Asia-Pacific Amusement Park Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Amusement Parks, Attractions & Recreation (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/asia-pacific-amusement-parks-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 76.43 billion
Projected Forecast (2031)	USD 76.43 billion
Growth Rate (CAGR)	6.34 %
Largest Market Region	N/A
Fastest-Growing Region	North America

Market Visualizations & Infographics

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![Major players in Asia-Pacific Amusement Park industry](images/chart_2.png)

![Asia-Pacific Amusement Park Market (2026 - 2031)](images/chart_3.png)

![Asia-Pacific Amusement Park Market: Market Share by Rides](images/chart_4.png)

![Asia-Pacific Amusement Park Market: Market Share by Revenue Source](images/chart_5.png)

![Asia-Pacific Amusement Parks Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 72.79 Billion |
Market Size (2026) | USD 76.43 Billion |
Market Size (2031) | USD 98.98 Billion |
Growth Rate (2026 - 2031) | 6.34 % |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Asia-Pacific Amusement Park Market Analysis by Mordor IntelligenceThe Asia-Pacific amusement park market reached USD 72.79 billion in 2025, is projected at USD 76.43 billion in 2026, and is forecast to reach USD 98.98 billion by 2031, reflecting a 6.34% CAGR from 2026 to 2031, which signals steady scale-up in spending and investment across the region. Growth is reinforced by sustained middle-class expansion and a strong pipeline of destination-scale projects, which is improving capacity utilization and average revenue per guest through integrated hotels and branded retail formats. Attendance recovery and cross-border travel normalization are helping operators deploy yield management practices and more efficient virtual queue systems that raise throughput while addressing seasonal bottlenecks. The region’s competitive landscape tilts toward localized IP and large campus-style investments, and the balance between high capital intensity and rising per-capita spending is shaping a flight to quality among multi-park operators. Environmental performance is also influencing permitting efficiency and customer perception, with operators who can demonstrate credible decarbonization and circularity programs often achieving smoother regulatory progress and stronger corporate demand from MICE clients.

Key Report Takeaways

* By rides, mechanical rides led with 48.75% of the Asia-Pacific amusement park market share in 2025, while other rides are projected to expand at an 11.87% CAGR through 2031.
* By age, the 19-35 years cohort accounted for 37.78% of the Asia-Pacific amusement park market share in 2025, while the 51-65 years cohort recorded the fastest projected growth at 18.76% CAGR through 2031.
* By revenue source, tickets held 56.47% of the Asia-Pacific amusement park market share in 2025, while hotels and resorts are projected to expand at a 10.87% CAGR through 2031.
* By geography, China held 43.62% of the Asia-Pacific amusement park market share in 2025, while India recorded the highest projected CAGR at 15.98% through 2031.

Key Market Trends

Asia-Pacific Amusement Park Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Strengthening Consumer Spending in the APAC Middle Class	+ 1.8%	Global, concentrated in China, India, and Southeast Asia, core markets	Medium term (2-4 years)
Accelerated Urban Growth and Large-Scale Infrastructure Projects	+ 1.5%	APAC-wide, strongest in China, India, Indonesia, Vietnam	Medium to Long term (2-4+ years)
Government Initiatives to Boost Travel and Leisure	+ 1.2%	APAC-wide, concentrated in emerging markets like the Philippines, Vietnam, and Thailand.	Short to Medium term (≤ 4 years)
Growth of Intellectual Property–Driven Attractions	+ 0.9%	Global, spill-over to China, Japan, Australia, Singapore, India	Medium term (2-4 years)
Smart Ticketing and Dynamic Pricing Drive Earnings	+ 0.6%	Global early adoption, APAC core markets following, including China and Japan	Short term (≤ 2 years)
Sustainability-Focused Infrastructure Accelerates Project Approvals	+ 0.5%	Strongest in Australia, Singapore, Japan, emerging in China and India	Medium to

 Long term (2-4+ years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Asia-Pacific amusement park market is moderately fragmented outside of China and Japan, where leading domestic operators and global brand licensees set the benchmark for capacity, IP execution, and retail experiences. China's top operators, such as Chimelong and OCT, benefit from advantages in fundraising, supplier agreements, and media partnerships that smaller parks cannot easily match. In Australia, Village Roadshow Theme Parks maintained strong guest engagement by renewing precincts and adding new rides, supporting longer stays and repeat visits across the cluster. Singapore's integrated resort model illustrates how combining entertainment, hospitality, and attractions can strengthen corporate demand and sponsorships while building brand reputation. Overall, the market rewards operators that integrate destination real estate, recognizable IP, and credible sustainability credentials to meet the expectations of regulators and corporate clients.

Leading operators are focusing on IP expansion, mixed-use real estate, and digitalization to improve utilization and revenue across the day and throughout the year. Universal Studios Japan continues to leverage popular cultural and gaming brands through seasonal programs that enhance repeat visitation. Merlin Entertainments has developed immersive experiences based on widely recognized gaming IP, demonstrating the enduring appeal of interactive family attractions. LEGOLAND Shanghai showcases the park-as-resort model by combining themed lands with lodging to drive multi-day visitation in major cities. Sustainability initiatives are also influencing market dynamics, as operators highlight efficiency improvements and environmental responsibility in their operations, which can affect corporate and family travel choices.

Across the region, operators are adopting multi-park, multi-day strategies that pair capital-intensive attractions with media-driven overlays and event calendars to maintain novelty. Digital queueing systems and dynamic pricing have become standard, enabling premium access tiers and higher guest spend. In China, high attendance at top-tier parks reinforces the growth of integrated resort districts, combining daytime attractions with nighttime entertainment and retail for extended stays. Southeast Asia's development pipeline, including projects in Thailand's EEC and West Bali, reflects a growing footprint of branded destination parks. As these projects come online, demand will increasingly concentrate around airport-adjacent clusters, intensifying competition for high-profile IP and content partnerships.

Asia-Pacific Amusement Park Industry Leaders* Chimelong Group

* OCT Enterprise (Happy Valley)

* Universal Studios Japan (USJ LLC)

* Village Roadshow Theme Parks

* Fantawild Holdings

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Asia-Pacific Amusement Park Market Report ScopeAmusement Park is a place that includes many games and rides (such as roller coasters and merry-go-rounds) for en tertainment. This report will provide a detailed analysis of the Asia-Pacific am usement parks market. It focuses on the market dynamics, emerging trends in the segments and regional markets, and insights into the various product and applica tion types. Also, it analyzes the key players and the competitive landscape.

The Asia-Pacific Amusement Parks Market Is Segmented By Rides (Mechanical Rides, Water Rides, And Other Rides), Age (Up To 18 Years, 19 To 35 Years, 36 To 50 Ye ars, 51 To 65 Years, And More Than 65 Years), Revenue Source (Tickets, Food & Be verages, Merchandise, Hotels/Resorts, And Others), And Country (Japan, India, Ch ina, And Rest Of Asia-Pacific). The Report Offers Market Size And Forecasts In V alue (USD) For All The Above Segments.

By RidesMechanical Rides |
Water Rides |
Other Rides |

Segmentation Accordion Item

By CountryIndia |
China |
Japan |
Australia |
South Korea |
South-East Asia | Singapore |
| Malaysia |
| Thailand |
| Indonesia |
| Vietnam |
| Philippines |

Frequently Asked Questions

What is the Asia-Pacific amusement park market size and growth outlook to 2 031?

The Asia-Pacific amusement park market is USD 72.79 billion in 2025, projected a t USD 76.43 billion in 2026, and is forecast to reach USD 98.98 billion by 2031 at a 6.34% CAGR from 2026 to 2031.

Which countries lead the Asia-Pacific amusement park market by scale and gr owth?

China leads by scale with a 43.62% share in 2025, while India is the fastest-gro wing at a 15.98% CAGR through 2030 based on current development and demand funda mentals.

Which ride categories are most important for the Asia-Pacific amusement par k market?

Mechanical rides hold the largest share at 48.75% in 2024, while AR and VR-enabl ed "other rides" are the fastest growing at 11.87% CAGR through 2031 as operator s compete with digital entertainment.

How are operators increasing revenue per guest in Asia-Pacific parks?

Operators are deploying virtual queues and dynamic pricing to shape demand, expa nding hotel capacity for multi-day stays, and scaling experiential dining and re tail to lift non-ticket revenue lines.

What segments of visitors are most influential for sustained visitation?

The 19-35 years cohort is the largest by share at 37.78% in 2024, and drives rep eat visits through IP-rich and interactive experiences, while the 51-65 years cohort is the fastest-growing, which supports accessible and wellness-focused offerings.