



CINEMA INVESTMENT REPORT

FALL 2026

INVESTING IN THE FUTURE OF MOVIEGOING

The experience of going to the movies has never been better, thanks to the modern innovations and reinvestments happening all across exhibition.

From the largest theatre chains to historic single-screen movie palaces, audiences in cities and towns of all sizes are craving the irreplaceable experience of seeing a movie on the big screen.

Whether it's a revitalized theatre or a new-build, these innovations create positive ripple effects far beyond the movie itself. The capital investments happening now provide dividends for the entire filmed entertainment ecosystem, as well as the Main Street communities they serve. This report showcases just a few of those commitments and the important impact they'll have on future generations of moviegoers.

\$2.7B

Total CapEx spending by exhibitors in North America over the past two years

\$1.2B

Reinvestment in the past year alone exhibition-wide

\$1.8B

Total CapEx spending by the Top 8 exhibitors in North America over the past two years

\$840M

Reinvestment by the Top 8 this past year alone

CINEMA INVESTMENT BY THE NUMBERS

As we explore the various cinema investments and innovations in this report, it is important to note the median cost often associated with each experience:



\$1.1M

Purchasing and installing 1,000 seats across multiple cinema auditoriums.



\$88K

Adding a new digital projector.



\$58K

Adding a new sound system to a single auditorium.



\$575K

Adding a full-service bar to a cinema lobby.



\$8M

Re-opening a closed cinema and completely changing its look and feel.



\$45M

Building a dynamic cinema entertainment center—a multi-screen cinema combined with other amenities—from the ground up.



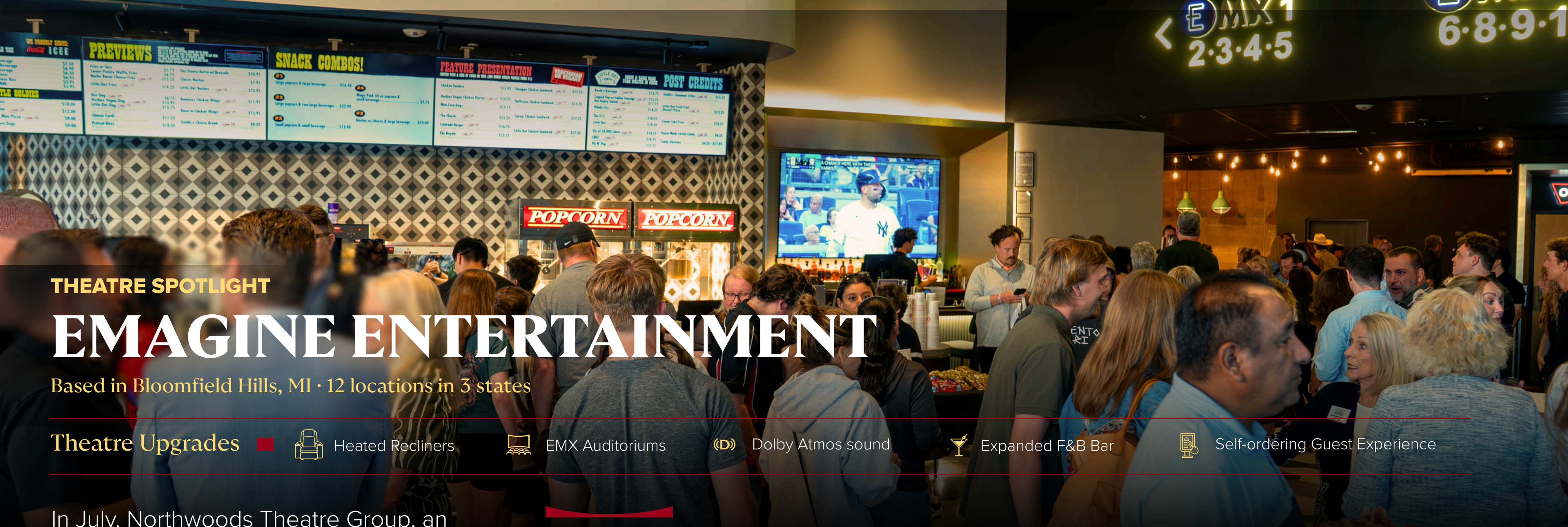
\$56K

Adding a new movie screen to a single auditorium.



\$450K

Adding a kitchen to a cinema.



THEATRE SPOTLIGHT

EMAGINE ENTERTAINMENT

Based in Bloomfield Hills, MI • 12 locations in 3 states

- Theatre Upgrades
- Heated Recliners
- EMX Auditoriums
- Dolby Atmos sound
- Expanded F&B Bar
- Self-ordering Guest Experience

In July, Northwoods Theatre Group, an affiliate of **Emagine Entertainment**, opened their first location west of the Mississippi River in the family-oriented suburb of Denver, Parker, CO. The exhibitor reinvested significantly into a preexisting facility with major upgrades and overwhelming community support.

What’s New

The 32,000 square-foot reimagined entertainment destination features all of the industry’s newest amenities in a beautiful space designed to bring the outdoors in.

Investment Impact

An important spark to the area’s local development, Parker **Mayor Joshua Rivero** recently praised the theatre as “the gem that it should be” for the local community.

32k sq ft
reimagined facility



Amcon's team at work during early stages of renovation for new Emagine Parker.



Northwoods Owners Jon & Lauren Goldstein (front, center) and team at Emagine Parker opening gala.



AMCON

Minnetonka, MN

Construction and contracting firm
with 55 years experience

BUILDING EMAGINE PARKER

Revitalization of the Parker, CO, theatre complex was brought to life by **Amcon**, a full-service, design-build construction management and general contracting firm founded in 1971.

PROJECT AT A GLANCE

7



Months on site

100



Workers employed

10



Theatres built for Emagine

THEATRE SPOTLIGHT

EPIC THEATRES

Based in Deltona, FL • 12 locations in Florida & North Carolina

Theatre Upgrades

-  Lumma 4D E-Motion® recliner seats
-  Proprietary PLF w/ augmented audio
-  Grab-n'-Go concessions
-  65 ft. IMAX screen
-  Full bar
-  Arcade

Originally built in 2011, **EPIC Theatres'** flagship location in Deltona, FL, has undergone massive renovations over the past two years, now met with great enthusiasm by its central Florida residents.

What's New

EPIC updated all auditoriums in the 12-screen cinema to include the latest in state-of-the-art technology, including a first-ever Lumma 4D E-Motion® system in the U.S.

Investment Impact

With its new Lumma system, EPIC is serving a growing community that previously had to drive up to 40 miles for a similar 4D film experience. Meanwhile, for nearby residents of Palm Coast, EPIC also just poured more than \$1 million into the local economy with another recent renovation.

\$1M
Palm Coast
renovation project



Newly designed façade of EPIC's flagship location.



First-ever Lumma 4D E-Motion® system in the U.S.



The construction process is underway on renovating the concessions area at EPIC's Deltona, FL flagship location.



Moviegoers pick from a wide range of concessions before going into their movie.

PARTNER SPOTLIGHT

D.L.B. METAL INC.

St. Cloud, FL

Multi-state contractor since 1999

RENOVATING EPIC

EPIC worked closely with **D.L.B. Metal Inc.** on the extensive renovation of their Deltona location lobby. Based in central Florida, D.L.B. Metal has completed more than 50 cinema projects in 48 states. The company specializes in cinema construction and specialty theatre renovations, including IMAX, XD, XTS, XL, 4D LUMMA.

PROJECT AT A GLANCE

7



Months on site

48



States that D.L.B. Metal Inc. has completed cinemas in

25



Workers employed on lobby buildout

THEATRE SPOTLIGHT

MAJOR CINEPLEX

185 locations in Thailand

By the numbers

200 

Laser projectors

23 

Kids Cinemas circuitwide

81 

“Cinema Classroom” schools

65 

Provinces

Important innovations are taking place at theatres across the globe. Thailand's largest exhibitor, **Major Cineplex**, is reinvesting largely in its locations with an emphasis on resource efficiency and environmentally-friendly materials across its entire network.

What's New

Major's newly renovated Central Pinklao location in urban Bangkok features added laser projectors to every auditorium (a commitment Major made last year to 200 locations across its network) and a brand-new Kids Cinema, complete with a play place inside.

Investment Impact

Through its investments, Major remains focused on sustainability and promoting future generations of moviegoers. It also supports local youth with its “Cinema Classroom” program.



THEATRE SPOTLIGHT

CINEMARK

Headquartered in Plano, TX · 495 locations in 14 countries

As one of the largest and most influential theatrical exhibition companies in the world, **Cinemark** creates unforgettable, larger-than-life immersive experiences through consistent investment and innovation.

5k

Employees across Texas

What's New

In the first half of 2026, Cinemark added 21 new premium-large format auditoriums, including seven XD, 12 ScreenX and 2 IMAX, as well as 112 D-BOX motion-seat auditoriums.

Investment Impact

Cinemark offers the #1 private-label PLF, Cinemark XD, the highest concentration of recliner seats among major U.S. exhibitors, the largest footprint of D-BOX motion seats, and an extensive food and beverage lineup for the ultimate entertainment experience.

72%

Recliners

650

D-BOX auditoriums

80%

Restaurant-quality offerings

60%

Serve alcohol

THEATRE SPOTLIGHT

CLASSIC CINEMAS

Based in Downers Grove, IL • 16 locations in Illinois and Wisconsin

Theatre Upgrades

- Two new PLF auditoriums
- Christie laser projection
- DTS:X immersive object-based sound
- Heated Recliners

Over the past year, **Classic Cinemas** has continued aggressive capital investments in two of its most unique Illinois locations: La Grange XQ and the Lindo Theatre.

What’s New

The 100-year-old La Grange XQ, located near Chicago’s Midway Airport, expanded from six to nine auditoriums. Meanwhile, at the Lindo in rural Freeport, IL, Classic just finished a six-auditorium renovation.

Investment Impact

The completion of the Lindo project marked the end of a decade-long CapEx initiative for Classic Cinemas in its mission to bring the most state-of-the-art moviegoing experiences to the Main Street communities it serves throughout Illinois.

10 yrs

CapEx initiative complete



Classic Cinemas' LaGrange location serves as a downtown hub.



Moviegoers at the Lindo head to their theatre after grabbing concessions.

THEATRE SPOTLIGHT

AMC

Headquartered in Leawood, KS • 840 locations in 11 countries

Today, much of the innovation happening at **AMC Theatres** originates from its global headquarters: the Theatre Support Center (TSC) in Leawood, KS.

800

Associates employed in Kansas

What's New

AMC regularly develops, tests, and refines new ideas and guest-facing initiatives at the TSC and nearby Kansas locations, including AMC Town Center 20 in Leawood; AMC Studio 28 in Olathe; AMC Prairiefire 17 in Overland Park; and AMC Legends 14 in Kansas City, KS.

Investment Impact

Thanks to the TSC, the Kansas City metro area is among the most advanced and innovative moviegoing markets in the U.S.

5,000

*One mark employed nearly
5,000 Texans statewide*

THEATRE SPOTLIGHT

MEGAPLEX

Based in Salt Lake City, UT • 15 locations in Utah and Nevada

Theatre Upgrades



Proprietary PLF



Interactive bowling + dining



Games



Private Event Space

In 2025, **Megaplex** opened its first cinema entertainment center in **Downtown Daybreak**, a popular family-oriented, mixed-use development in South Jordan, UT (a suburb of Salt Lake City).

What's New

The location features premium large-format auditoriums; interactive bowling with lane-side dining; a variety of food and beverage options, games; and a private event and party space.

Investment Impact

The multi-million dollar investment has quickly become an invaluable addition to the Daybreak community, providing jobs and economic growth.

150

*Construction workers
employed during the build*

100

*Staff employed
at Megaplex Downtown Daybreak*



Before: Okland Construction begins work on a new auditorium at Megaplex Downtown Daybreak.



After: Moviegoers enjoying the finished result.



OKLAND CONSTRUCTION

Salt Lake City, UT

Local business with 100-plus years of experience

BUILDING MEGAPLEX DOWNTOWN DAYBREAK

Family-owned company, **Okland Construction**, worked closely with Megaplex to make its ambitious Downtown Daybreak location a reality. During their more than 100 years of operation, Okland has worked on everything from sporting venues to churches, and being part of a movie theatre build was a unique creative opportunity.

PROJECT AT A GLANCE

150

Workers employed on
Downtown Daybreak
build

THEATRE SPOTLIGHT

HARKINS

Based in Scottsdale, AZ · 32 locations in 4 states

Theatre Upgrades @ Norterra

- CINÉXL™ PLF auditoriums x2
- 4K Laser projection
- Ultimate Lounger® seats
- Dolby Atmos® 3D sound + screens
- 4D E-Motion® auditorium
- CINÉBAR™

For 93 years, **Harkins** has brought Ultimate Moviegoing® and Ultimate Entertainment Experiences® to communities throughout the Southwest – and their continuous investments and innovation further strengthens this legacy.

What's New

Over the last year, Harkins added 13 new CINÉXL™ auditoriums and 4 CINÉBAR™ locations. The company also completed the first phase of a comprehensive remodel of its Harkins Norterra location in Phoenix, featuring Arizona's first 4D E-Motion® auditorium.

Investment Impact

In the last year, Harkins Theatres has invested upwards of \$30 million in providing the Ultimate Entertainment Experience™ to their guests.

\$30M

Total reinvestment

THEATRE SPOTLIGHT

BAM ROSE CINEMAS

Brooklyn, NY

Theatre Upgrades



3 additional screens



Expanded concessions area



Brand-new lobby/gathering space

In 2025, **Brooklyn Academy of Music's (BAM) Rose Cinemas** added approximately 10,000 square-feet of space to enhance the experience they are bringing to the community.

What's New

In addition to three new auditoriums, BAM invested in a first-of-its-kind, multi-disciplinary arts hub for Downtown Brooklyn.

Investment Impact

Now, with these innovations in place, BAM is investing an additional million dollars annually toward its thriving multi-faceted film program, serving its loyal consumer base with even greater impact.

10k sq ft

Enhanced facilities

\$1M

Annual program funding

THEATRE SPOTLIGHT

CINELUX

Based in San Jose, CA · 8 locations in California

Theatre Upgrades



New leather seating



Reimagined lobby



Digital marquee

Over the past year, **CineLux Theatres** has done extensive renovations to its Tennant Station location in Morgan Hill, CA, first acquired in 2004.

What's New

CineLux updated the lobby, added luxury recliners to 11 auditoriums, and installed a new digital marquee.

Investment Impact

As an independent, family-owned cinema, CineLux knows its Bay Area town better than anyone and plans to offer a greater mix of first-run films with independent and arthouse fare, thanks to the added screens.

11

*Auditoriums with
new luxury recliners*

THEATRE SPOTLIGHT

HOYTS

61 locations in Australia and New Zealand

Theatre Upgrades



HOYTS APEX, IMAX with Laser and SCREENX



D-BOX Motion Recliners



Premium in-cinema dining with HOYTS LUX

HOYTS, the largest exhibitor in Australia, recently transformed its HOYTS Melbourne Central cinema, a state-of-the-art destination in the heart of Melbourne's bustling Central Business District.

What's New

As part of a multi-million dollar refurbishment, the 11-screen complex now offers an unparalleled collection of premium formats and experiences under one roof, including HOYTS APEX, a 69-foot curved LED screen, one of the largest in the world.

Investment Impact

Located within one of Australia's busiest retail and transport precincts, the flagship cinema now serves as a destination and gathering place for students, city workers, residents and visitors alike.

69 ft

Curved LED screen

A woman with long dark hair is laughing heartily while sitting in a red movie theater seat. She is wearing a light-colored shirt. In the foreground, a large bucket of popcorn is visible. The background is dark and out of focus, showing other people in the theater.

SEE YOU AT THE MOVIES

As the exhibition industry builds the Next Great Era of Cinema, the role movie theatres play in cities and towns of all sizes is more important than ever before.

Our industry is at the forefront of the global entertainment landscape and will be for decades to come, providing an experience that cannot be replicated or replaced.

These investments help fortify local economies as movie fans everywhere embrace the big-screen experience.