ADVENTURE PARK INSIDER

Industry Data: Analysis, Interpretation, and Application

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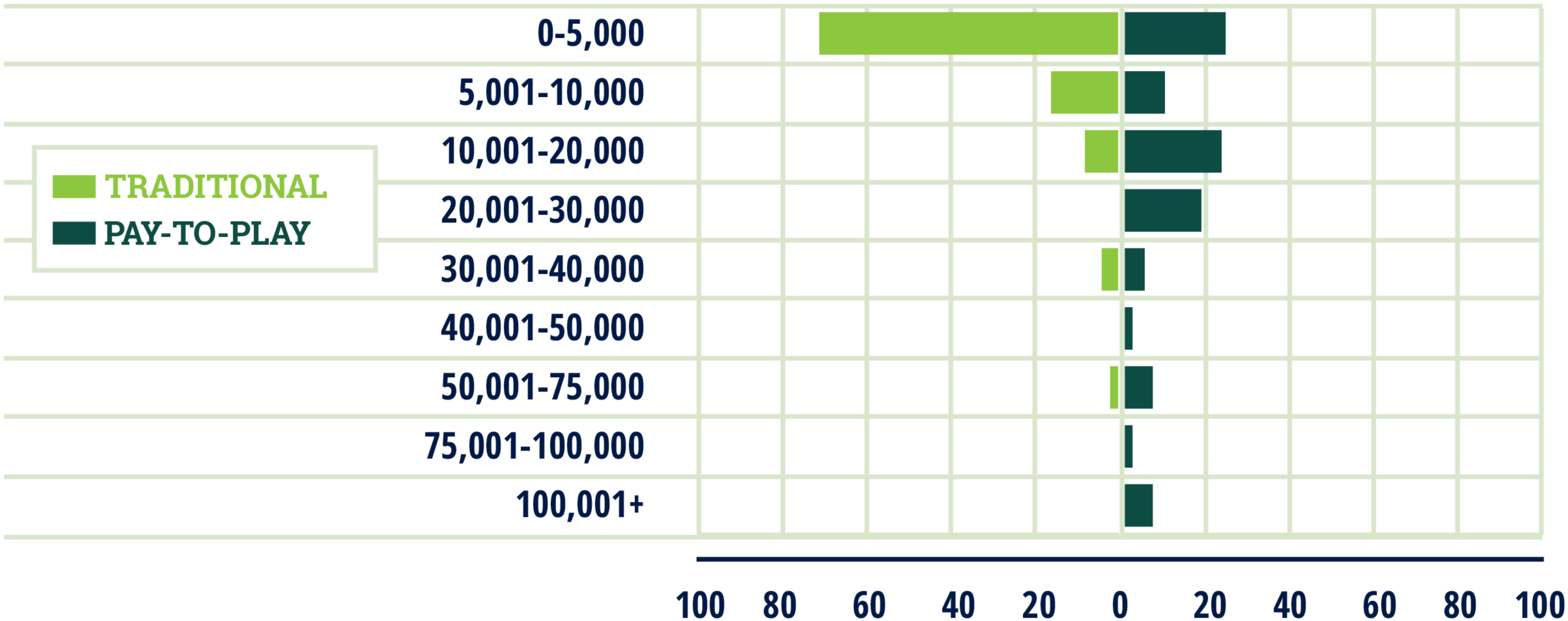
Objectives

- Review & discuss current industry data
- Discuss how to apply data to your operation
- Open discussion on data collection for the future

VISITATION

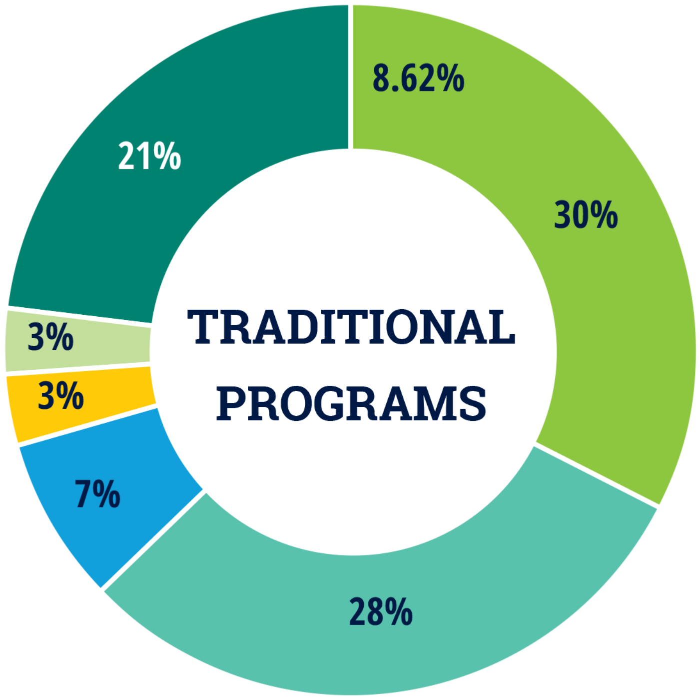


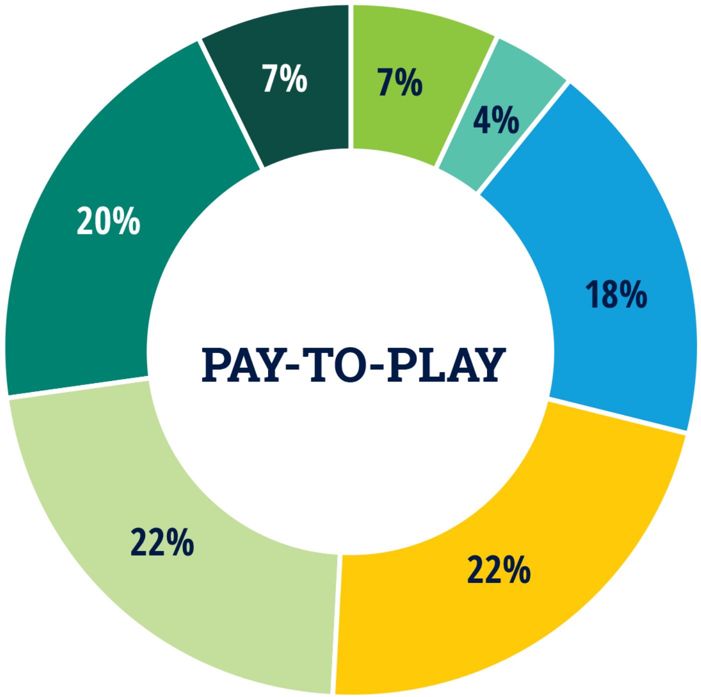
BASE: 112 RESPONSES

TRADITIONAL RESPONDENTS: 50

PAY-TO-PLAY RESPONDENTS: 62

REVENUE



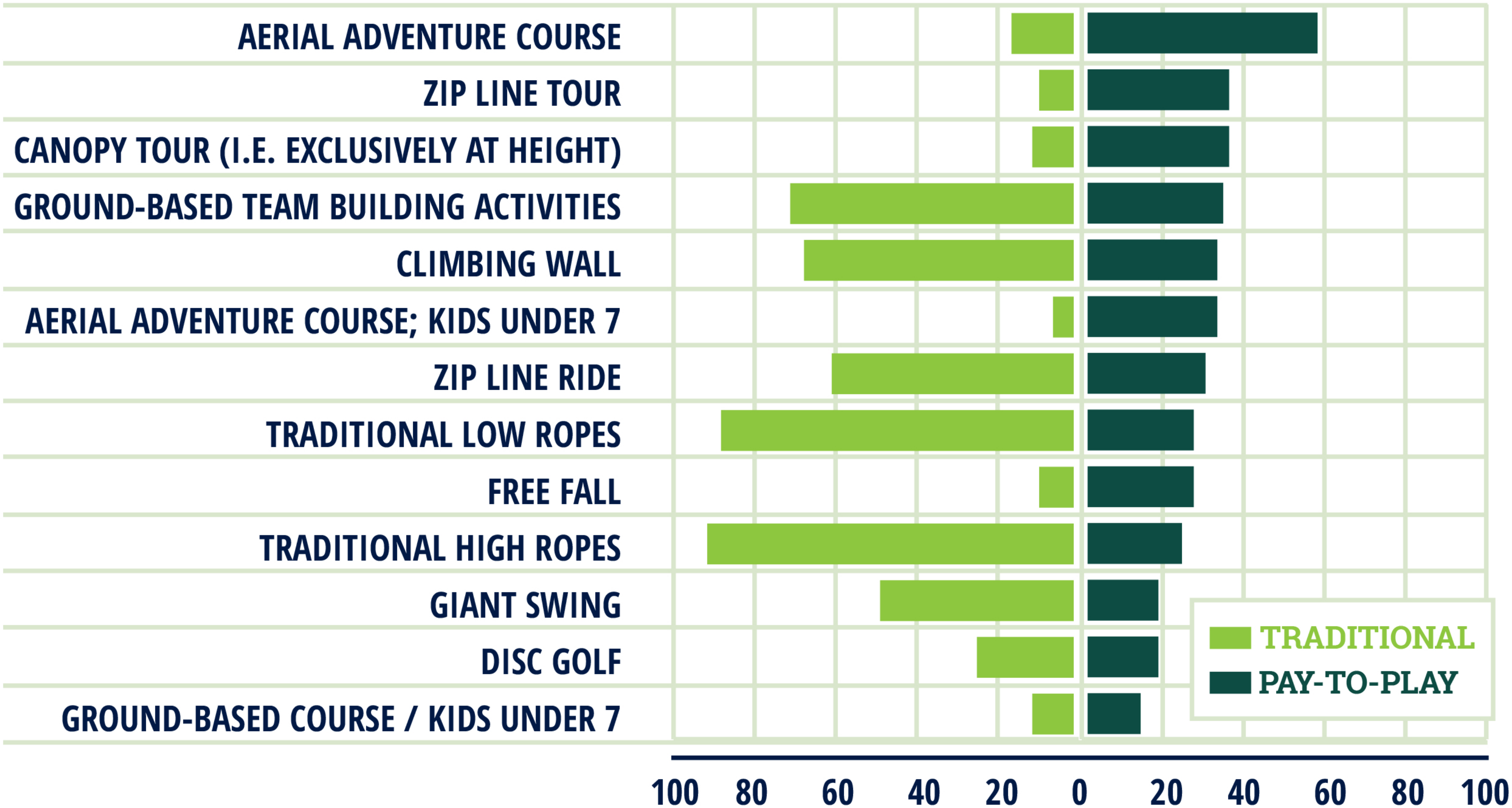


TRADITIONAL RESPONDENTS: 31

PAY-TO-PLAY RESPONDENTS: 47

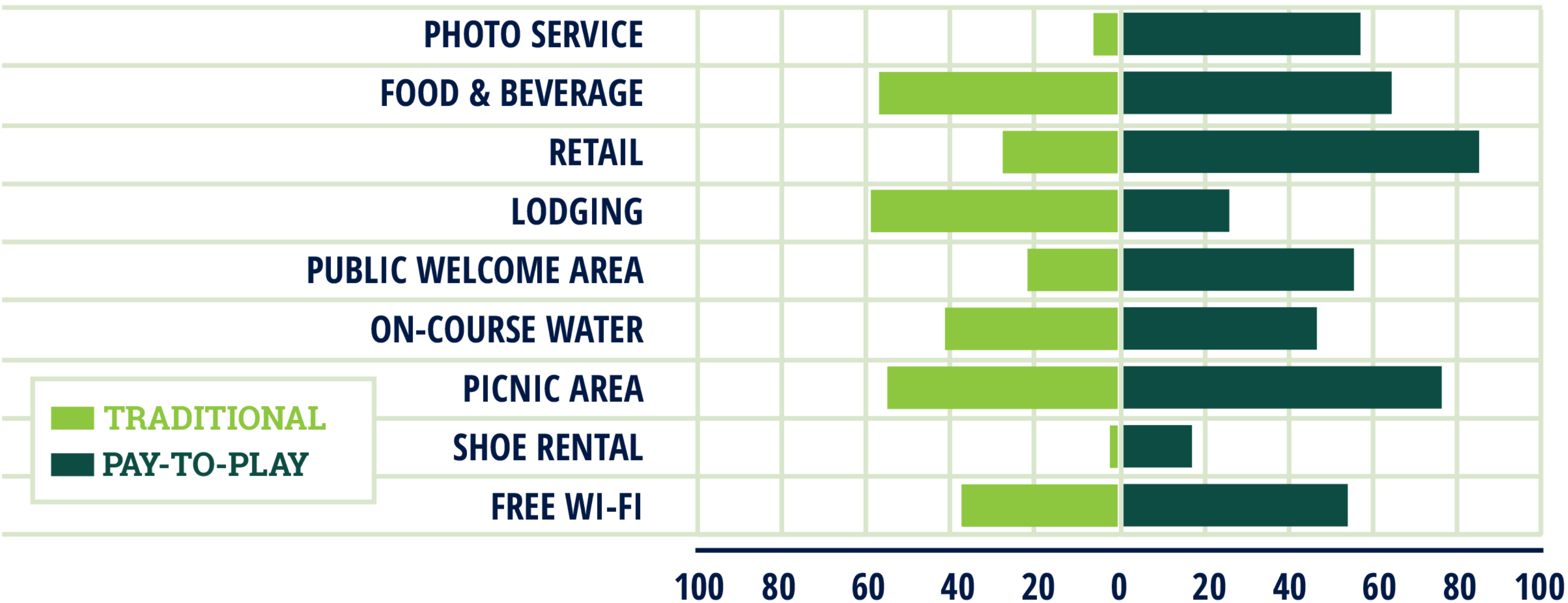
- <$100K
- $100 – $300K
- $300 – $500K
- $500K – $1M
- $1M – 2.5M
- $2.5 – $5M
- $5M+

ACTIVITIES OFFERED



BASE: 126 RESPONSES TRADITIONAL RESPONDENTS: 58 PAY-TO-PLAY RESPONDENTS: 68

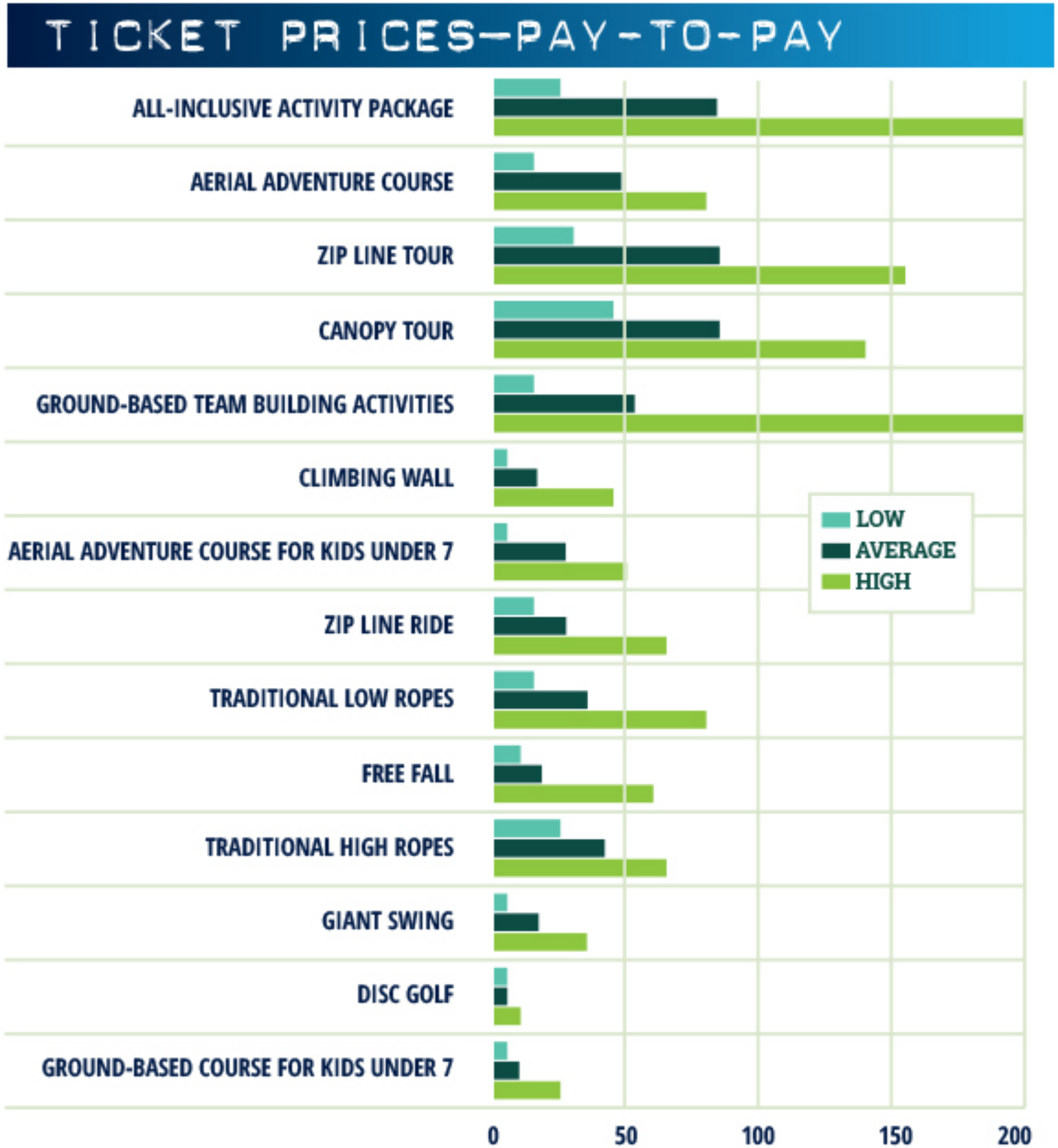
AMENITIES OFFERED



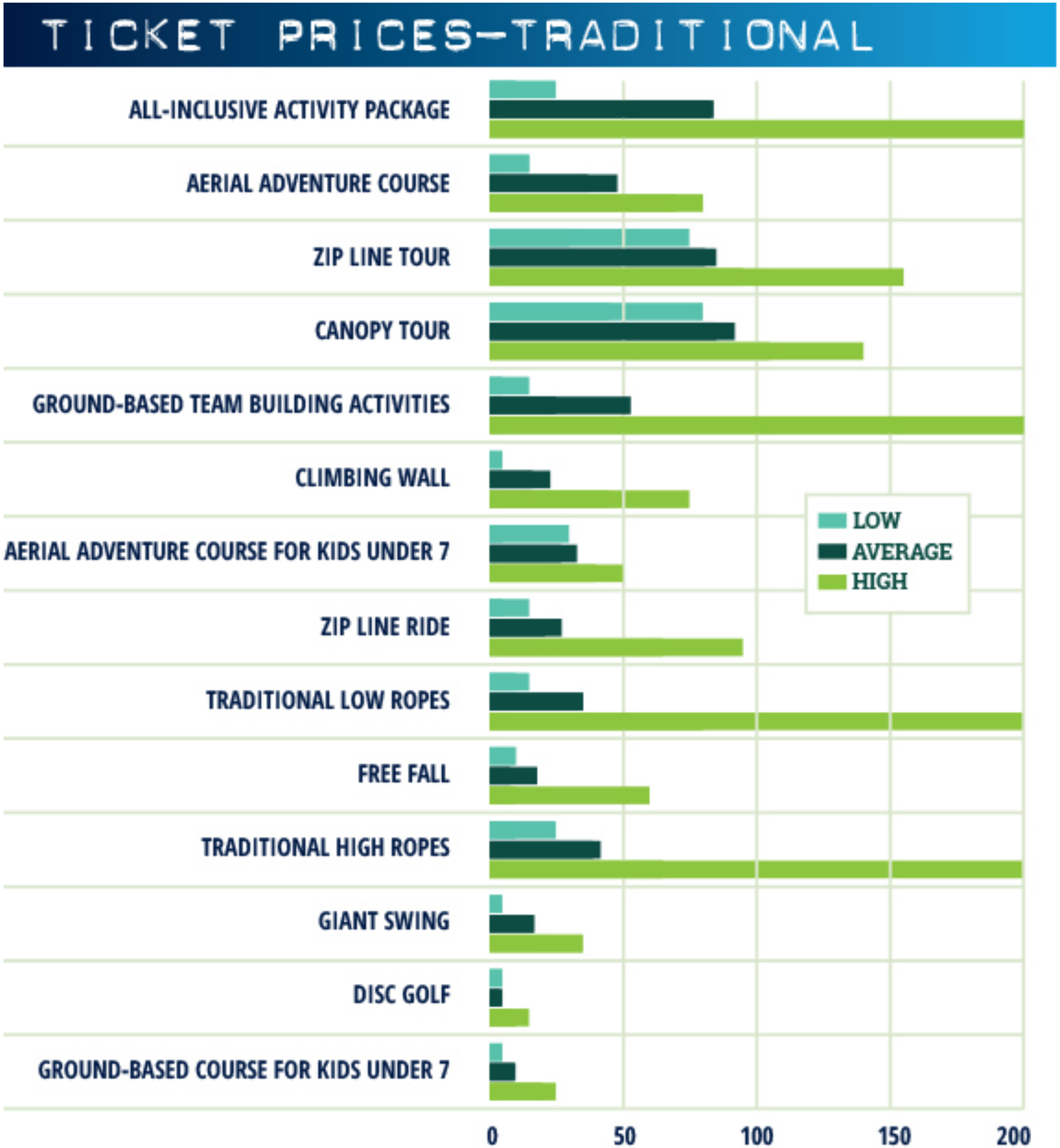
BASE: 126 RESPONSES

TRADITIONAL RESPONDENTS: 58

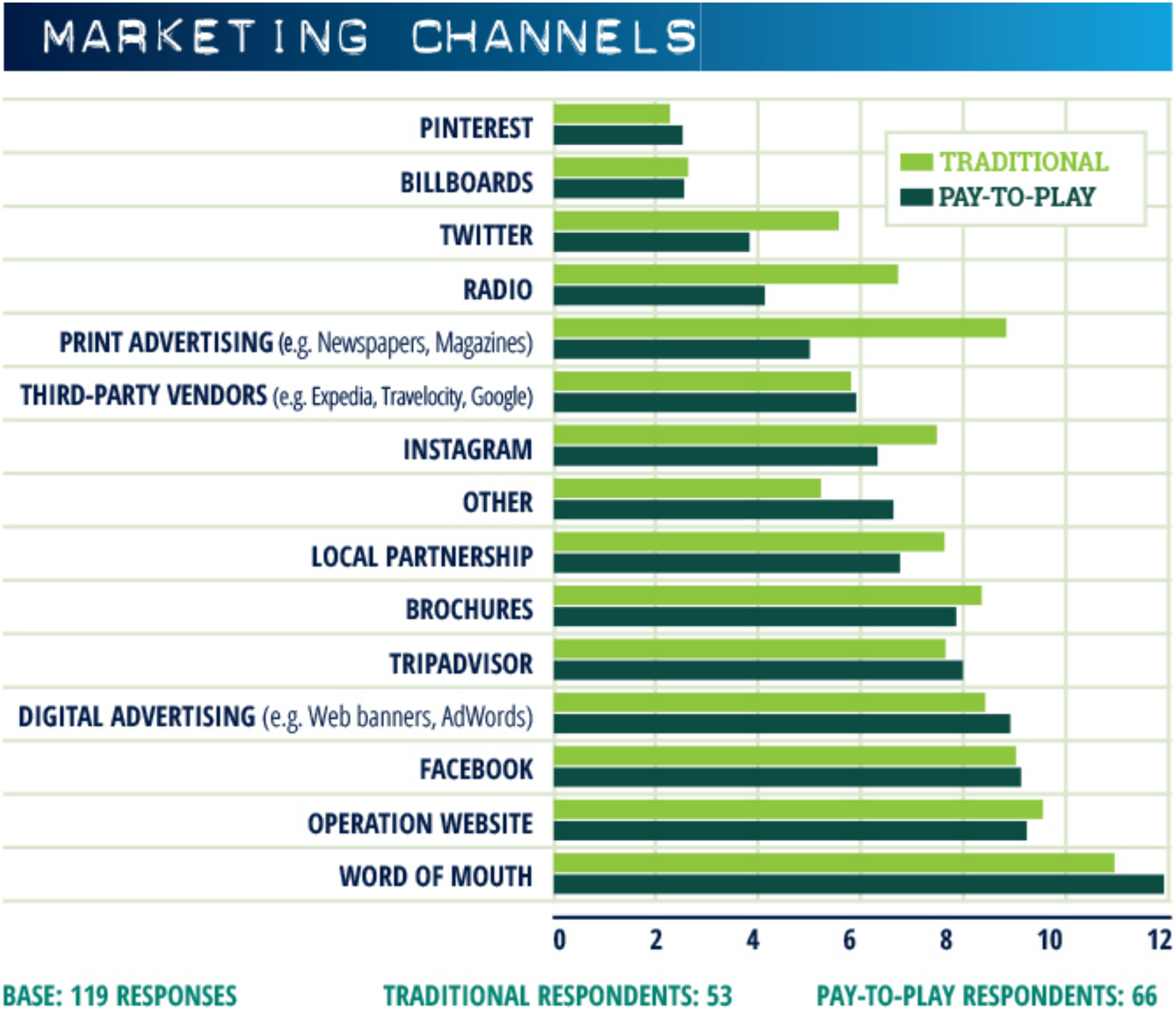
PAY-TO-PLAY RESPONDENTS: 68



PAY-TO-PLAY RESPONDENTS: 66

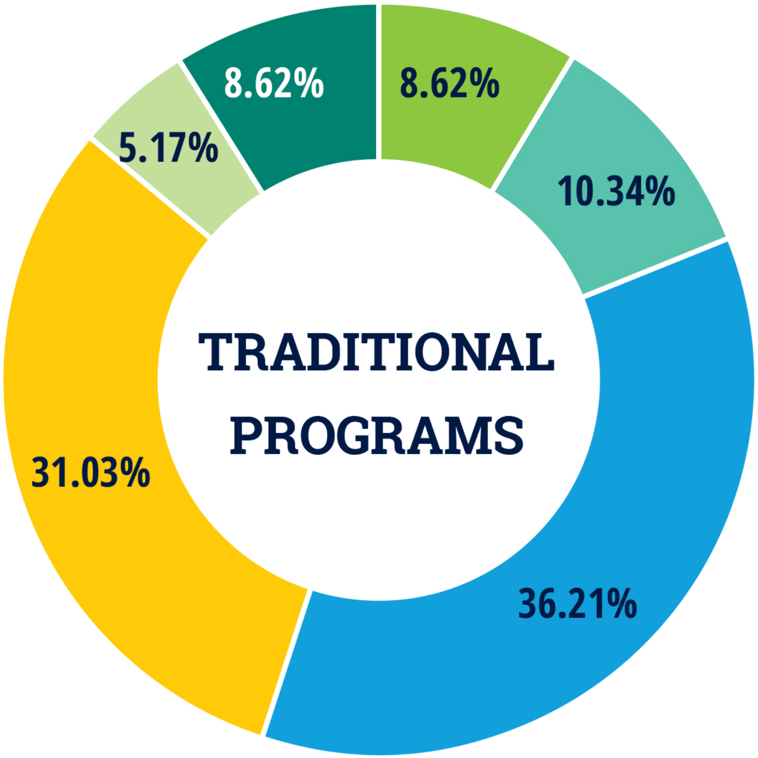


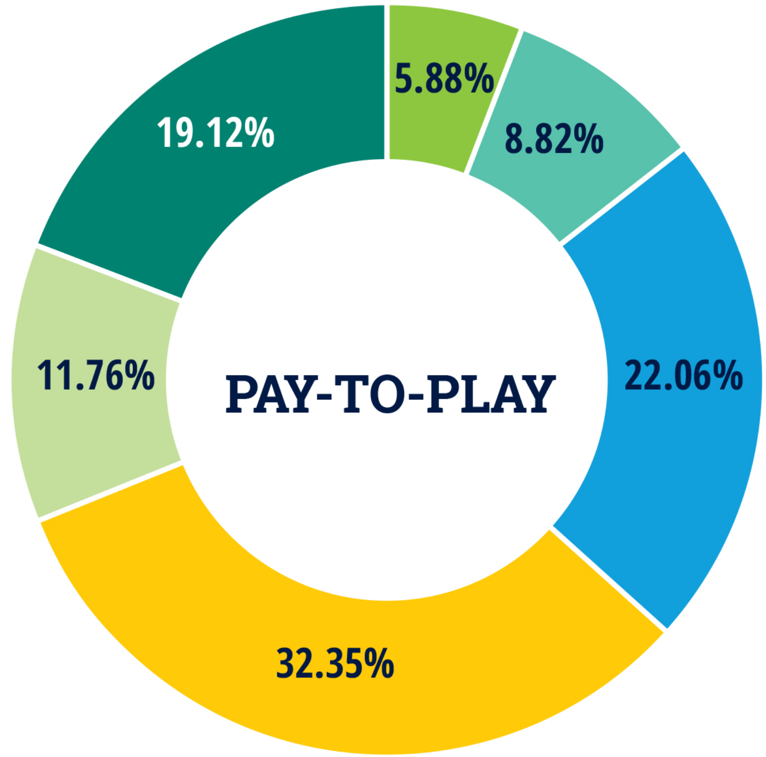
TRADITIONAL RESPONDENTS: 47



This chart shows marketing channels ranked by importance to operators from most important “Word of Mouth” to least “Pinterest”

NUMBER OF STAFF MEMBERS





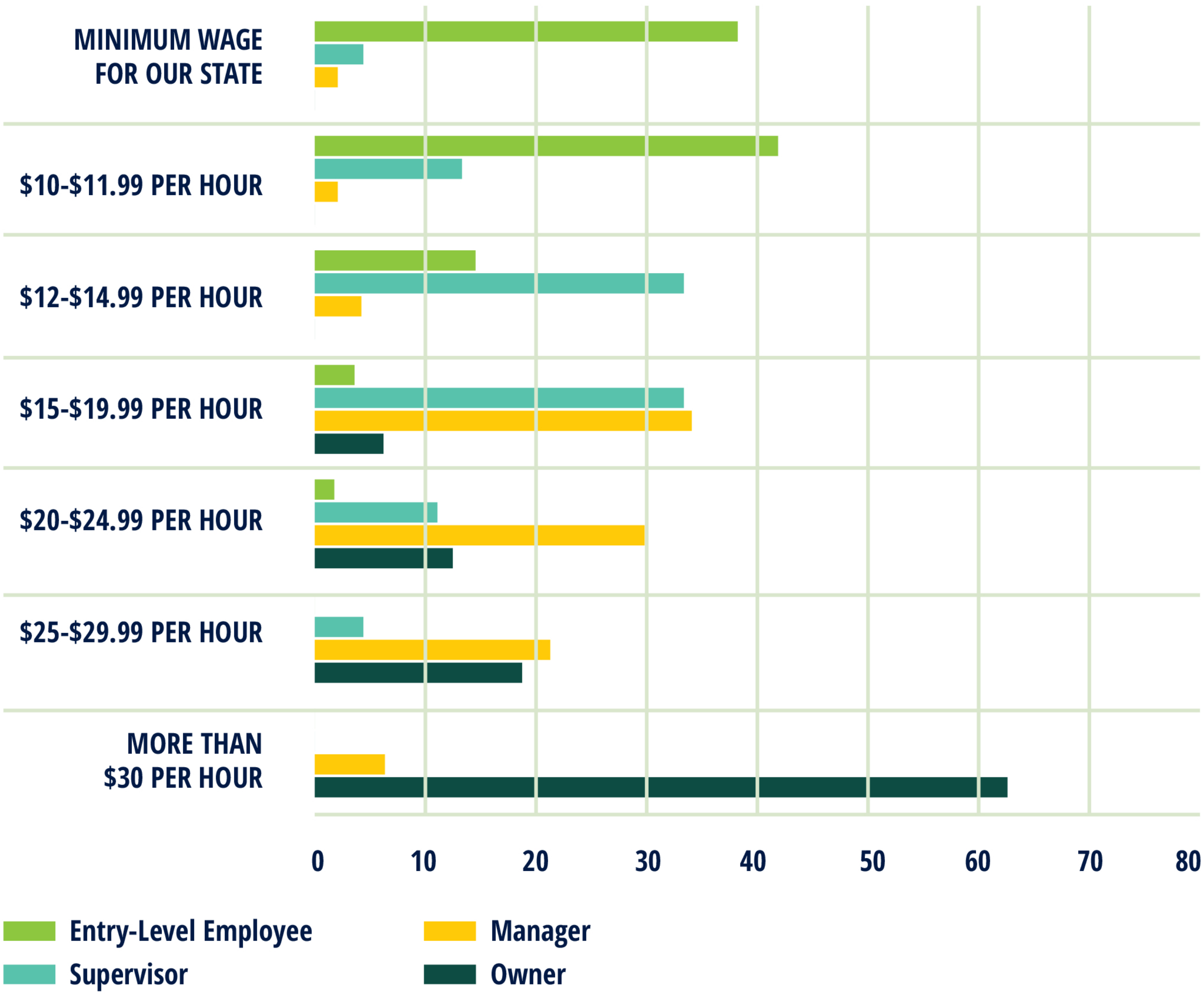
TRADITIONAL RESPONDENTS: 58

- 1 – 5
- 6 – 10
- 11 – 20
- 21 – 49

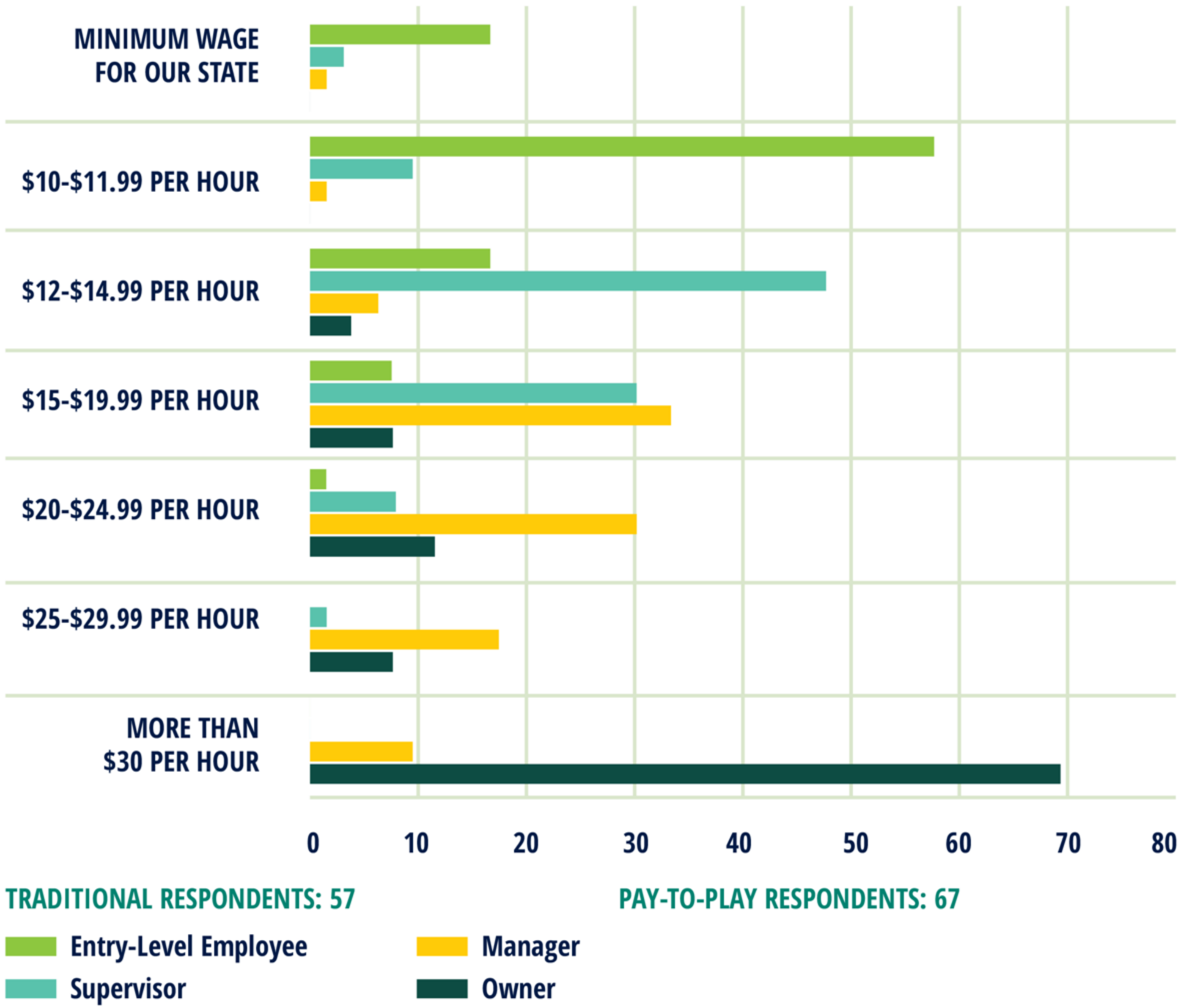
PAY-TO-PLAY RESPONDENTS: 68

- 50 – 74
- 75+

TRADITIONAL SALARY



PAY-TO-PLAY SALARY



BELAY SYSTEM

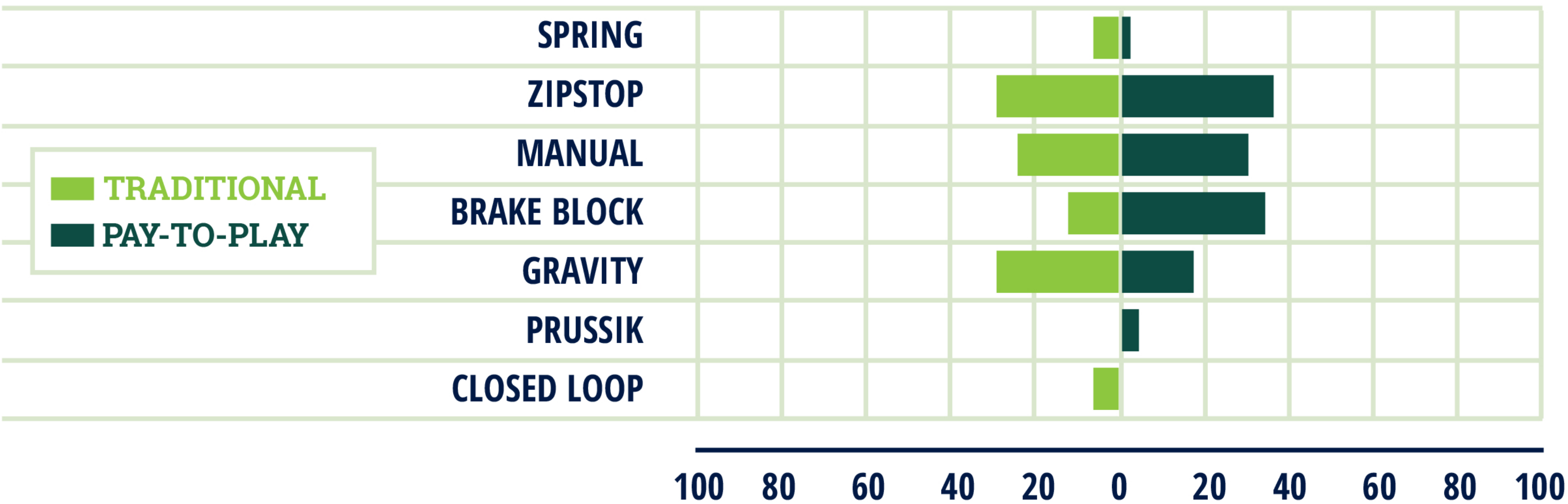
BASE: 92 RESPONSES

TRADITIONAL RESPONDENTS: 50

PAY-TO-PLAY RESPONDENTS: 47

Note: All P2P respondents who indicated using a Static Belay/Lobster Claw system indicated they have two systems in place. Smart or Continuous Belay for guests and Static for guides to allow more maneuverability around the course in case the need for rescue or instruction arises.

BRAKE SYSTEM

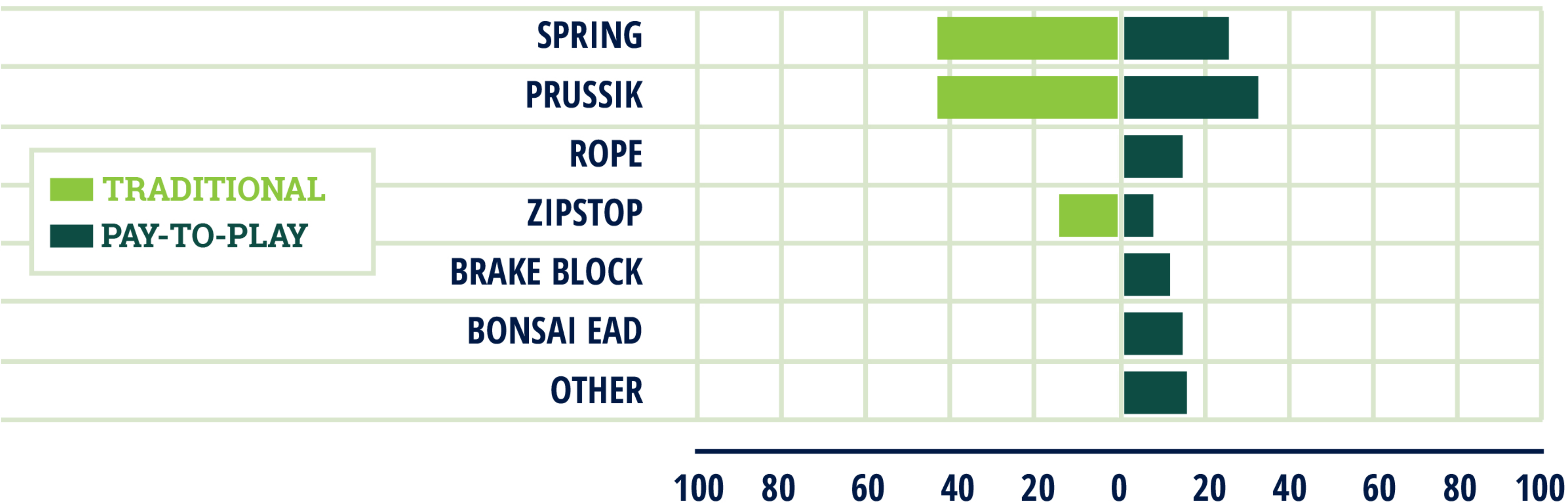


BASE: 66 RESPONSES

TRADITIONAL RESPONDENTS: 19

PAY-TO-PLAY RESPONDENTS: 47

EAD SYSTEM



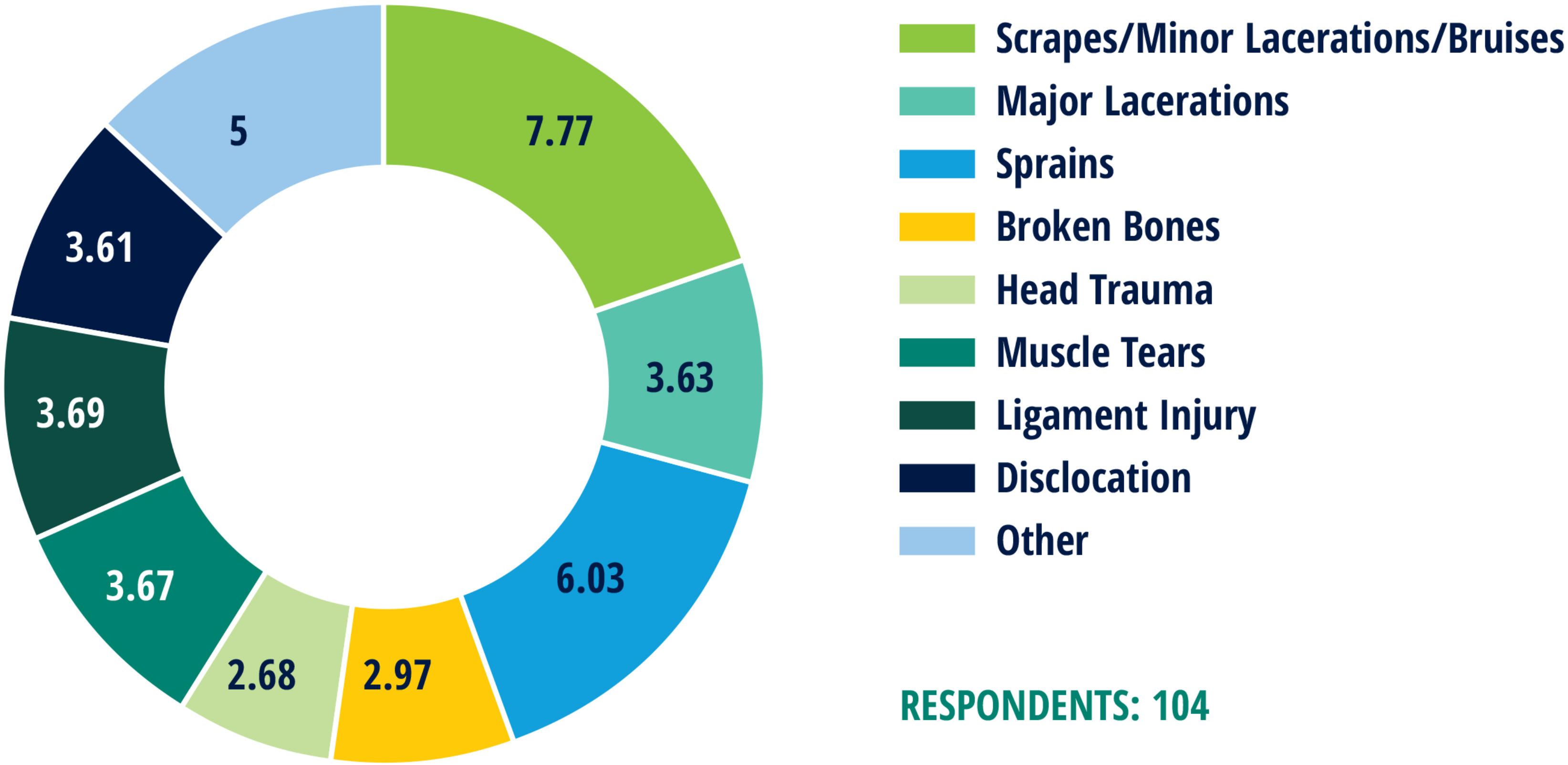
BASE: 35 RESPONSES

TRADITIONAL RESPONDENTS: 7

PAY-TO-PLAY RESPONDENTS: 28

Note: 28% of respondents with zip line attractions indicated “No EAD”

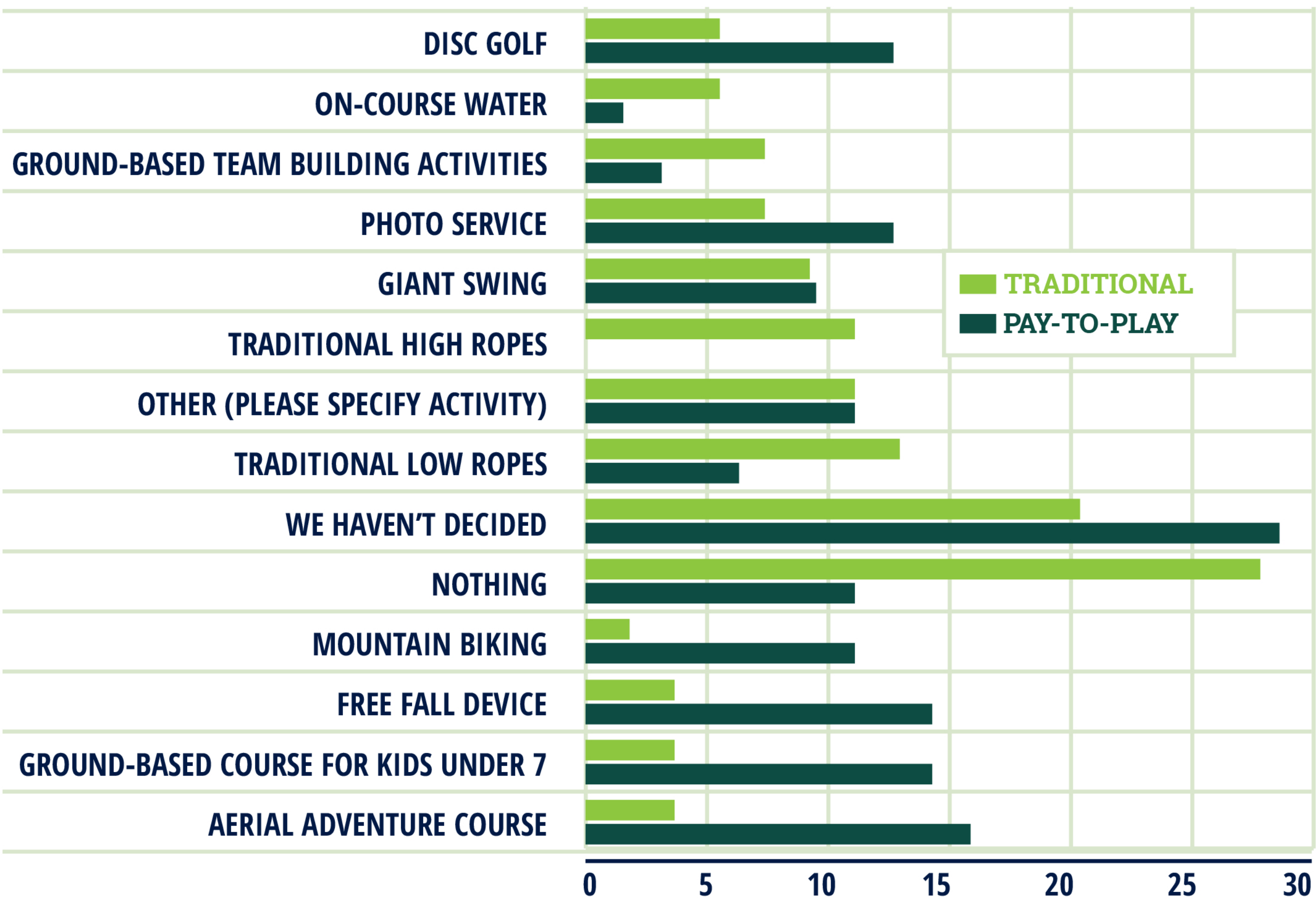
TYPES OF INJURIES/INCIDENTS



RESPONDENTS: 104

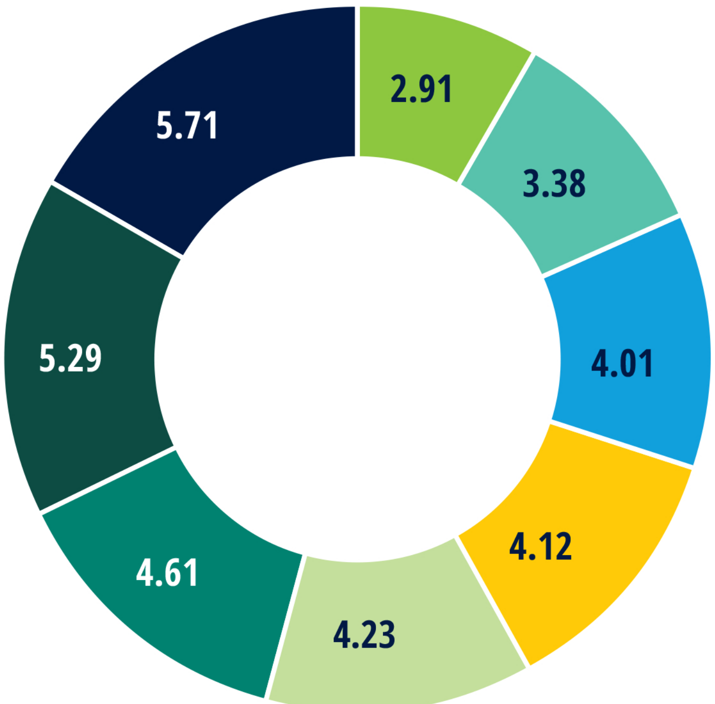
This chart shows types of injuries ranked from most commonly seen “Scrapes, Minor Lacerations, Bruises” to least commonly seen “Head Trauma”.

CAPITAL PLANNING



BASE: 117 RESPONSES TRADITIONAL RESPONDENTS: 54 PAY-TO-PLAY RESPONDENTS: 63

CONCERNS



- Lack of consumer confidence
- Competition from family entertainment centers
- Regulation
- Slow Consumer Spending
- Competition from other adventure operators
- Competition from other leisure/recreational activities
- Other
- Finding/managing a qualified staff

RESPONDENTS: 114

Open Discussion

- What can we do to improve participation in the industry survey?
- What data do you, as operators, want?

Learn more at www.adventureparkinsider.com

Thank you to Paul, Lee, and Micah for their insight.

Questions? Comments?

Email sarah@adventureparkinsider.com