



**Linnanmäki**  
REILUSTI RIEMUA

# Linnanmäki Amusement Park Consumer Trends





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**Satu Orismaa**  
Acting Managing Director





Linnanmäki

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Fun for generations

800 Funmasters



Funds for child welfare





# Our strategy



# Attractions industry topics



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Interactive  
entertainment

Uniqueness of  
experiences

Personalization

Gamification

Fun and  
iconic F&B

Health and Safety

Immersive  
experiences

Recreational fear

Accessibility

Digitalization  
AI

Sustainability







Why?

# Guests' motivational factors as manifestations of trends

Experiencing together



Cherishing emotive experiences



Escaping the everyday

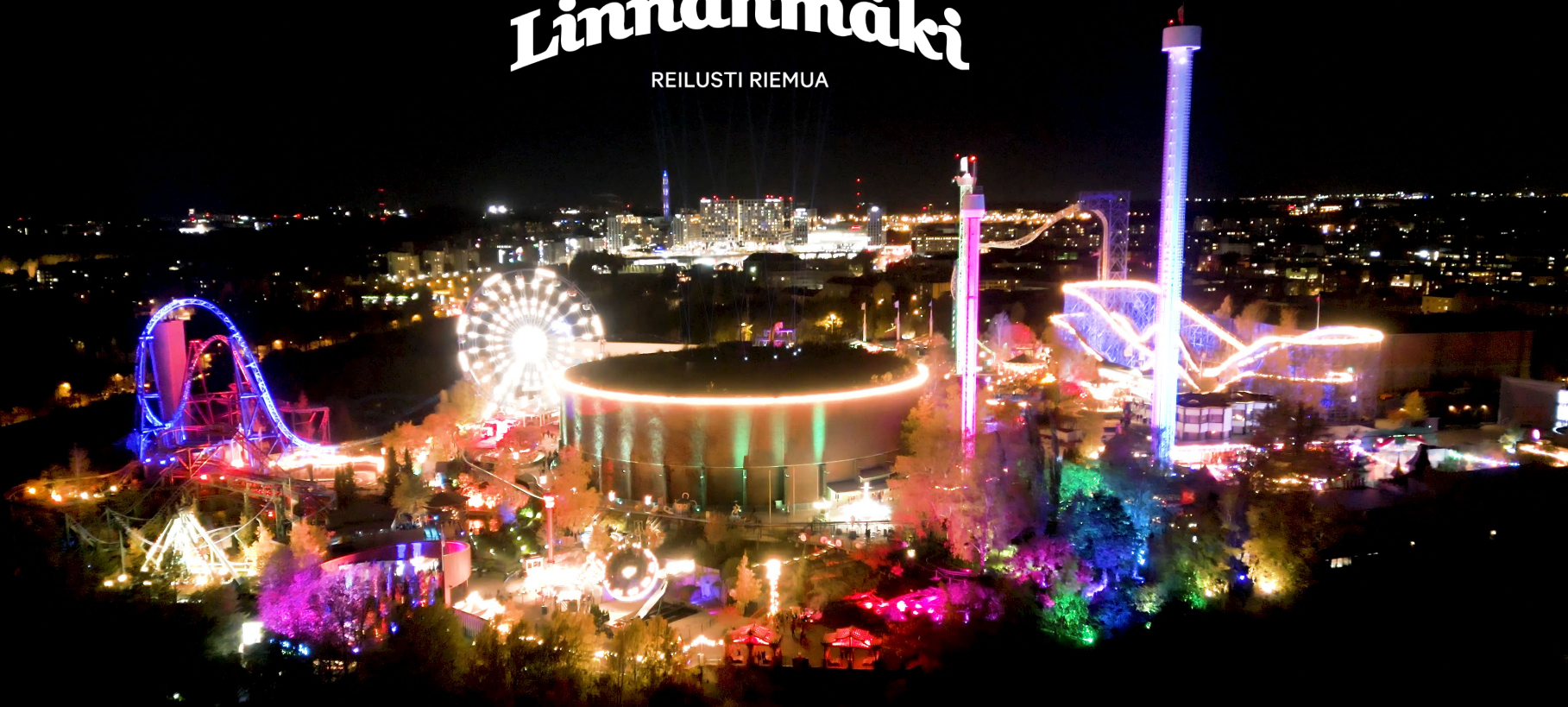
Experiencing success





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# Thank you!