

April 6, 2026



Cinemark Springs to Biggest Five-Day Easter Weekend Domestic Box Office of All Time

Consumer enthusiasm for big screen experiences was on full display, led by the galactic opening of "The Super Mario Galaxy Movie"

The company also achieved its highest performing merchandise program ever with "The Super Mario Galaxy Movie"

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#) (NYSE: CNK), one of the largest and most influential theatrical exhibition companies in the world, today announced it achieved an all-time high five-day Easter weekend domestic box office, driven by a diverse slate of compelling films and strong consumer engagement across the entire moviegoing experience. Audiences delighted in a cinematic celebration led by the galactic adventure of *The Super Mario Galaxy Movie*, as well as strong performances across a genre-spanning lineup including *Project Hail Mary*, *Hoppers*, *The Drama* and *Dhurandhar The Revenge*.

"This record-breaking Easter weekend is a powerful reminder of the enduring consumer appeal for the shared, immersive experiences only movie theaters can provide," said Sean Gamble, Cinemark President and CEO. "Moviegoers turned out to experience the nostalgia and adventure of *The Super Mario Galaxy Movie*, while also enjoying a diverse lineup of films that offered something for everyone. These results are a testament to our studio partners for bringing such sensational stories to our screens and to our entire Cinemark team for creating a truly entertaining escape for our guests."

Through April 5, Cinemark has delivered its strongest year-to-date domestic box office since the pandemic, reflecting continued momentum driven by compelling content and consumer preference for theatrical experiences.

Fans Embrace Full-Scale Celebration

Moviegoer engagement extended well beyond the screen as fans fully embraced the theatrical experience, driving the most successful merchandise program Cinemark has ever delivered for a single title. Immersive activations, including glitter popcorn and *Super Mario Bros.*-themed food and beverage offerings such as Dippin' Dots, pizza and cocktails, added to the celebratory atmosphere.

Excitement also carried into the social platforms, with *The Super Mario Galaxy Movie* sparking vibrant social chatter as fans proudly shared themed merchandise moments, including the popular Yoshi and Luma popcorn buckets, along with photos and reactions marking the film's arrival to theaters.

Coming Soon to the Big Screen

The next few months will see a thrilling slate sure to excite movie lovers of all ages, with films such as *Michael* (April 24), *The Devil Wears Prada 2* (May 1), *The Mandalorian & Grogu* (May 22), *Toy Story 5* (June 19), *Supergirl* (June 26), *Minions & Monsters* (July 1), *Moana* (July 10), *The Odyssey* (July 17) and *Spider-Man: Brand New Day* (July 31) set for release. Later in the year, audiences will get to enjoy films including *Practical Magic 2* (September 11), *Resident Evil* (September 18), *Forgotten Island* (September 25), *Verity* (October 2), *The Hunger Games: Sunrise on the Reaping* (November 20), *Hexed* (November 25), *Dune: Part Three*, *Avengers: Doomsday* (December 18) and *Jumanji 3* (December 25).

Moviegoing Enthusiasm

Audiences continue to show strong enthusiasm for the shared, immersive experiences that only movie theaters can deliver. According to [National Research Group data](#), 77% of Americans ages 12–74 went to the movies in 2025, with younger audiences demonstrating particularly high engagement, which is a positive indicator for the long-term strength of theatrical exhibition. At Cinemark, the number of guests seeing six or more movies per year surpassed 2019 levels for the first time since the pandemic. Additionally, 2025 marked the first year since 2019 in which more than half of Cinemark’s moviegoers also visited during the prior year, reflecting a growing return to consistent, habitual moviegoing.

The Cinemark Experience

Cinemark’s commitment to delivering a preeminent out-of-home entertainment experience comes to fruition through continual investment in its theaters and customer journey.

- Fan-favorite Luxury Lounger recliners, with more than 72 percent of the domestic circuit reclined.
- Cinemark XD, the number one private-label premium large format in the world with over 300 auditoriums across the U.S. and Latin America, representing 13 percent of global box office in 2025 on 5 percent of screens.
- Largest footprint of D-BOX motion seats with nearly 550 auditoriums.
- Everyone’s favorite mouth-watering movie theater concessions with free refills on large drinks and XL popcorn, in addition to robust food and beverage offerings, with 80 percent of U.S. theaters offering restaurant-quality menu items and 60 percent offering beer, wine and alcohol. Guests can skip the line and order their cinema snacks ahead of time on the Cinemark app.
- Must-have movie merchandise in theaters as well as online at [shop.cinemark.com](#).
- Superior sight and sound technology delivered by top-of-the-line multi-channel surround sound and Barco digital and laser projectors managed by an industry-leading technology team that delivers a 99.97 percent uptime across thousands of showtimes every day. This means moviegoers can count on Cinemark for a smooth, uninterrupted presentation.
- Guest service scores that consistently reach high satisfaction ratings from approximately 95 percent of domestic guests surveyed.
- Cinemark Movie Club, the industry-leading movie theater subscription program with more than 1.45 million members in addition to Movie Rewards free loyalty program with outstanding member rewards.
- Steeply discounted movie tickets at Cinemark theaters on Discount Tuesday, with Movie Rewards members saving even more.
- National partnerships with UberEats, Door Dash, Grubhub and 7NOW to satisfy those

movie theater concessions cravings at home.

For full details about the Cinemark moviegoing experience, visit [Cinemark.com](https://cinemark.com) or download the Cinemark app. Click [HERE](#) for general Cinemark images and b-roll.

About Cinemark Holdings, Inc.

Cinemark Holdings, Inc. (NYSE: CNK) provides extraordinary out-of-home entertainment experiences as one of the largest and most influential theatrical exhibition companies in the world. Based in Plano, Texas, Cinemark makes every day cinematic for moviegoers across nearly 500 theaters and more than 5,500 screens, operating in 42 states in the U.S. (303 theaters; 4,241 screens) and 13 South and Central American countries (193 theaters; 1,396 screens). Cinemark offers guests superior sight and sound technology, including Barco laser projection and Cinemark XD, the world's No. 1 exhibitor-branded premium large format; industry-leading penetration of upscale amenities such as expanded food and beverage offerings, Luxury Lounger recliners and D-BOX motion seats; top-notch guest service; and award-winning loyalty programs such as Cinemark Movie Club. All of this creates an immersive environment for a shared, entertaining escape, underscoring that there is no place more cinematic than Cinemark. For more information, visit <https://ir.cinemark.com>.

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