

WEBINAR

WHAT'S IN STORE FOR THE
ATTRACTION INDUSTRY
TRENDS IN 2023?





WELCOME ROBBIE JONES

**THE BIG PICTURE
IMPACT ON CONSUMERS
IMPACT ON VISITOR ATTRACTIONS
REVIEW 2022 TRENDS
NEW TRENDS FOR 2023
CONSIDERATIONS**

**[CLICK TO WATCH THE ORIGINAL
WEBINAR AND LISTEN TO Q&A](#)**



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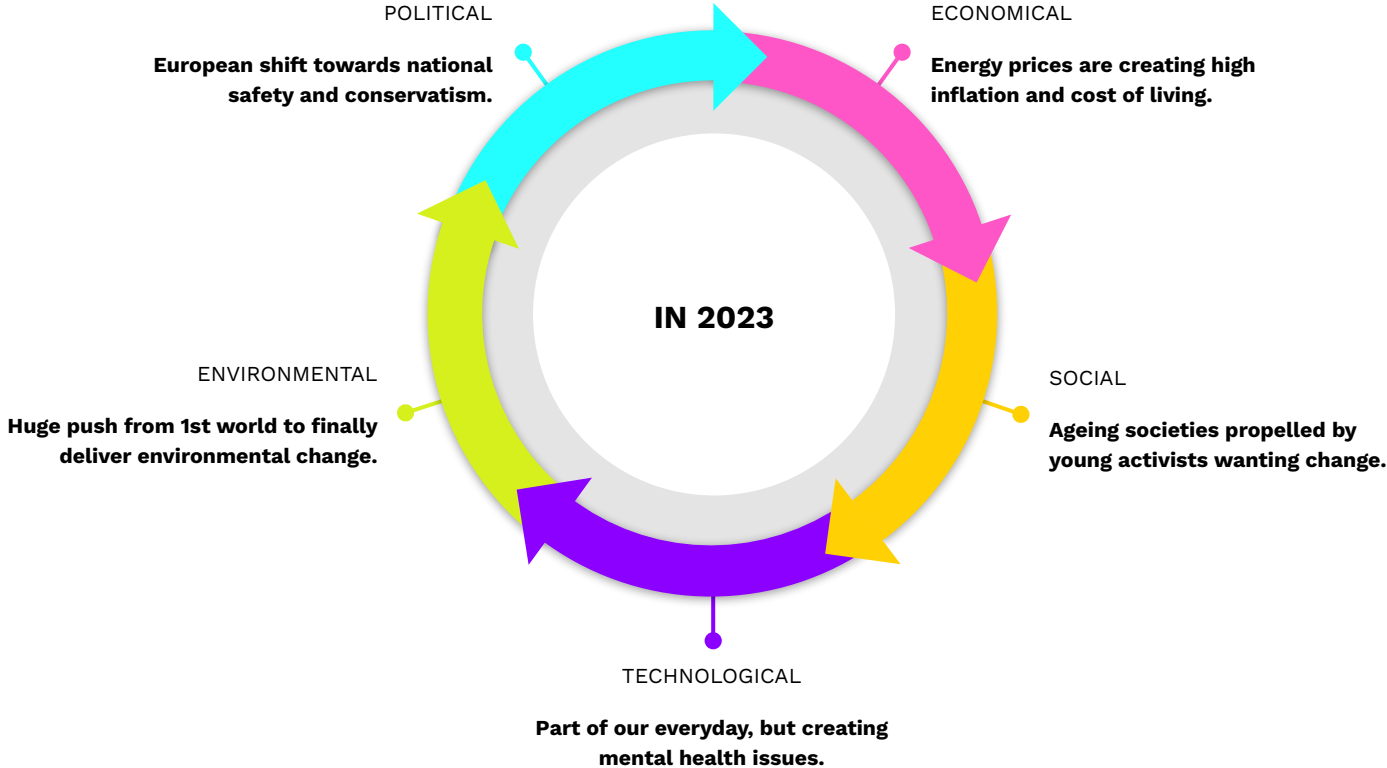
**THEMED ATTRACTION &
EXPERIENCE DESIGN**

Katapult design themed attractions and experiences that amaze and engage visitors globally. Our work is enjoyed by 50 million visitors, at 81 attractions, in 18 different countries, every year. As well as increasing guest experience, we thrive on helping you generate more income, more fans and bring the vision for your attraction to life.

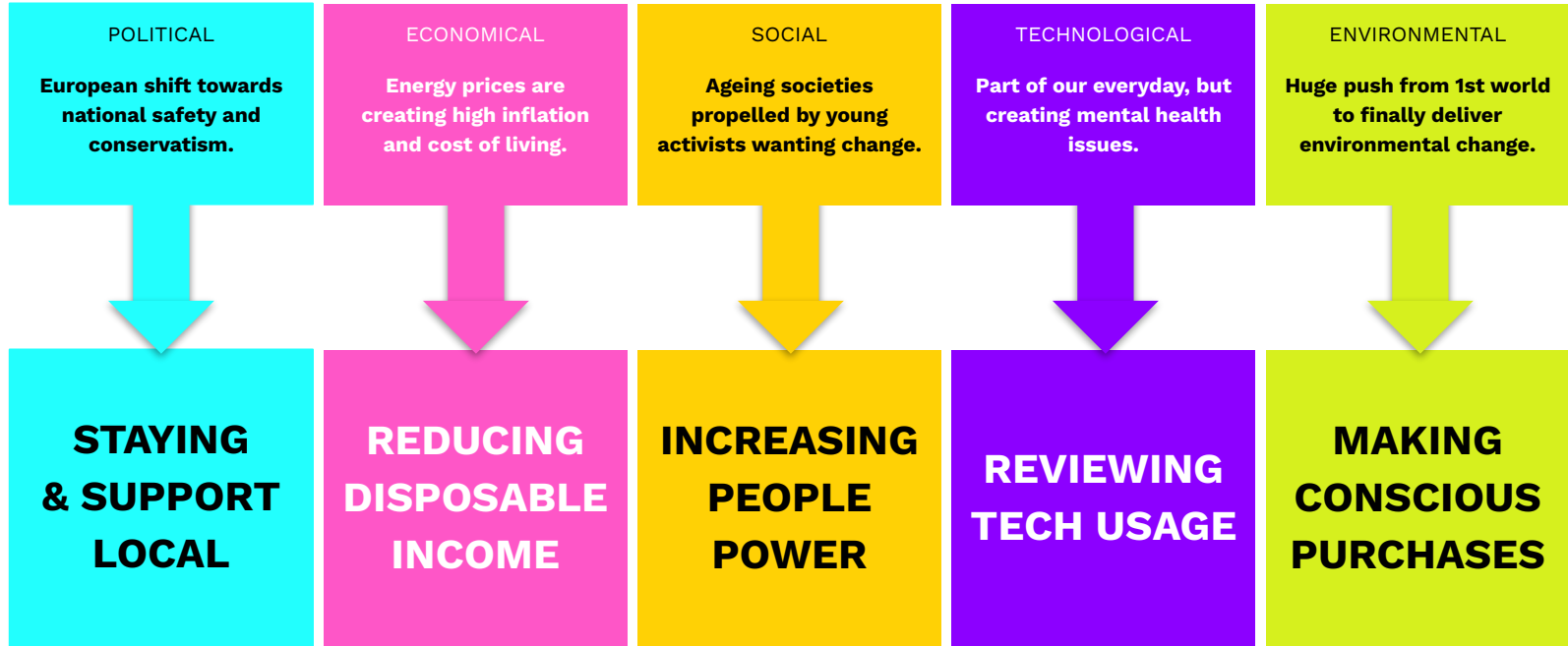
THE BIG PICTURE

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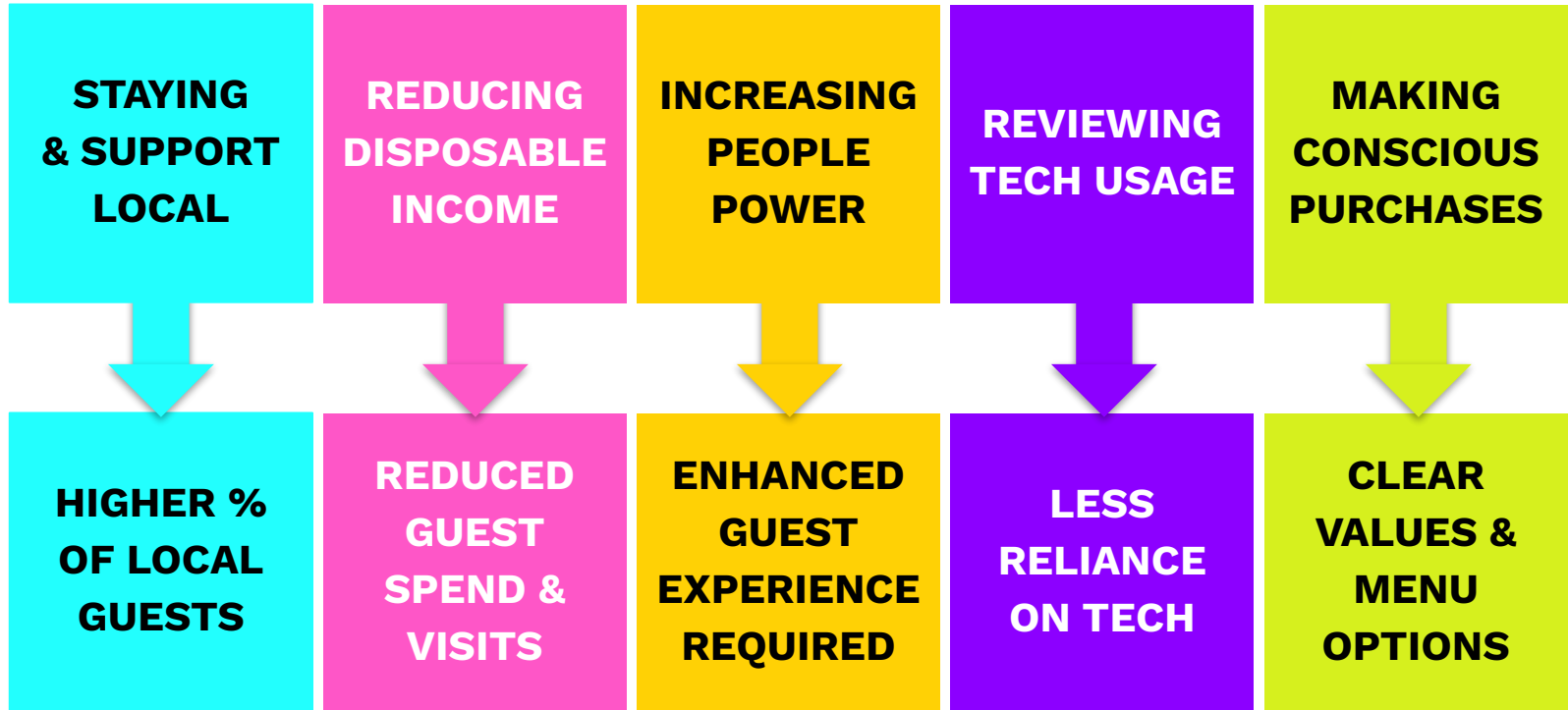
THE BIG PICTURE



IMPACT ON CONSUMERS?



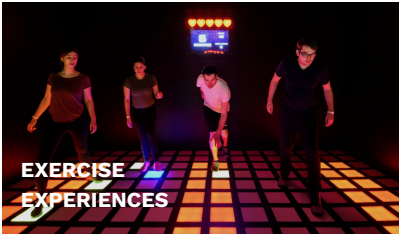
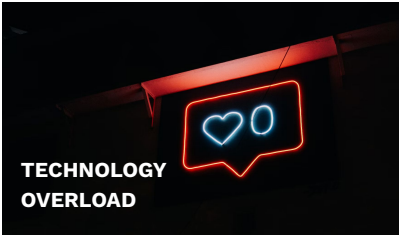
IMPACT ON VISITOR ATTRACTIONS?



OUR 2022 PREDICTIONS

Katapult.

OUR 2022 PREDICTIONS



TRENDS FOR 2023

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GAMING-INSPIRED EXPERIENCES

15+ GAMING IPS TO DEBUT AS STREAMING SHOWS IN 2023

BUSINESSES WANT...

CAPITALISE ON POPULAR IPS WITH FANDOM
EASY ACCESS TO DIGITALLY-MINDED CONSUMERS
LESS RISK ON CREATING A UNIQUE ATTRACTION



CONSIDERATION

WOULD A GAMING IP
ALIGN WITH YOUR
EXISTING EXPERIENCE
OFFERING?

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CONSCIOUS BUYERS

A hand is shown holding a white reusable shopping bag with orange handles. The bag is filled with fresh produce, including several red apples and a bunch of orange carrots. The scene is set on a green grassy surface. The text is overlaid on the left side of the image.

**80% OF CONSUMERS ARE
DOING MORE RESEARCH**

CONSUMERS WANT...

**EVIDENCE THEY ARE MAKING A GOOD PURCHASE
TO ALIGN TO ECO-FRIENDLY CREDENTIALS
TO RETAIN FINANCIAL SECURITY**

CONSIDERATION

HOW COULD YOU
PROVE YOUR VALUE
AND GREEN
CREDENTIALS?

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SEARCHING FOR AUTHENTIC

TREND TO VISIT LOW
TOURISM DESTINATIONS

CONSUMERS WANT...

UNEXPLORED PLACES OF THE WORLD
LIVE THE SCENES FROM FAMOUS SHOWS
NATIVE ARTEFACTS AND HISTORY



CONSIDERATION

WHAT MAKES YOUR
VISITOR ATTRACTION
UNIQUE TO GUESTS?

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RESPITE ZONES

**20% OF GLOBAL POPULATION
IS NEURODIVERSE**

CONSUMERS WANT...

**A BREAK FROM HIGH INTENSITY IMMERSION
CALMING PLACES TO RECOLLECT AND RECOVER
TO NOT MISS OUT ON EXCITING EXPERIENCES**



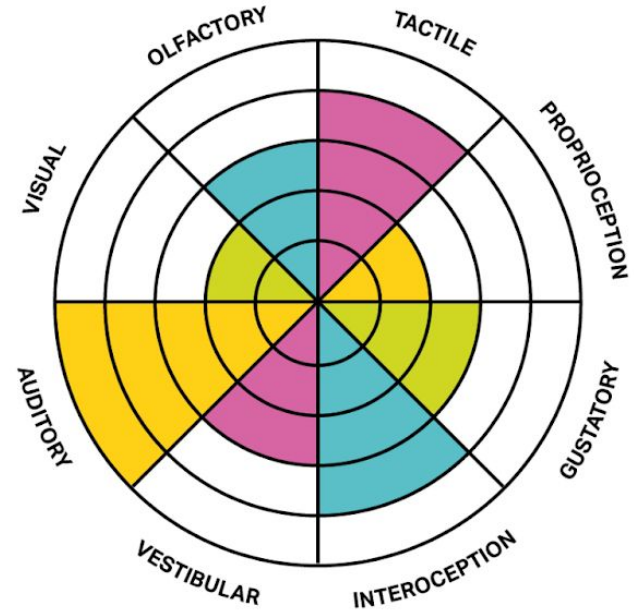
What some people think a sensory needs look like:



UNDERSTIMULATED >>> OVERSTIMULATED



What sensory needs actually look like:



CONSIDERATION

ARE YOU CATERING
FOR NEURODIVERSE
GUESTS EFFECTIVELY?

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HANDS-ON EXPERIMENTATION

81% WILL SPEND MORE AT
EXPERIENTIAL RETAIL

CONSUMERS WANT...

TO TRY NEW FOOD, EXPERIENCES, DESTINATIONS
TO LEARN NEW THINGS AND BE HAPPIER
PHYSICAL ENGAGEMENT WITH BRANDS

CONSIDERATION

WHAT ACTIVITIES
COULD YOU HOST THAT
YOUR GUESTS HAVEN'T
DONE BEFORE?

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2023 SUMMARY

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2023 SUMMARY

**UNSTABLE POLITICAL AND ECONOMIC
SETTING THAT WILL IMPACT INDUSTRY**

**CONSUMER CONFIDENCE HASN'T
DECLINED, BUT DISPOSABLE INCOME HAS**

**CONSUMERS ARE DEMANDING MORE
VALUE, NEW EXPERIENCES, AUTHENTICITY**

**KEEP A CLOSE EYE ON GAMING IPS AND
THEIR SUCCESS IN TV STREAMING**



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