

Anthony Esparza

Guest Experience Strategist

Anthony is an award-winning leader of business-driven guest experiences for theme parks, resorts, location-based venues, and cruise lines. As Chief of Guest Experiences for Carnival Cruise Line, Anthony led the guest experience team responsible for programming the cruise line's newest and largest ships, private islands, and port destinations. Recently as Chief Creative Officer for SeaWorld Parks & Entertainment, he was brought in to lead their attraction "turnaround team" working to reposition their brand and guest experience plans. Prior, he led Herschend Family Entertainment and Paramount Parks' design + entertainment groups, developing world-class leisure attractions such as Caesar's Forum Shops, Universal's Islands of Adventure, Nickelodeon Central, Dolly Parton's DreamMore Resort, and more.