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Hazy, Hot and...Halloween?: Haunted Attractions Raise the Bar with Summer Preparations to Impress Tech-Savvy Teens

PR Newswire

PRINCETON JUNCTION, N.J., Aug. 11, 2011

PRINCETON JUNCTION, N.J., Aug. 11, 2011 /PRNewswire-USNewswire/ -- While sparkler sticks are still cooling and ice cream cones are still melting, haunted attraction owners, operators, actors, makeup artists and special effects gurus have been working through the summer months to make this year's Halloween season well worth Americans' precious time and money.

According to the Haunted Attraction Association (HAA), most member haunts gear up for the peak Halloween season well before the typical haunt enthusiast has even thought about their costume. This year, HAA member haunts reported they are adding more special effects and technical aspects than ever before to fulfill the expectations of tech-savvy teenagers and young adults. A recent member survey revealed that 50% of haunts have increased their budget devoted toward special effects. HAA expects the 2011 turnout to boost the industry, which is approximately \$6 billion in size and includes an estimated 2,500 haunted attractions worldwide.

"Despite an obvious attachment to social media and other mobile communication, teens continue to hang out in groups and flock to haunted attractions. Our members know we need to stay on the cutting

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edge to be able to create alternate realities and elicit those blood-curdling screams from haunt-goers year after year," said Amber Arnett-Bequeath, HAA Spokesperson.

Haunt enthusiasts don't have to wait until October to visit their local haunted attractions—some HAA members open their doors in early September. The following are approximate opening dates for each region of the U.S.:

Northeast – [Hotel of Horror](#) – Opening Date: 9/23/11

Midwest – [The Edge of Hell & The Beast](#) – Opening Date: 9/9/11

Southeast – [The House of Shock](#) – Opening Date: 9/30/11

Southwest – [AZ Scream Park](#) – Opening Date: 10/1/11

Northwest – [Fright Town](#) – Opening Date: 10/1/11

Pacific – [Haunted Fresno](#) – Opening Date: 10/1/11

For a list of HAA member attractions in your area, visit [our website](#). To learn more about the industry or become a member of HAA, call (609) 799-4900.

About the Haunted Attraction Association (HAA)

HAA serves as the voice of the haunt industry. The organization's mission is to promote a network of haunted attractions including haunted houses, hayrides, historical sites and other supernatural experiences. The association also advises the industry on haunt safety standards to protect customers. For more information on HAA, visit www.hauntedattractionassociation.com.

SOURCE Haunted Attraction Association

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