

Title:

Europe's Theme Parks

Word Count:

930

Summary:

War - especially coupled with a globally sluggish economy - has a contradictory effect on the

Keywords:

Article Body:

War - especially coupled with a globally sluggish economy - has a contradictory effect on the

A Solomon Smith Barney report, published in December 2002, concluded that large cap entertainm

In anticipation of the next round of fighting, these stocks are trading at valuations below ev

Analysts often monitor the performance of theme and amusement parks to divine trends in the in

Denmark has Legoland and Tivoli. France boasts the recently recovering Disneyland, Vulcania an

Only the United Kingdom has more than a smattering "pleasure beaches" and "worlds of adventure

In both market penetration and spending per visitor, Europe is at least a decade behind the US

Only 20 major European attractions garner more than 1 million in annual attendance. Another 50

European firms are still woefully primitive when it comes to marketing and educating their pub

In Asia, theme parks are considered the magic pill. Japan has Disney World and the Tokyo Disne

From Jakarta, Indonesia (the Taman Ria amusement park) to Vietnam - everyone is climbing on th

Theme parks are multifarious businesses. They provide work to thousand of small suppliers in a

Destination travel is a growth sector.

The International Association of Amusement Parks and Attractions, a trade group, reported that

The profitability of theme parks frequently balances losses spawned by more glamorous bits of

EuroDisney is partly to blame for the scarcity of themed parks in Europe. For many years it wa

The truth is that Disney's Parisian adventure is flourishing. The entertainment behemoth is pl

Another satisfied investor is Six Flags. The operator recently expanded to Mexico and Europe w

But these are the exceptions that prove the rule. Europe is staid and serious. It prefers indi

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