

FRIGHT NIGHTS

SAMPLING AT FRIGHT NIGHTS

ATTENDANCE



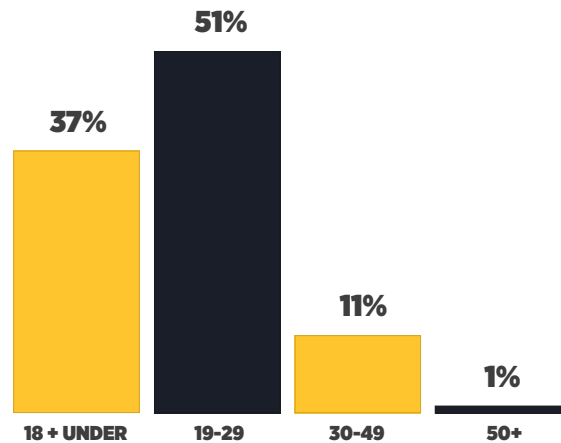
GENDER



AVERAGE VISIT



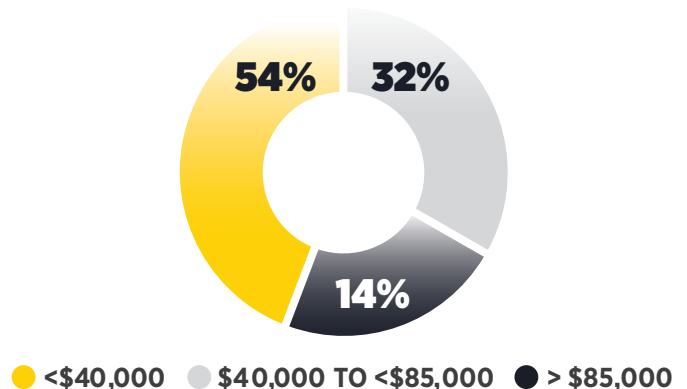
AVERAGE AGE



WHY DO THEY COME?

- 1 RIDES & HAUNTED ATTRACTIONS
- 2 HALLOWE'EN SPIRIT
- 3 FAMILY ACTIVITY

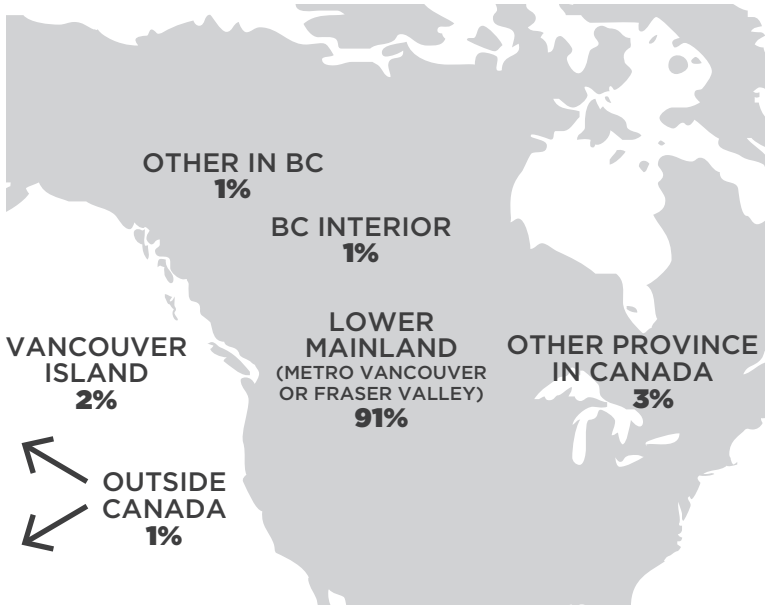
HOUSEHOLD INCOME



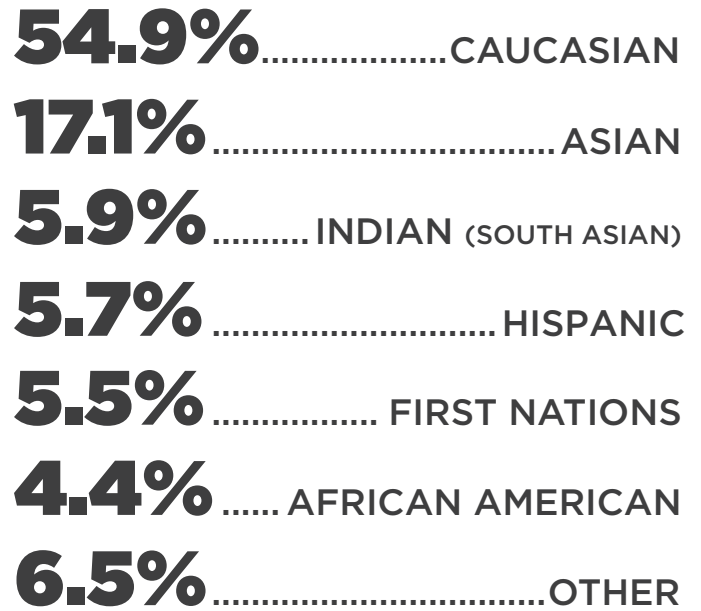
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HOW FAR WILL YOU REACH?



ATTENDANCE



WHERE DO GUESTS LIVE?

