

ATTENDANCE



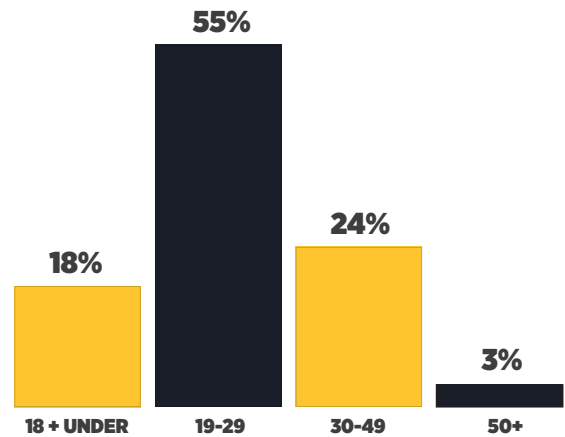
GENDER



AVERAGE VISIT



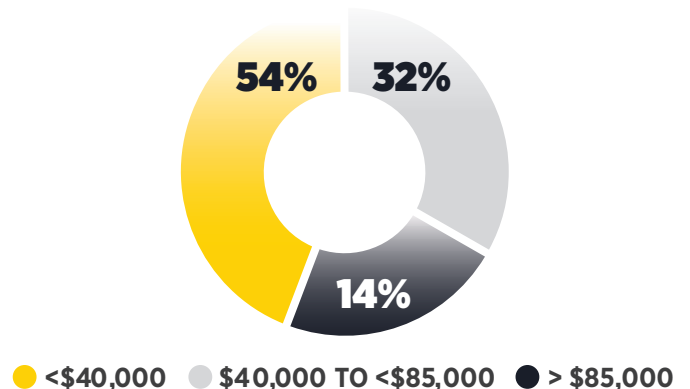
AVERAGE AGE



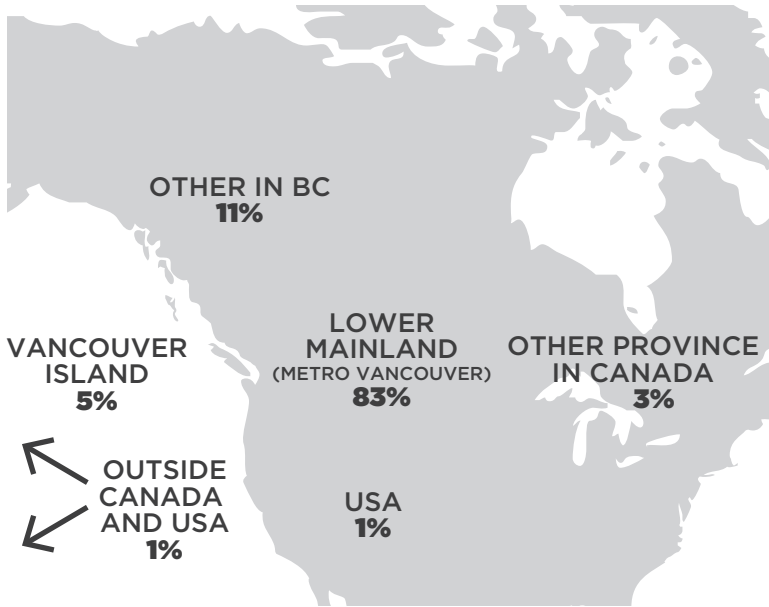
WHY DO THEY COME?

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

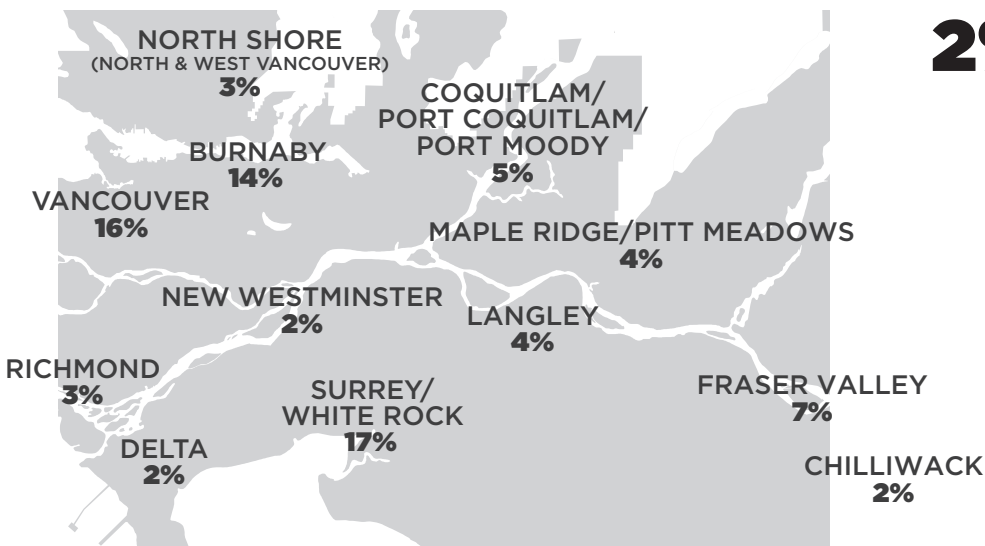
HOUSEHOLD INCOME



HOW FAR WILL YOU REACH?



WHERE DO GUESTS LIVE?



CULTURAL BACKGROUND

