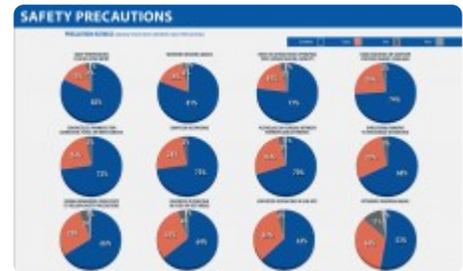


Despite Soaring COVID Rates, Americans Embrace Reopened Attractions

NEW YORK, July 16, 2020 (NewsWire.com) - An independent survey has found that visitors to America's first reopened attractions enjoyed their experiences, felt safe, and would recommend the experience to others. In late June, Enigma Research conducted 1,000 exit surveys with visitors to recently reopened theme parks and entertainment facilities nationwide, including Disney Springs, The Fremont Street Experience, Navy Pier, Six Flags Over Texas, and Universal Orlando.



The study found that despite new precautions and rules, 87% enjoyed their overall experience and three-quarters were pleased with the quantity of attractions operating at the scaled-back facilities. Additionally, most observed that safety precautions such as mask enforcement, distancing, and sanitization were well-executed by management.

"This shows that it is possible to produce a safe and enjoyable live experience using the same precautions we all see in retail stores, transit systems, and other public areas," said Michael Harker, a senior partner with Enigma. "On average, 81% agreed that the attraction they visited succeeded at keeping visitors safe during the pandemic."

Since the survey was independent, it asked some very direct questions regarding virus transmission that attraction managers or their lawyers would be reluctant to ask. Based on what visitors observed, 13% felt that they would have been highly likely to catch the virus if others in attendance had been carriers. However, when probed further, most in this group said it was due to other guests not following precautions. Very few blamed management.

Many respondents appreciated the strict enforcement of rules, while a few complained that staff constantly reminded them to wear masks, even if they removed them for just a moment. The evidence of strict enforcement was a good sign, according to researchers.

While not disease specialists, Enigma's consultants speculated that the recent spike in virus cases is unlikely due to these facilities. "People do a better job following instructions at live entertainment venues than in other places. Not only are they accustomed to lineups and rules, they often pay a high admission and do not want to be ejected by security."

As long as authorities allow these attractions to stay open, there will be no shortage of demand. According to the survey, 95% are likely to return and just as many would recommend the experience to their friends or relatives.

The independent study was distributed to organizations and trade associations in the live entertainment sector. The five attractions surveyed were not involved in the data collection. Harker hopes the positive findings will encourage more live experiences to reopen.

“It was disappointing to hear last week that the State Fair of Texas will not open in September yet, across town, Six Flags Over Texas has already been delivering safe, positive experiences for a month. We believe that many live events can open safely if they provide the same precautions as the attractions we surveyed.”

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About Enigma Research Corporation

Enigma Research Corporation is an international market research firm specializing in live entertainment, attractions, and events. Since 1993, Enigma has conducted more than 1000 research projects related to these fields.

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