

Universal Studios Japan: A Rising Star

VOCABULARY WORDS

1. brag (verb) /bræg/: To boast or speak with excessive pride about one's achievements, possessions, or abilities.
Example: He would often brag about his golfing skills, claiming to have never lost a match.
2. array (noun) /ə'reɪ/: An impressive or orderly display or arrangement of things, often a wide variety or large number of them.
Example: The art gallery featured an array of paintings from different eras and styles.
3. showcase (verb) /'ʃəʊ.keɪs/: To exhibit or display something to its best advantage to highlight its qualities or features.
Example: The fashion designer will showcase her latest collection during Fashion Week.
4. allure (noun) /ə'lʊr/: The quality of being attractive, fascinating, or appealing, often exerting a powerful charm or attraction.
Example: The allure of the mysterious island drew many adventurers seeking treasure.
5. hit (noun) /hɪt/: A successful and popular song, movie, book, or other form of entertainment.
Example: The new album quickly became a chart-topping hit.
6. soar (verb) /sɔ:r/: To rise or fly high in the air with grace and ease, often to great heights.
Example: The eagle soared above the mountains, searching for prey.
7. dynamic (adjective) /daɪ'næmɪk/: Characterized by constant change, activity, or progress; energetic and forceful in action.
Example: The dynamic performance of the team led to their victory in the championship.



In 2022, Osaka's Universal Studios Japan (USJ) achieved the remarkable **feat** of becoming the world's third most visited theme park, a significant leap from its 13th position in

2021. AECOM's report revealed that the top two most visited theme parks were Walt Disney World's Magic Kingdom in Florida and Disneyland in California.

What achievement did Universal Studios Japan (USJ) reach in 2022?

How did USJ's ranking change from 2021 to 2022?

USJ welcomed an impressive 12 million visitors in 2022, offering a captivating experience featuring attractions inspired by iconic Hollywood movies such as Jurassic Park and Spiderman. Moreover, the park **brags** a dedicated area for the enchanting world of Harry Potter.

What are some of the popular Hollywood-themed attractions at USJ?

What sets USJ apart from its global counterparts is the **array** of unique and exclusive experiences it offers to its guests. Alongside the Hollywood-themed attractions, the park **showcases** beloved Japanese characters like Sailor Moon and Doraemon. Adding to its **allure**, the world's first Nintendo-themed area, Super Nintendo World, opened its doors in 2021. This innovative addition has been a **hit** not only with local visitors but also with tourists from around the world.

What unique experiences can visitors expect at Universal Studios Japan?

As USJ's popularity has **soared**, so have its ticket prices. Employing **dynamic** pricing strategies, the park adjusts ticket costs based on expected visitor numbers. On peak days, individual tickets can reach prices as high as 10,400 yen, roughly \$73. However, these rates remain competitive compared to Japan's other major theme parks, Tokyo Disneyland and Tokyo DisneySea, where tickets can reach 10,900 yen or approximately \$76 each. Importantly, USJ remains more affordable than Magic Kingdom and Disneyland in the United States, where ticket prices often exceed \$100.

How does USJ determine ticket prices, and why does it do this?

How do USJ's ticket prices compare to other major theme parks in Japan and the United States?

DISCUSSION

1. Imagine you have the opportunity to design a new attraction for Universal Studios Japan.

What would it be, and which famous movie or character would it be based on?

2. If you could visit any fictional world from a book, movie, or video game, which one would you choose, and why?
3. Discuss the impact of theme parks on local economies and tourism. Are they essential for a city's growth and tourism industry?
4. Share your favorite memories from visiting theme parks. What rides or attractions left a lasting impression on you?
5. If you could have a theme park dedicated to your favorite hobby or interest, what would it be, and what kind of attractions would it feature?