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HERSCEND COMPLETES ACQUISITION OF PALACE ENTERTAINMENT'S U.S. ATTRACTIONS

ATLANTA, GA – [Tuesday, May 27, 2025] – Herschend Family Entertainment Corporation (“Herschend”), the world’s largest family-held themed attractions company, has officially completed its acquisition of Palace Entertainment’s 24 U.S. attractions, solidifying plans first shared in March.

As of today, Herschend operates 49 properties, with 22,000 hosts serving nearly 20 million guests annually. This milestone moment also coincides with Herschend’s 75th anniversary—two defining moments that underscore Herschend’s commitment to innovation and strategic growth, aligning with its purpose of Bringing Families Closer Together by Creating Memories Worth Repeating®.

“This is a landmark moment—not just for Herschend, but for every host, guest, and community we serve,” said Andrew Wexler, CEO of Herschend. “To us, this is so much bigger than adding attractions to our portfolio of family brands—growth is about people. It’s about creating a great place to work so our hosts love what they do and can create memories worth repeating for our guests for generations to come.”

This season will be all about listening, learning, and building relationships. Guests can expect the same familiar attractions and hospitality they’ve come to know and love. Herschend’s current focus is supporting its hosts and empowering them to deliver exceptional guest experiences.

“Our purpose has carried us through both bright seasons and challenging ones—and it will continue to guide us as we move into this next chapter,” said Chris Herschend, Board Chair and third-generation owner. “We’re focused on doing what’s right for the business, our hosts, and the communities we’re honored to be part of. This process will take time, and we know we will not get everything perfect, but we are committed to listening, communicating and continuously improving.”

About Herschend

Our story began 75 years ago when the Herschend family discovered wonder deep in an Ozark Mountain cave—and chose to share it with the world. Today, Herschend is the largest family-held themed attractions company, with 49 leading attractions and immersive experiences that reach audiences worldwide.

While each brand offers something unique, all are united by a shared purpose: *Bringing Families Closer Together by Creating Memories Worth Repeating®*. Our passionate hosts make this purpose possible through everyday acts of love and service—what we call Heartspitality®—the intersection of heart and hospitality.

We’re proud to love in all we do, every day—caring for each other, welcoming our guests with warmth, and making a positive difference in our communities.

For more information: www.herschendenterprises.com

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