AMERICAN ASSOCIATION OF CARNIVALS: 
KEY INFORMATION TO KEEP IN MIND

Industry Challenge: There’s a decline in popularity among American consumers who believe carnival entertainment is outdated and unsafe.

Organization Challenge: There’s a decline in membership due to the rapid closure of carnival-related businesses.

Background Information

Brand Guide

Mission Statement:
To promote the safety and excitement of carnivals for families of all generations across America.

Vision Statement:
To provide an innovative and entertaining modern carnival experience that keeps the carnival legacy alive.

Brand Pillars:
Safety, Fun, Community, Innovation

Members

• Amusement companies & providers
• Carnival staff
• Ride safety officials
• Food vendors
• Performers

Member Benefits: Publishing

• Publishes a monthly print newsletter: The Carnival Circular
• Publishes a quarterly print magazine: Carnival Times
Audience Research

Demographics:
- 70% male members: represent amusement companies as CEOs, carnival staff, and ride safety officials
- 30% female members: represent amusement companies, food vendors, and performers
- Members typically in their late 30s through early 60s
- 40% of membership are amusement companies & providers with a $50,000 marketing budget
- Amusement companies and providers create independent contracts with carnival staff, food vendors, performers, and ride safety officials
- 55% of members are from the Midwest U.S.

Psychographics:
- One of the largest values for members is creating connections for employment
- Members want to know how to market the carnival experience in a modern way to positively draw families to carnivals
- Right now, members feel like the quarterly publication doesn’t offer a strong value in defining a modern carnival experience. They want to learn how to shape the public’s perception of carnivals.
- Many members don’t have marketing experience, but need to market/promote carnivals in a positive way that shifts the growing negative perception of carnivals in America
- 63% of members prefer to consume digital content over print to accommodate their busy, traveling lifestyles

Notes