



Horror Fans Invited To Share And Review Haunted Houses With HauntRave

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Chicago, IL based HauntRave.com is excited to welcome new and existing horror enthusiasts to visit their website and explore scare-attractions across the US. Primarily a haunted house review website, the company is just as eager to share their love for the genre as they are to encourage horror fans to sign up for a night of screams at their local haunted house.

?Most haunted attractions never take off, not because they suck, but rather because the attraction lacks marketing dollars,? says Jack Lombardi, an internet marketing and Search Engine Optimization (SEO) expert who first came up with the website?s key premise. He continues, ?Today, horror is much more of a movement than it used to be even 10 years ago, and audiences continue to flock in increasing numbers to theaters and popular attractions to scream or jump out of their skins. With that in mind, it?s only a question of connecting these audiences with the injection of horror they crave. This is why HauntRave exists.?

According to The New York Times, movies like ?Get Out? and ?It? contributed to the genre with more than \$700 million before the end of 2017 (making more than \$175 million and \$300 million respectively). Both movies even achieved a laudable degree of critical acclaim from professional critics and audiences alike.

Furthermore, 2019 saw the teams behind these hits bring new movies to the public eye, with Director Jordan Peele's *Us* and, more recently, *It: Chapter Two*.

As Lombardi states, "There is no question that a huge market exists for the genre, and fans are eager to spend their money on experiences that will keep them tossing and turning at night, wary of turning the lights off. However, the issue is that other types of entertainment in the realm of horror, such as haunted houses, don't seem to get quite the same amount of attention." He concludes, "The difference between them, of course, is in their marketing and outreach. They do a lot more than simply creating a Wikipedia page, though that can be a good starting point for new fans."

While *It* went on to gross \$700 million worldwide, it also broke box office records for a horror movie's opening weekend box office, with \$123 million in the US. While it was inevitable that a movie based on acclaimed author Stephen King's book of the same name would do well, a large part of the movie's success is due to the emphasis it placed on marketing.

Lombardi continues, "This is the key aspect that we need to focus on. Being staunch lovers of the horror genre and everything within it ourselves, HauntRave wants nothing more than to make sure audiences can find their closest haunted house and plan a night to remember. Haunted house attractions might be as old as the original haunted houses themselves, and they serve a beautiful purpose in the horror landscape: to immerse audiences in the genre they love to a degree that no movie will ever match. Watching a clown jump out at someone else might give you a jolt, but watching that clown round the corner ahead of you will give you nightmares you'll cherish forever."

HauntRave takes a two-pronged approach to accomplish this goal. On one hand, they make it much easier for audiences to find what they are looking for by allowing them to quickly search through various categories of haunted house, even breaking down search results by geographic location. Notably, this service also gives horror fans to explore the other aspects of the genre, such as escape rooms, cosplay opportunities and vendors, ghost tours, and more.

On the other hand, the site also encourages visitors to add attractions that they believe deserve more exposure, offering them the option to submit the details of new haunted houses or other attractions for free. Lombardi states that, "While we know almost all the most popular places, we're really looking for smaller establishments that are tucked away from the public eye. If you know of a local scare attraction that deserves to share its frights with more people, head over to our website and let us know."

Horror fans and enthusiasts may contact Jack Lombardi of HauntRave.com to follow up on any further

inquiries. They may also visit the website to learn more, or connect with HauntRave through their Facebook, Twitter, Instagram and other social media channels to stay up to date with their latest news and spooky updates.

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HauntRave.com

Hauntrave.com is the nation's premier haunted attraction website.

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