

FUN

Forward

Build the Future.



Conference: Nov. 12–16 • Trade Show: Nov. 13–16 • Orlando, FL, US

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Increasing Guest Spending at Water Park: Part 1

November 12, 2018

Alon Shatil, East Park



About East Park



- **100 Acres**
- **In the city of London Ontario Canada with a total regional population of around 500,000**
- **over 55 years of operation**
- **Unique assortment of activities – definitely not master planned**
- **No Gate Fee – pay to play**
- **18 hole executive golf course,**
- **2 mini golf courses,**
- **a driving range,**
- **go karts, batting cages,**
- **an indoor FEC with rock climbing, bumper cars, jungle gym and video arcade,**
- **as well as an outdoor waterpark, with 7 waterslides, a splashpad, waterclimber with tipping bucket and added in 2018 a wave pool.**



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Summer Camps

- Fill in lower traffic times
- Guaranteed traffic smooths out the impact of weather
- Introduces children and families to your facility for lifelong association, many campers go on to be golf members, volunteers and staff.



Waterpark Selloffs/Rentals

- Offered just before we open to public or just after we close
 - The waterpark is open daily 12pm to 7pm -rentals are from 9am to 12pm or 7pm to 10pm max, 2 hour minimum rentals.
- Utilize un-used capacity of facilities
- Increase overall revenues
- Great opportunity for community fundraising efforts



Waterpark Special Events

Adult Only after hours, waterpark party

Doggy Swim after closing for the Season



ADULT WATERPARK PARTY

JOIN US FOR AN EVENING OF WATERPARK FUN. AGES 18+

All slides and wave pool will be open.

SATURDAY AUGUST 18, 2018

6:00PM - 9:00PM
OPEN TO PUBLIC FROM 6:00PM - 7:00PM

TIKI BAR WILL BE OPEN FOR
ALCOHOLIC PURCHASES
MUST BE 19+

IN ADVANCE
\$20.00
*TAX
PER PERSON

AT DOOR
\$25.00
*TAX
PER PERSON

TICKETS AVAILABLE ONLINE AT: eastparkgolf.com



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All Day All Included Pass

- Marginal increase in ticket price with overall value increase to customer. They get more for less but we get more overall.
- Perception of better value and for the customer who has capacity to pay and just wants it simple and included it satisfies them very well.
- Encourages guests to stay longer and try other activities, which leads to increased F&B sales
- Increase overall revenues



Look at all the things
you can do for only
\$45.00 + tax!!

- All Day Waterpark
- All Day Mini-Golf
- All Day Jungle Gym (AGES 12 and under)
- 2 Rides on the Go-Karts
- 3 Rides on the Bumper Cars
- 2 Tokens for the Batting Cages
- 1 Rock Climb
- 1 Small Bucket of Balls on the Driving Range



See website for available dates and restrictions



Questions