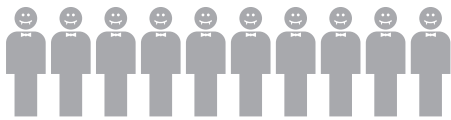


## FRIGHT NIGHTS VISITOR PROFILE



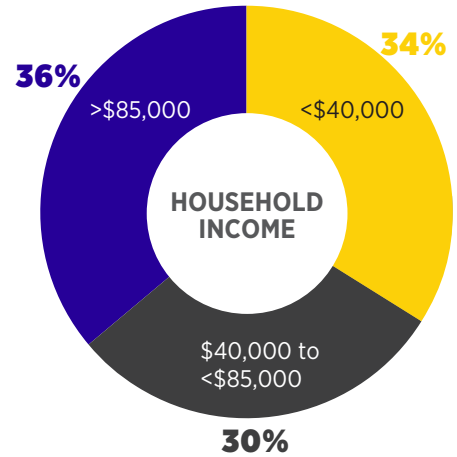
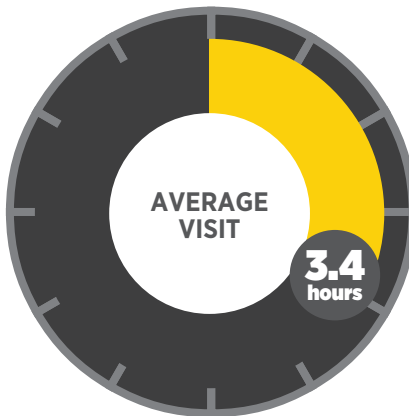
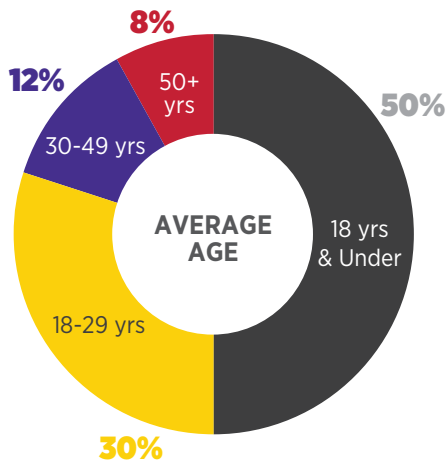
**93,454**

2018 ATTENDANCE  
10% GROWTH OVER 2017

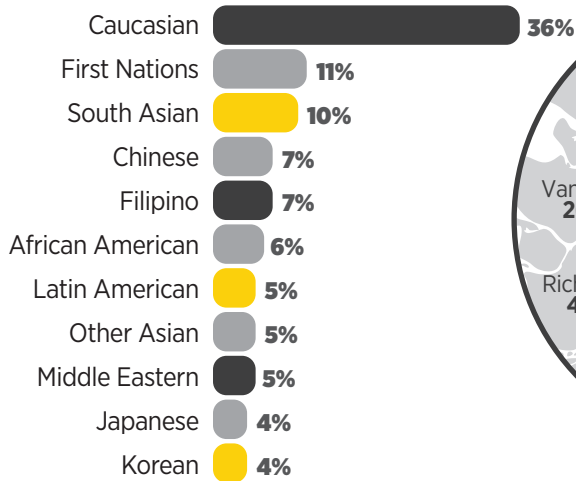


### WHY DO THEY COME?

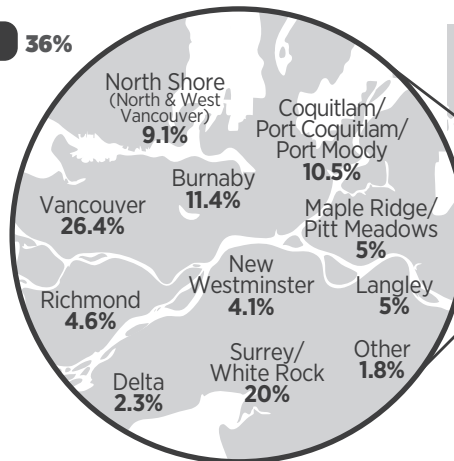
- 1 RIDES & HAUNTED ATTRACTIONS**
- 2 HALLOWEEN SPIRIT**
- 3 FAMILY ACTIVITY**



### CULTURAL BACKGROUND



### WHERE DO GUESTS LIVE?



### HOW FAR WILL YOU REACH?

