



Year-End 2003

TOP 50 NORTH AMERICAN AMUSEMENT/THEME PARKS

This chart shows how the top parks fared during 2003 and the percentage of change in attendance from 2002. Policies at most parks forbid release of attendance figures. An asterisk (*) after an attendance figure indicates it is an estimate, based on information from reliable AB sources. In the event of a tie, a non-estimated figure gets the higher placement over an estimated figure. Attendance at free admission parks is calculated on formulas developed by park ownership and is based on spending, ridership, etc. (NL) designates parks that were not listed because they did not report or did not qualify on the basis of reported figures in '01 or '02. All attractions are paid admission unless otherwise noted. + indicates a tie.

2003	2002	2001	Park & Location	Attendance	% of Change	Comments
1	1	1	THE MAGIC KINGDOM at Walt Disney World, Lake Buena Vista, Fla.	14,044,000*	Flat	Soft market during first half of the year. Business picked up in July and ended the calendar year very strong.
2	2	2	DISNEYLAND, Anaheim, Calif.	12,720,000*	Flat	Remains popular as the original Disney Park and held its own as sister park Disney's California Adventure grew by 13% in 2003.
3	3	3	EPCOT at Walt Disney World, Lake Buena Vista, Fla.	8,620,768*	Up 4%	Soft start, but grew on strength of new Mission: SPACE ride and better than normal crowds for Food & Wine and Flower & Garden festivals.
4	4	4	DISNEY MGM STUDIOS at Walt Disney World, Lake Buena Vista, Fla.	7,870,733*	Down 2%	Coming off the successful 100 Years of Magic celebration in 2002.
5	5	5	DISNEY'S ANIMAL KINGDOM at Walt Disney World, Lake Buena Vista, Fla.	7,305,600*	Flat	Soft tourism market continues. No new attractions added for 2003.
6	6	6	UNIVERSAL STUDIOS at Universal Orlando	6,850,000*	Flat	Weak international visitation still hurting overall business, but stronger than normal domestic visitation helped offset those losses.
7	7	7	ISLANDS OF ADVENTURE at Universal Orlando	6,072,000*	Flat	Strong domestic visitation continues to offset drop in international business.
8	10	10	DISNEY'S CALIFORNIA ADVENTURE, Anaheim	5,311,000*	Up 13%	Aggressive promotion, two new children and young family attractions and Disney's Aladdin, a major, indoor theatrical production all helped.
9	9	9	SEAWORLD FLORIDA, Orlando	5,200,000*	Up 4%	New entertainment/dining/shopping area of park. Guests from the U.K. have started returning in big numbers.
10	8	10	UNIVERSAL STUDIOS HOLLYWOOD, Universal City, Calif.	4,576,000*	Down 12%	International business still down and has not been offset by domestic visitation.
+11	+11	10	BUSCH GARDENS TAMPA BAY, Fla.	4,300,000*	Down 4%	Suffered from soft economy, turmoil of Iraq war, and the slow rebound of the very important South and Central American markets.
+11	+11	15	ADVENTUREDOME at Circus Circus, Las Vegas, Nev.	4,300,000*	Down 4%	Indoor park with free admission. No new major attractions.
13	13	12	SEAWORLD CALIFORNIA, San Diego	4,000,000*	Flat	"Very good season." Good weather, but attendance did not grow because of the war. San Diego has a large military contingent.
14	14	13	KNOTT'S BERRY FARM, Buena Park, Calif.	3,479,895*	Down 4%	Soft tourism market and strong competition from nearby Disney's California Adventure.
15	+16	19	CEDAR POINT, Sandusky, Ohio	3,300,000*	Up 3%	Record setting Top Thrill Dragster coaster a big draw. Slow start due to weather and trouble with new ride, but big August and Halloween.
16	18	17	PARAMOUNT'S KINGS ISLAND, Kings Island, Ohio	3,277,975*	Up 3%	Strong response to new rides and attractions and a good gain in the travel market.
17	15	15	MOREY'S PIERS, Wildwood, N.J.	3,230,000*	Down 5%	Free admission. Cool days, rain and fog. Drop totally weather related.
18	+16	14	SIX FLAGS GREAT ADVENTURE, Jackson, N.J.	3,150,000*	Down 3%	Rain and cold cited as primary reason for small decline.
19	19	18	SIX FLAGS MAGIC MOUNTAIN, Valencia, Calif.	3,050,000*	Down 2%	Soft tourism, strong competition.
20	20	20	SANTA CRUZ (Calif.) BEACH BOARDWALK	3,000,000*	Up Slightly	Free admission. "Great" revenue year, with market share increase due to marketing and promotions.
21	21	22	PARAMOUNT CANADA'S WONDERLAND, Maple, Ont.	2,628,413*	Down 7%	First it was a weak tourism market due to SARS, then the blackout hit during one of the busiest times of the summer.
22	23	20	SIX FLAGS OVER TEXAS, Arlington	2,600,000*	Down 3%	Hot weather hurt daytime business, bigger than usual nighttime crowds.
23	22	23	SIX FLAGS GREAT AMERICA, Gurnee, Ill.	2,575,000*	Down 5%	Drop totally due to weather, officials say.

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24	24	26	HERSHEYPARK, Hershey, Pa.	2,551,000	Down 3%	Coming off record year. Drop totally related to weather. Good weather brought in crowds, but not enough good days to make a good season.
25	25	25	BUSCH GARDENS THE OLD COUNTRY, Williamsburg, Va.	2,500,000*	Down 4%	Entire drop attributed to wet and cool weather and Hurricane Isabel.
26	26	27	CAMP SNOOPY at Mall Of America, Bloomington, Minn.	2,469,000*	Down 2%	Free admission. War and terror alerts hurt all business in this mall, so first half was slow. Second half picked up, but good, dry weather kept people outside.
27	27	33	DOLLYWOOD, Pigeon Forge, Tenn.	2,150,000	Down 6%	Slow start due to cool and rainy weather, strong finish but not enough to catch up.
+28	28	28	SIX FLAGS OVER GEORGIA, Atlanta	2,100,000*	Down 7%	Hot, muggy and wet weather early on, strong Halloween business.
+28	30	29	PARAMOUNT'S KINGS DOMINION, Doswell, Va.	2,100,000*	Up Slightly	Bad weather early but came back in late season on the strength of the new Drop Zone ride.
30	29	24	SIX FLAGS WORLDS OF ADVENTURE, Aurora, Ohio	2,000,000*	Down 7%	Bad weather for most of season, no new major attraction.
31	36	39	PARAMOUNT'S GREAT AMERICA, Santa Clara, Calif.	1,911,000*	Up 5%	New family positioning efforts and new Nick Central kid's area.
32	31	31	SILVER DOLLAR CITY, Branson, Mo.	1,900,000*	Down 9%	Coming off near record year. Company opened sister park, Celebration City, in same town, which cannibalized gate of original park.
33	35	36	PARAMOUNT'S CAROWINDS, Charlotte, N.C.	1,776,000*	Down 4%	Drop "totally due to weather." 30% of early season impacted by rain.
34	+33	34	SIX FLAGS NEW ENGLAND, Agawam, Mass.	1,750,000*	Down 7%	Was not able to benefit from big waterpark expansion due to rainy weather.
35	32	30	SIX FLAGS MARINE WORLD, Vallejo, Calif.	1,725,000*	Down 9%	Strong competitive market.
+36	+33	32	SIX FLAGS FIESTA TEXAS, San Antonio	1,700,000*	Down 9%	Hot weather, strong competition.
+36	37	38	SIX FLAGS ASTROWORLD, Houston, Texas	1,700,000*	Down 5%	Hot, steamy Texas weather, especially during first half of season.
+36	+40	37	SEAWORLD TEXAS, San Antonio	1,700,000*	Up 6%	Great weather and an aggressive marketing campaign for the drive-in market outside Texas.
39	38	35	SIX FLAGS ST. LOUIS, Eureka, Mo.	1,675,000*	Down 4%	Unfavorable weather was major factor for decrease.
40	39	40	CASINO PIER, Seaside Heights, N.J.	1,580,000*	Down 6%	Free admission. Cool and wet early season along the Jersey Shore. Power outage over July 4; hurricane in September.
41	43	41	SIX FLAGS DARIEN LAKE, Darien Center, N.Y.	1,460,000*	Down 4%	Cool and rain for most of first half of season.
42	42	42	SIX FLAGS AMERICA, Largo, Md.	1,425,000*	Down 8%	Rainy, cool, then hotter than normal weather were cited as the biggest influences on decrease.
43	+40	43	DORNEY PARK, Allentown, Pa.	1,400,000*	Down 10%	Rainy weather hurt, while a new wave pool and waterpark expansion and a new Peanut's Live Show helped.
+44	44	44	SIX FLAGS ELITCH GARDENS, Denver, Colo.	1,350,000*	Down 10%	Bad weather and economy cited for drop.
+44	+48	NL	WILD ADVENTURES, Valdosta, Ga.	1,350,000	Up 8%	New Splash Island waterpark created new interest, combined with a strong second half with record Halloween and Christmas crowds.
+46	47	46	LEGOLAND CALIFORNIA, Carlsbad	1,300,000*	Flat	Officials "very happy" with season.
+46	+48	45	KENNYWOOD, West Mifflin, Pa.	1,300,000*	Up Slightly	Coming off "terrible year." Very soggy start, with a strong second half, helped by a "very successful" Halloween celebration.
48	45	48	LARONDE, Montreal, Que.	1,275,000*	Down 5%	Cool and wet weather cited for decrease.
49	46	47	KNOEBELS AMUSEMENT RESORT, Elysburg, Pa.	1,215,000*	Down 9%	Free admission. Total decline attributed to wet weather. "We didn't get going until mid-July."
50	50	50	LAGOON, Farmington, Utah	1,150,000	Up 4%	New Maurer-Soehne coaster, combined with strong marketing, good weather and an improving local economy.

SOURCE: Amusement Business

