

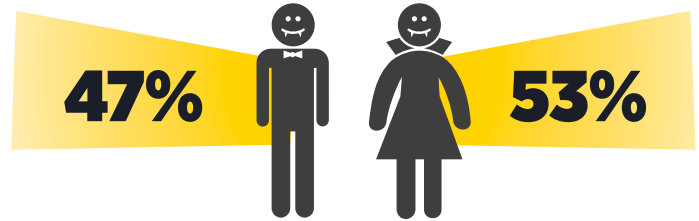
FRIGHT NIGHTS

SAMPLING AT FRIGHT NIGHTS

ATTENDANCE



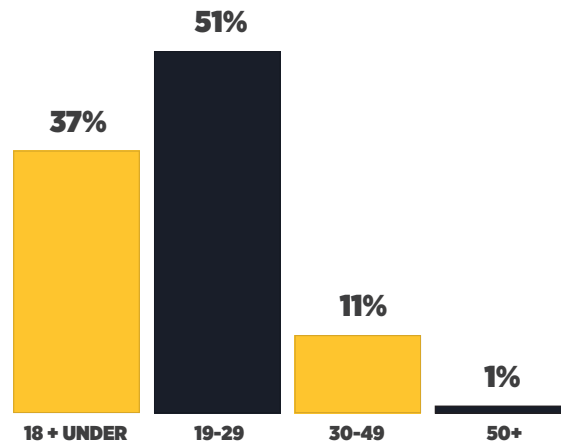
GENDER



AVERAGE VISIT



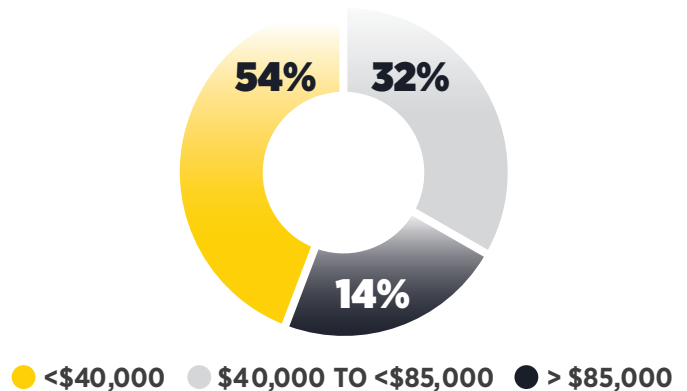
AVERAGE AGE



WHY DO THEY COME?

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

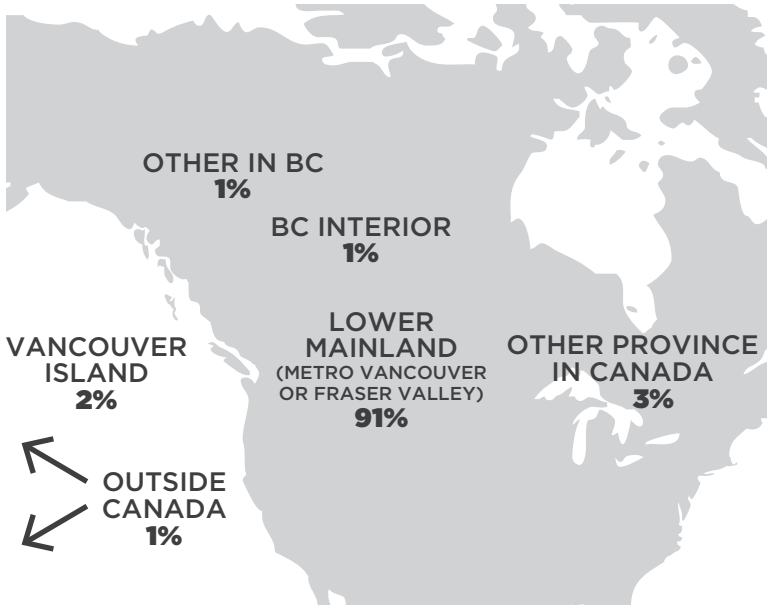
HOUSEHOLD INCOME



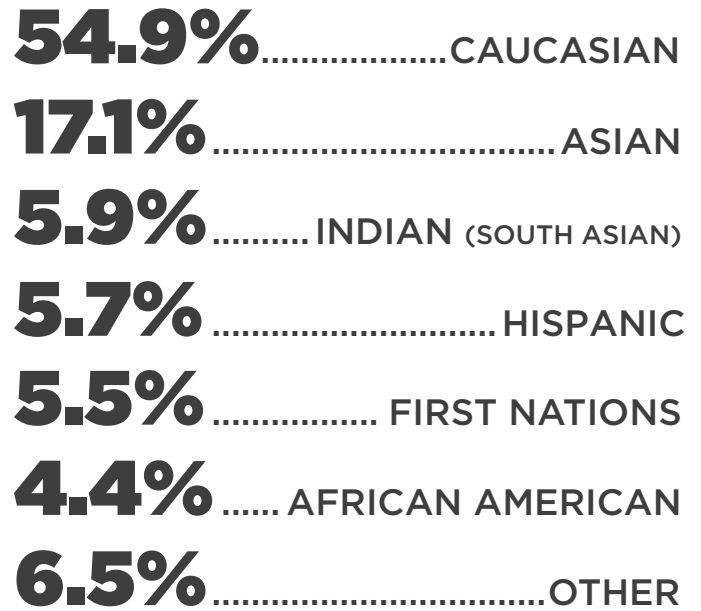
FRIGHT NIGHTS

SAMPLING AT FRIGHT NIGHTS

HOW FAR WILL YOU REACH?



ATTENDANCE



WHERE DO GUESTS LIVE?

