

## Amusement Parks can help employees de-stress and bond better: Survey

*First-of-its-kind survey conducted by Wonderla Holidays Pvt Ltd revealed that amusements parks are expensive entertainment option, but still necessary.*

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Wonderla Holidays Pvt Ltd, India's leading amusement park and part of the V-Guard Group, released a report 'Beyond Amusement' based on a survey conducted to understand the relevance and potential of amusement park industry in India. This is a first-of-its-kind survey conducted by a leading amusement park in India. Key findings of the survey

Ø **An overwhelming percentage of respondents (76%) felt visit to amusement parks makes them feel energetic, and helps them concentrate better at work and home**

Ø **57% of respondents felt there are no age limits for amusement parks - everyone from young to old can enjoy it**

Ø **Large number of professionals (66%) believe offsite meetings at an amusement park can act as a bridge building exercise among employees/teams**

Ø **49% of respondents surveyed felt amusement park is a costly entertainment option**

Ø **57% respondents felt amusement parks should have more number of water rides, followed by high thrill rides at 24%**

According to **Arun K. Chittilappilly, Managing Director, Wonderla Holidays Pvt. Ltd.**, 'Amusement park industry is still at a nascent stage in India. We have only around 150 parks in India while many countries in the West have around 300-400 amusement parks. Through this survey we made an attempt to understand the psyche of Indian visitors and acceptance of amusement parks in India. Indian economy continues to grow rapidly and youngsters have high spending power. This has led to newer opportunities in amusement and entertainment.'

The survey revealed that while amusement parks can be a great way to bond with employees and colleagues, they are also a very expensive entertainment option. And, people prefer water sports over any other dry rides / games at an amusement park stated the survey.

As part of the survey, a structured questionnaire was administered to 1,219 visitors at Wonderla between 15 to 45 years of age for a period of one month. Majority of the respondents were working professionals from various industries and cities.

The size of the Indian Amusement Park business is estimated to be around Rs 4000 crore and is expected to grow 6% annually till 2010. One of the major advantages for the industry is the enormous amount of dormant/under-utilized land in India's hinterland.

**- END -** About Wonderla Holidays Pvt. Ltd

Wonderla, one of the largest amusement parks in India, is a part of the V-Guard Group. It is the

second theme park project from the group and has been operational since October 2005. Within a short span of two-and-half years, Wonderla has attracted a foot fall of over 15 lakh visitors. Wonderla has the highest number of imported high thrill rides in India. Wonderla is the only park in India where Reverse Osmosis Treatment Technology has been adopted to remove hardness of the entire water that is used in the park including the water slides & pools. It is the only park in India that provides heated water in all its pools during winter. To ensure the quality of water used in all pools, the park has a full -fledged water quality assurance laboratory in the park. The heart throbbing high thrill rides, the refreshing water rides, a spectacular musical fountain, exciting laser show, thrilling Virtual Reality Theater showcasing unusual cinematic experience are just some of the unique attractions at Wonderla.

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