

# Global Theme Parks

A global theme park and entertainment company asked ECRI to help anticipate cyclical shifts in consumer spending in general, and theme park demand in particular.

## ECRI Cycle Risk Management Targets the Consumer

### Objective

A global theme park and entertainment company sought to better manage its revenue and theme park demand cycle.

### Approach

The client asked us to improve its already-considerable efforts at forecasting consumer spending growth, including theme park demand, because they had experienced difficulty around cycle turning points.

We provided on-site training to the senior management and their staff, along with proprietary leading indexes specific to consumer spending growth, that became an integral part of their management process.

### Results

By adding cyclical risk management to their process, the client has improved the timing of price increases and promotions for entrance fees, merchandise, and their food & beverages verticals.

For example, during the last recession, the executive team was able to significantly defend their bottom line.

To wit, ECRI “helped [the executive team] anticipate reduced merchandise sales” and they “proactively revised... inventory forecasts... down... and that helped to *greatly* minimize the inventory swell and need for markdowns.”