA, USA | 5,680,000 |
| 14 | PLEASURE BEACH, Blackpool, UK | 5,500,000 |
| 15 | ISLANDS OF ADVENTURE at Universal Orlando, Orlando, FL, USA | 5,430,000 |
| 16 | OCEAN PARK, Hong Kong, China | 4,920,000 |
| 17 | HAKKEIJIMA SEA PARADISE, Yokohama, Japan * | 4,770,000 |
| 18 | UNIVERSAL STUDIOS HOLLYWOOD, Universal City, CA, USA | 4,700,000 |
| 19 | BUSCH GARDENS TAMPA BAY, Tampa Bay, FL, USA | 4,400,000 |
| 20 | SEAWORLD CALIFORNIA, San Diego, CA, USA | 4,260,000 |
| 21 | HONG KONG DISNEYLAND, Hong Kong, SAR, China | 4,150,000 |
| 22 | TIVOLI GARDENS, Copenhagen, Denmark | 4,110,000 |
| 23 | EUROPA-PARK, Rust, Germany | 4,000,000 |
| 24 | NAGASHIMA SPA LAND, Kuwana, Japan | 3,910,000 |
| 25 | PORT AVENTURA, Salou, Spain | 3,700,000 |

Note: Percent changes for 2007 for certain parks (noted by *) are based on adjusted/updated figures for 2006, thus not directly comparable to published TEA-ERA list for 2006/05

Source: TEA and Economics Research Associates (ERA)

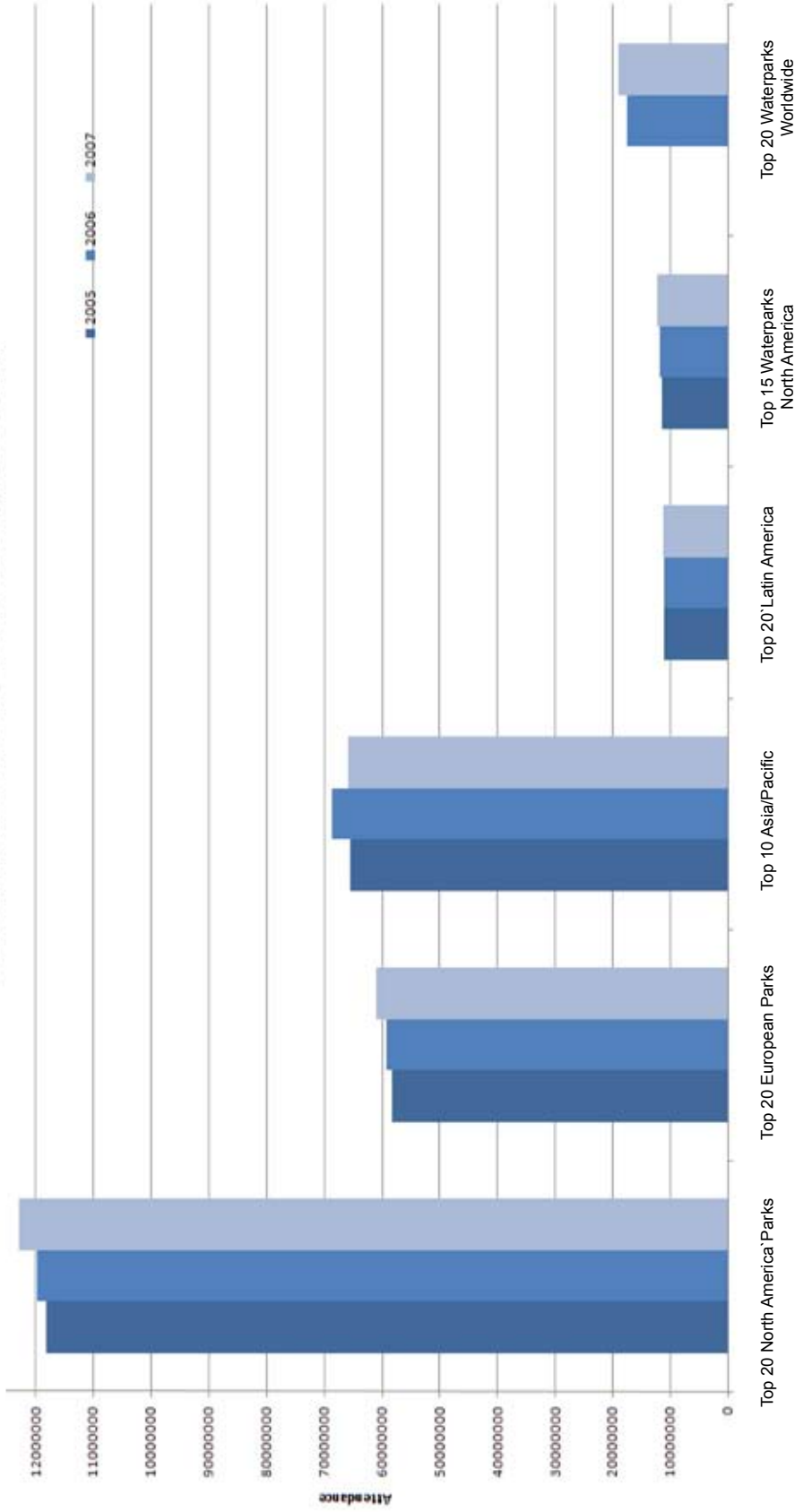
Top 20 Waterparks - World (2007)



| Rank | Park and Location | 2007 Attendance |
|--------|--|-----------------|
| 1 | Typhoon Lagoon, Orlando, FL | 2,080,000 |
| 2 | Blizzard Beach, Orlando, FL | 1,910,000 |
| 3 tied | Chimelong Water Park, Guangzhou, China | 1,400,000 |
| 3 tied | Caribbean Bay, Korea | 1,400,000 |
| 5 | Wet N' Wild, Orlando, FL | 1,370,000 |
| 6 | Wet N' Wild Water World, Gold Coast, Australia | 1,025,000 |
| 7 | Sunway Lagoon, Kuala Lumpur, Malaysia | 995,000 |
| 8 | Summerland, Tokyo, Japan | 921,000 |
| 9 | Ocean World, Gangwon-do, Korea | 900,000 |
| 10 | Schlitterbahn, New Braunfels, TX | 865,000 |
| 11 | Wild Wadi, Dubai, U.A.E. | 845,000 |
| 12 | Deoksan Spa Castle, Chungcheong, Korea | 800,000 |
| 13 | Water Country USA, Williamsburg, VA | 773,000 |
| 14 | Seorak Waterpia, Gangwon-do, Korea | 670,000 |
| 15 | Raging Waters, San Dimas, CA | 650,000 |
| 16 | Adventure Island, Tampa, FL | 615,000 |
| 17 | Noah's Ark, Wisconsin Dells, WI | 561,000 |
| 18 | Hyland Hills Water World, Denver, CO | 558,000 |
| 19 | Schlitterbahn, Galveston, TX | 550,000 |
| 20 | Dollywood's Splash Country, Pigeon Forge, TN | 491,000 |

Source: TEA and Economics Research Associates (ERA)

WORLDWIDE THEME PARK ATTENDANCE TRENDS -
 TOP THEME PARKS AND WATERPARKS (2005-2007)



Top 20 Amusement/Theme Parks - North America (2007)



| Rank | Park and Location | 2007 Attendance | % Change | Comments |
|------|---|-----------------|----------|--|
| 1 | MAGIC KINGDOM at Walt Disney World, Lake Buena Vista, FL | 17,060,000 | 2.5% | Continued successful "Year of a Million Dreams" marketing campaign. Orlando tourism up which helped fuel another strong season combined with higher visitor spending. Opened Monsters Inc. Laugh Floor interactive attraction. |
| 2 | DISNEYLAND, Anaheim, CA | 14,870,000 | 1.0% | Record season. Re-opened submarines, Finding Nemo Submarine Voyage, with positive guest response and new Pirate's Lair based on Pirates of the Caribbean blockbuster. Increased guest spending. L.A. tourism up slightly. |
| 3 | EPCOT at Walt Disney World, Lake Buena Vista, FL | 10,930,000 | 4.5% | Benefit from WDW's successful "Year of a Million Dreams" marketing campaign. Opened The Seas with Nemo & Friends. |
| 4 | DISNEY'S HOLLYWOOD STUDIOS at Walt Disney World, Lake Buena Vista, FL | 9,510,000 | 4.5% | Benefitted from WDW's continued successful "Year of a Million Dreams" marketing campaign. Tourism up. Opened Jedi Training Academy in second half of season. |
| 5 | DISNEY'S ANIMAL KINGDOM at Walt Disney World, Lake Buena Vista, FL | 9,490,000 | 6.5% | Continued strong performance and word-of-mouth for Expedition Everest which led to record year. Also, opened new musical stage show based on Finding Nemo. |
| 6 | UNIVERSAL STUDIOS at Universal Orlando, FL* | 6,200,000 | 3.3% | Good season - rebound from previous year with increased tourism to resort in particular domestic tourist segment. Good fall Halloween. In Nov. closed the Earthquake attraction to develop 'Disaster! Ride', which opened Jan 2008. |
| 7 | SEAWORLD FLORIDA, Orlando, FL | 5,800,000 | 1.0% | Competitive market. Attendance slightly up due to increased domestic and international tourism. |
| 8 | DISNEY'S CALIFORNIA ADVENTURE, Anaheim, CA | 5,680,000 | -4.5% | No new major attractions - main attention on Disneyland. Announced new major multi-year masterplan to overhaul and expand the park with new entertainment and family-oriented attractions including Pixar properties (e.g. 12-acre Cars Land). |
| 9 | ISLANDS OF ADVENTURE at Universal Orlando, FL * | 5,430,000 | 2.5% | Benefitted from increased tourism to Universal Orlando which helped increase attendance. Announced new Harry Potter themed land for late 2009/10. |
| 10 | UNIVERSAL STUDIOS HOLLYWOOD, Universal City, CA * | 4,700,000 | 0.0% | Competitive market - maintained previous years attendance level. |
| 11 | BUSCH GARDENS TAMPA BAY, Tampa, FL | 4,400,000 | 1.0% | Good summer season. Modified and upgraded existing coaster. Good summer and fall (Howl-O-Scream) helped increase overall attendance. |
| 12 | SEAWORLD CALIFORNIA, San Diego, CA | 4,260,000 | 0.0% | Coming off strong previous year - overall flat season. Slight decline in San Diego tourism. |
| 13 | KNOTT'S BERRY FARM, Buena Park, CA * | 3,630,000 | -1.0% | Opened new family coaster, Sierra Sidewinder, but competitive market and slight attendance decline. |
| 14 | CANADA'S WONDERLAND, Maple, ONT* | 3,250,000 | 0.5% | Lowered front gate prices at start of season, which helped maintain attendance and small increase. |
| 15 | BUSCH GARDENS EUROPE, Williamsburg, VA* | 3,157,000 | 12.5% | Strong season for both theme park and waterpark. A new roller coaster, the Griffon created major new draw and marketing vehicle in addition to revival of a oldies concert series, sustained growth of Howl-O-Scream and excellent weather. |
| 16 | CEDAR POINT, Sandusky, OH* | 3,120,000 | 1.5% | Opened \$21 million rollercoaster, Maverick, and several smaller family rides in kids area. Despite regional economic weakness managed to increase attendance (great fall weather) and achieve record revenues and operating profit. |
| 17 | KINGS ISLAND, Kings Island, OH* | 3,050,000 | 0.0% | Celebrated the park's 35th anniversary with new flying coaster, Firehawk, and several new shows. |
| 18 | HERSHEY PARK, Hershey, PA* | 2,940,000 | 9.2% | Strong season benefiting from the The Boardwalk at Hersheypark waterplay area; Centennial Celebration; and favorable weather conditions. |
| 19 | SIX FLAGS GREAT ADVENTURE, Jackson, NJ | 2,720,000 | -0.5% | Flat to slightly down season. Opened the Wiggles World children's area and removed Batman & Robin ride due to technical problems end of June. |
| 20 | SIX FLAGS GREAT AMERICA, Gurnee, IL | 2,630,000 | 0.5% | Opened a major stunt show called "Operation SpyGirl." as part of Six Flags' strategy to reposition its parks as more family-friendly. |

Note: Attendance figures are estimates, based on company information, annual reports, published information and from reliable TEA/ERA industry and tourism sources

Percent changes for 2007 for certain parks (noted by *) are based on adjusted/updated figures for 2006, thus not directly comparable to published TEA-ERA list for 2006/05

Source: TEA and Economics Research Associates

Top 20 Amusement/Theme Parks - Europe (2007)



| Rank | Park and Location | 2007 Attendance | % Change |
|------|--|-----------------|----------|
| 1 | DISNEYLAND PARIS, Marne-La-Vallee, France | 12,000,000 | 13.1% |
| 2 | PLEASURE BEACH, Blackpool, UK | 5,500,000 | -8.3% |
| 3 | TIVOLI GARDENS, Copenhagen, Denmark ¹ | 4,110,000 | -6.5% |
| 4 | EUROPA PARK, Rust, Germany | 4,000,000 | 1.3% |
| 5 | PORT AVENTURA, Salou, Spain ² | 3,700,000 | 5.7% |
| 6 | DE EFTELING, Kaatsheuvel, Netherlands | 3,200,000 | 0.0% |
| 7 | GARDALAND, Castelnovo del Garda, Italy | 3,100,000 | 0.0% |
| 8 | LISEBERG, Gothenburg, Sweden ¹ | 3,050,000 | 3.4% |
| 9 | BAKKEN, Copenhagen, Denmark | 2,700,000 | 0.0% |
| 10 | WALT DISNEY STUDIOS, Marne-La-Vallee, France | 2,500,000 | 13.6% |
| 11 | ALTON TOWERS, Staffordshire, UK | 2,400,000 | 0.0% |
| 12 | PHANTASIALAND, Bruhl, Germany | 1,900,000 | 0.0% |
| 13 | THORPE PARK, Surrey, UK | 1,700,000 | 0.0% |
| 14 | MIRABILANDIA, Savio, Italy | 1,700,000 | 0.0% |
| 15 | LEGOLAND WINDSOR, Windsor, UK | 1,650,000 | 11.5% |
| 16 | PARC ASTERIX, Plailly, France | 1,620,000 | -4.7% |
| 17 | LEGOLAND BILLUND, Billund, Denmark | 1,610,000 | 10.3% |
| 18 | FUTUROSCOPE, Poitiers, France | 1,600,000 | 6.7% |
| 19 | PARQUE DE ATRACCIONES, Madrid, Spain | 1,500,000 | 0.0% |
| 20 | HEIDE PARK, Soltau, Germany | 1,400,000 | 16.7% |

Note: + indicates a tie.

¹ Attendance for Tivoli and Liseberg includes Christmas market operations

² Attendance for Port Aventura is for theme park only (excl. waterpark - separate ticket)

Source: TEA and Economics Research Associates (ERA)

Top 10 Amusement/Theme Parks - Mexico and Latin America (2007)



| Rank | Park and Location | 2007 Attendance | % Change |
|------|--|-----------------|--------------|
| 1 | SIX FLAGS MEXICO, Mexico City, Mexico | 2,030,000 | -1.0% |
| 2 | PLAYCENTER, Sao Paulo, Brazil | 1,600,000 | 0.0% |
| 3 | LA FERIA DE CHAPULTEPEC, Mexico City, Mexico * | 1,536,000 | 3.4% |
| 4 | HOPI HARI, Sao Paulo, Brazil | 1,498,000 | -0.1% |
| 5 | PLAZA DE SESAMO, Monterrey, Mexico | 1,160,000 | 10.5% |
| 6 | EL SALITRE MAGICO, Bogota, Columbia* | 1,030,000 | 1.1% |
| 7 | LA CIUDAD DE LOS NINOS, Mexico City, Mexico* | 785,000 | 4.0% |
| 8 | SELVA MAGICA, Guadalajara, Mexico* | 702,000 | -3.4% |
| 9 | PARQUE DA MONICA, Sao Paulo, Brazil | 550,000 | -0.1% |
| 10 | KIDZANIA, Monterrey, Mexico | 401,000 | partial year |

Note: Percent changes for 2007 for certain parks (noted by *) are based on adjusted/updated figures for 2006, thus not directly comparable to published TEA-ERA list for 2006/05

Source: TEA and Economics Research Associates (ERA)

Top 10 Amusement/Theme Parks - Asia and Pacific Rim (2007)



| Rank | Park and Location | 2007 Attendance | % Change |
|------|---|-----------------|----------|
| 1 | TOKYO DISNEYLAND, Tokyo, Japan* | 13,906,000 | 1.5% |
| 2 | TOKYO DISNEYSEA, Tokyo, Japan* | 12,413,000 | 2.5% |
| 3 | UNIVERSAL STUDIOS JAPAN, Osaka, Japan | 8,713,000 | 2.5% |
| 4 | EVERLAND, Gyeonggi-Do, South Korea ¹ | 7,200,000 | -4.0% |
| 5 | OCEAN PARK, Hong Kong, China | 4,920,000 | 12.3% |
| 6 | HAKKEIJIMA SEA PARADISE, Yokohama, Japan* | 4,770,000 | 0.0% |
| 7 | HONG KONG DISNEYLAND, Hong Kong, China | 4,150,000 | -20.2% |
| 8 | NAGASHIMA SPA LAND, Kuwana, Japan | 3,910,000 | 0.0% |
| 9 | HAPPY VALLEY, Shenzhen, China | 3,230,000 | 10.2% |
| 10 | LOTTE WORLD, Seoul, South Korea ² | 2,600,000 | -52.7% |

¹ Everland attendance does not include Caribbean Bay water park visitation

² Lotte World attendance only includes theme park (adjusted from previous year) - was closed for first half of year (renovations) and re-opened July 1, 2007

Note: Percent changes for 2007 for certain parks (noted by *) are based on adjusted/updated figures for 2006, thus not directly comparable to published TEA-ERA list for 2006/05

Source: TEA and Economics Research Associates (ERA)

Top 15 Water Parks - United States (2007)



| Rank | Park and Location | 2007 Attendance | % Change | Comments |
|------|--|-----------------|----------|--|
| 1 | Disney World-Typhoon Lagoon, Orlando, FL | 2,080,000 | 1.5% | Good season. Benefitted from WDW's continued successful "Year of a Million Dreams" marketing campaign at WDW which helped increase attendance. |
| 2 | Disney World-Blizzard Beach, Orlando, FL | 1,910,000 | 1.5% | Overall attendance growth at WDW theme park fueled increase at Disney waterparks. |
| 3 | Wet 'n Wild, Orlando, FL | 1,370,000 | 2.0% | Up along with sibling facilities at Universal Orlando. |
| 4 | Schlitterbahn, New Braunfels, TX | 865,000 | -1.8% | This was San Antonio's rainiest summer on record – over 40 days – but new Texas law mandating a week later start to school year at the dry end of summer saved the years attendance. |
| 5 | Water Country USA, Williamsburg, VA* | 773,000 | 10.9% | Great weather and a boost in late season attendance helped. Strong visitation to Busch Gardens fueled cross-visitation. |
| 6 | Raging Waters, San Dimas, CA | 650,000 | 0.0% | Competitive market several area waterparks - maintained attendance from previous year. |
| 7 | Adventure Island, Tampa, FL | 615,000 | 1.0% | Good summer season. Improved visitation to Busch Gardens helped increase waterpark attendance. |
| 8 | Noah's Ark, Wisconsin Dells, WI | 561,000 | -5.0% | Added 3-d Theater but had rainy season. |
| 9 | Hyland Hills Water World, Denver, CO | 558,000 | 26.0% | Almost perfect summer weather, new 8 lane Octopus Racer, and great implementation of marketing plan in a short 92 day season. Continued strong performance. |
| 10 | Schlitterbahn, Galveston, TX | 550,000 | 10.0% | Third interconnected river with waterfall added and new indoor Blastenhoff area. |
| 11 | Dollywood's Splash Country, Pigeon Forge, TN | 491,000 | 19.8% | Added the Cascades (an 8,000-sq.ft. lagoon-style pool) and over 25 interactive elements. Increased attendance at Dollywood. |
| 12 | Wet 'n Wild Emerald Point, Greensboro, NC | 470,000 | 1.2% | Good weather lead to some recovery of attendance. |
| 13 | Six Flags-White Water, Marietta, GA | 469,000 | 1.0% | Good summer, helped generate slight increase. |
| 14 | Six Flags-Hurricane Harbor, Arlington, TX | 435,000 | -3.0% | Heavy summer rains in June and into July negatively impacted attendance. |
| 15 | Splash-Splash, Riverhead, NY | 425,000 | 1.5% | Steady good performance in challenging location. |

Note: Percent changes for 2007 for certain parks (noted by *) are based on adjusted/updated figures for 2006, thus not directly comparable to published TEA/ERA list for 2006/05