
Japan - Survey on Theme Parks

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Introduction



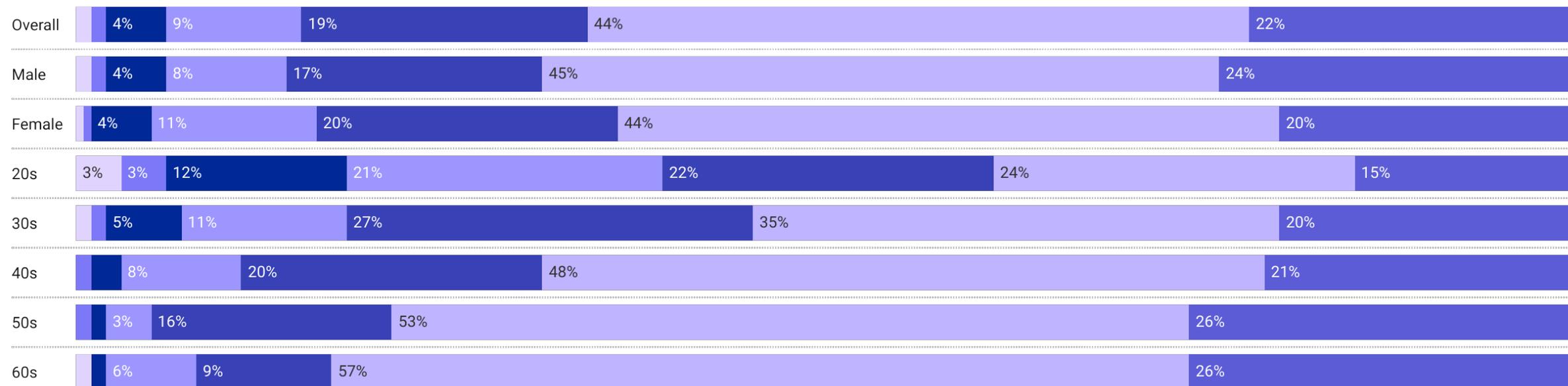
There are not many franchises bigger than Harry Potter. Since its original publication in 1997, the book has sold over 500m copies, been translated into over 80 languages, made into 8 Hollywood Blockbusters, inspired spin-off-series such as Fantastic Beasts, and given joy to millions of children and adults around the world. The next chapter of Harry Potter will be the opening of a new attraction in Tokyo, Japan. Officially called the Warner Bros. Studio Tour Tokyo – The Making of Harry Potter, the upcoming facility is modelled on the Warner Bros. Studio Tour in London and will open on the former site of the Toshimaen amusement park in Nerima on June 16 2023.

To mark this event, Rakuten Insight investigated Japanese consumers' attitudes and behaviours towards theme parks. Rakuten Insight asked 1,000 consumers from their own proprietary panel in Japan about how often they go, who with, the time spent there, as well as the willingness to pay extra in these times of inflation.

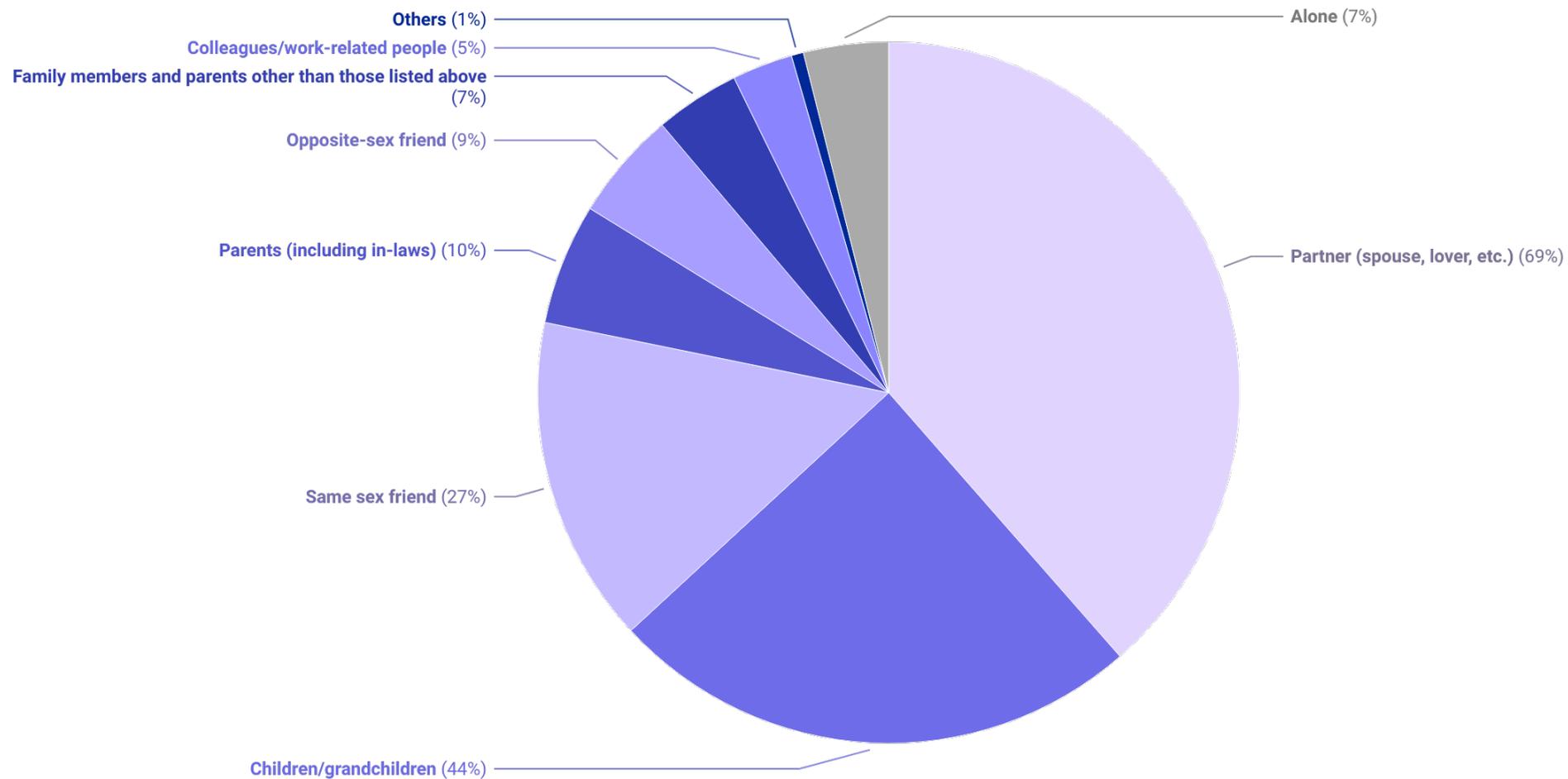
Frequency of visits to a Theme Park



■ 2-3 times a month
 ■ Once a month
 ■ At least once every 2-3 months
 ■ More than once every 6 months
 ■ More than once a year
 ■ Less often
 ■ I don't go to theme parks

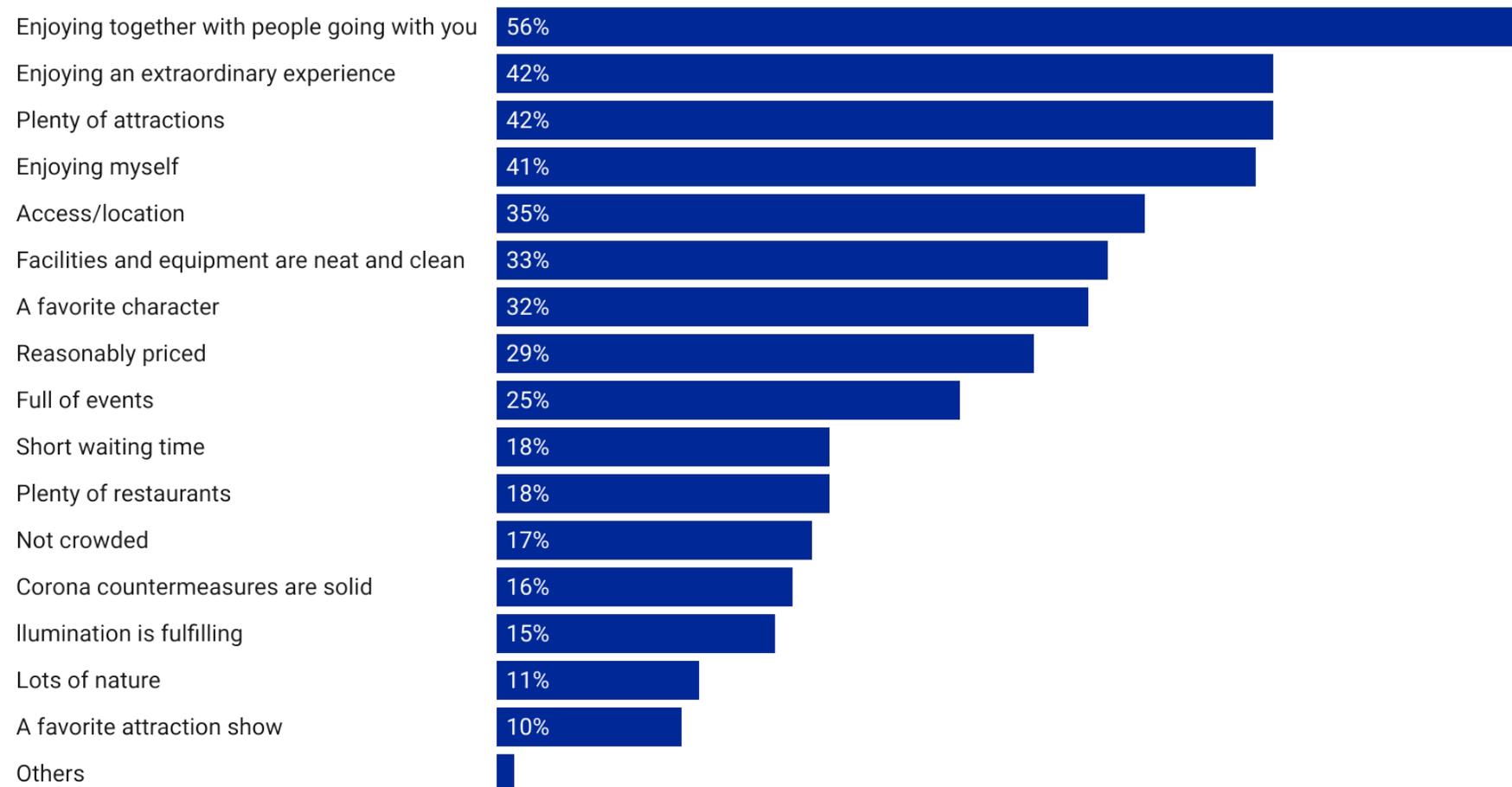


Who are you going with?



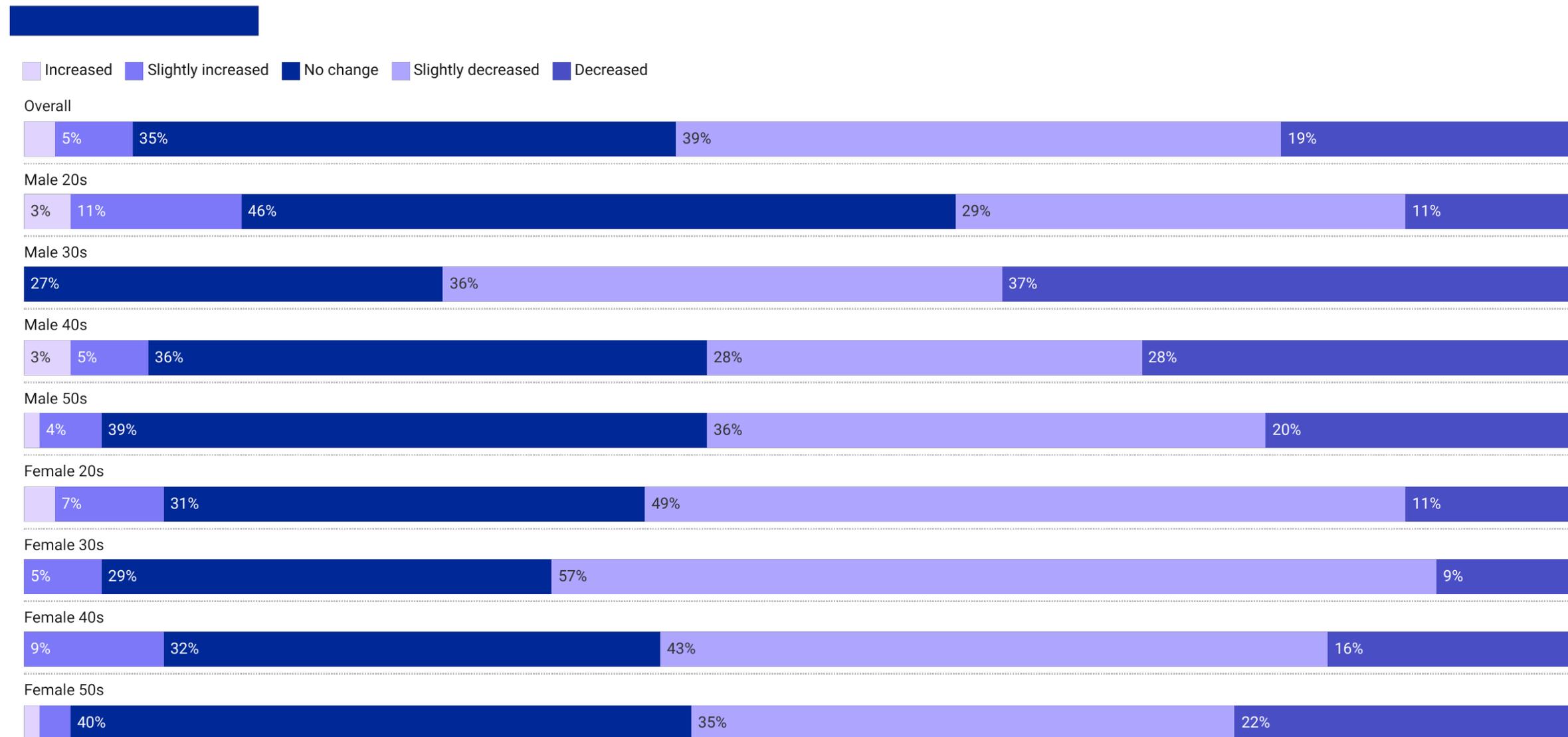
Base: People who visit theme parks more than once a year

Reasons for choosing theme parks



Base: People who visit theme parks more than once a year

Change in intention to visit theme parks due to the increase in ticket prices

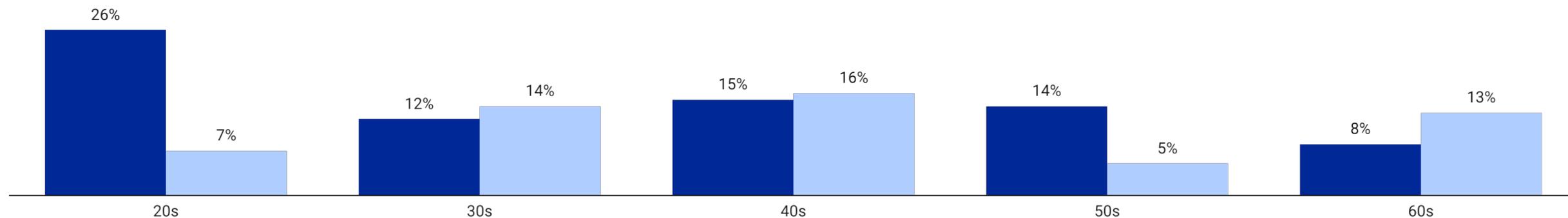


Base: People who mentioned increases in the ticket price

Willingness to pay extra for fast-track



■ Male ■ Female



Base: 781

Base: People who visit theme parks

Amount of time spent per visit



Base: People who visit theme parks

About us

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



China
3,700,000



Hong Kong
110,000



India
1,600,000



Indonesia
1,100,000



Japan
2,200,000



Malaysia
480,000



Philippines
570,000



Singapore
115,000



South Korea
680,000



Taiwan
270,000



Thailand
750,000



United States
3,000,000



Vietnam
550,000

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