



WhiteWater releases survey findings on the way we play

VANCOUVER, BC (September 28th, 2018) – Play has always been, and will always be a part of human culture—from childhood to adolescence to adulthood, we all revel in a fun day out at a park. To find out more about different styles and preferences of play, WhiteWater commissioned a report based on research comprised of over 1,100 adult respondents from within the industry as well as consumers across the US and China.

Four distinct types of play

From the research, we found that people generally fall into one of four categories: Adventurers, Socializers, Dreamers, and Challengers.

- Adventurers enjoy “discovery” play and exploring new experiences
- Socializers are most engaged in play involving others
- Dreamers are fueled by imaginative experiences
- Challengers are daredevils that love speed, heights, and pushing boundaries

Most people are Adventurers

Based on the survey findings, Adventurers have emerged as the most popular and leading play type, outnumbering the other three play types both in the industry sample and consumer sample, while Challengers have emerged as the lowest across the industry and the general population. The industry results reflect the dominance of Adventurers and Dreamers as opposed to the other two play types which reflects the creative side of the industry, reinforcing the passion to create with the love for adventure.

Cultural trends at play

Cultural trends emerge through the choices in toy selection, where the US respondents seem more interested in social activities such as board games while Chinese respondents lean towards futuristic adventure games. On the leisure activity front, more than half the respondents in China opted for ‘discovering the side streets of a city’ while in the US, ‘seeing friends’ emerged as most popular.

What this means for parks

These findings are useful tools to help create parks with rides and attractions that appeal to the various types of play that consumers prefer. For example, does a park have enough rides that Adventurers find fun? What about Dreamers, Challengers, and Socializers? Play is the cornerstone of building the best amusement and water parks. It is an intuitive, inclusive, and authentic emotion which is the secret to not just building the best brands but to doing better business.

The complete Play Report offers detailed findings of the survey, tips on bringing play to life in parks, a play evaluation tool, and insights into the way people play. To know more, reach out to Una deBoer, Global Marketing Director at una.deboer@whitewaterwest.com or sign up here: <http://play.whitewaterwest.com/register>.

About WhiteWater

WhiteWater, The Waterparks and Attractions Company, is the leading global designer and manufacturer of innovative waterpark products and active family attractions for world-class clients. We specialize in waterslides, multi-level water play structures, wave-generating equipment, FlowRider® stationary surfing machines, harnessed attractions, interactive play, and water rides.

WhiteWater is dedicated to providing the ultimate WOW experiences to our clients and their guests by delivering projects on time, on budget, and to the industry's highest quality and safety standards. Our industry-leading innovation is driven by a team of 600 extremely talented employees in eight offices around the world working together to complete over 5,000 projects since 1980. Recently, WhiteWater was awarded Canada's Best Managed Companies designation for its excellence in management and business practices.