



Waterparks, Amusement Parks & Attractions

Experts with Newmark Valuation & Advisory's (V&A) Hospitality, Gaming & Leisure group have completed more than 100 valuation and advisory studies of indoor and outdoor waterparks, amusement parks, family entertainment centers (FECs) and other attractions since 2001. Newmark is an active member of the World Waterpark Association (WWA) and International Association of Amusement Parks and Attractions (IAAPA).

Our experts evaluate standalone waterparks, municipal aquatic centers and indoor waterpark resorts with hundreds of guestrooms, multiple bars and restaurants, arcades, miniature golf courses, simulated surf machines, retail stores and other revenue centers. We analyze all types of amusement parks and attractions, ranging from nationally franchised amusement parks to aquariums to FECs with arcades, go-kart tracks, bowling lanes, bars and restaurants, golf simulators, high ropes courses, zip lines and other features.

The waterpark, amusement park and attractions industries experience constant advances in technology and best practices. We continually interact with designers, ride manufacturers, owners and property operators, giving us unmatched knowledge of industry performance, operational challenges, revenue optimization, market conditions, seasonal operation, safety adherence and technological advancements. Led by a globally recognized waterpark, amusement park and attractions expert, our talented team provides feasibility studies, valuations, operational reviews and supplementary services. We have advised on the world's largest waterparks and amusement parks for leading international resort and entertainment companies and their lenders.

About Hospitality, Gaming & Leisure

Our Hospitality, Gaming & Leisure practice is focused exclusively on providing superior valuation and consulting services for a broad range of hotels, casinos and leisure properties. Our team takes a holistic, consultative approach that goes far beyond the physical asset, analyzing every aspect of a property's business and real estate operations to identify all areas of value for owners and investors.

Our mission is to be the foremost global resource, providing defensible expertise in hospitality, leisure, gaming, sports and entertainment real estate. We approach every challenge with dedicated focus, innovative methodologies and hands-on collaboration to consistently deliver reliable solutions for each client.

ABOUT NEWMARK

We transform untapped potential into limitless opportunity.

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

CONTACT

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