

IAAPA Attractions **EXPO**

*Small Parks Networking Luncheon
with Will Koch, Holiday World and
Splashin' Safari*

Thursday, November 16, 2006
11:30 AM to 1:15 PM
Room # B313



Holiday World and Splashin' Safari

A Family Serving Families

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Questions I would be asking if I were in your seat right now...

- Who are you?
- What have you done that I should pay any attention to your organization?
- You guys are just a P. R. machine. Is there any substance behind all that press?
- Would the strategies that have worked for you work for me?
- You guys aren't a small park any more—we can't do what you've done—we really are a small park.

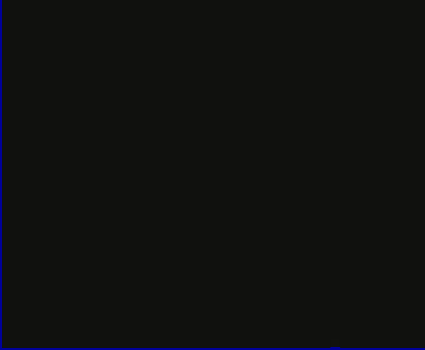
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Who are you?

- Founded 1946
- Family owned & operated continuously since then
- We hit 1,000,000 attendance in 2006. But, in 1975, our attendance was 100,000 and had declined for two consecutive years.

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Our "Introduction" to Nashville

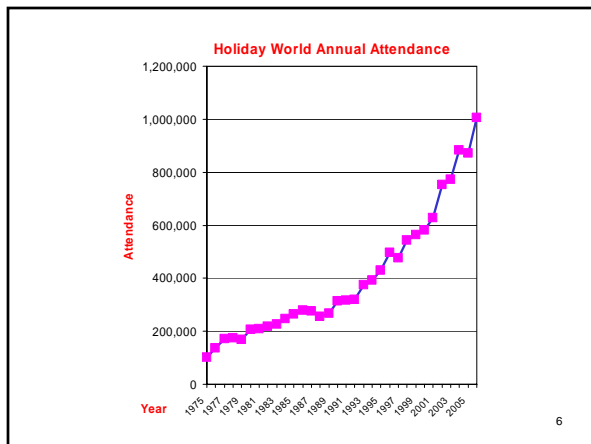


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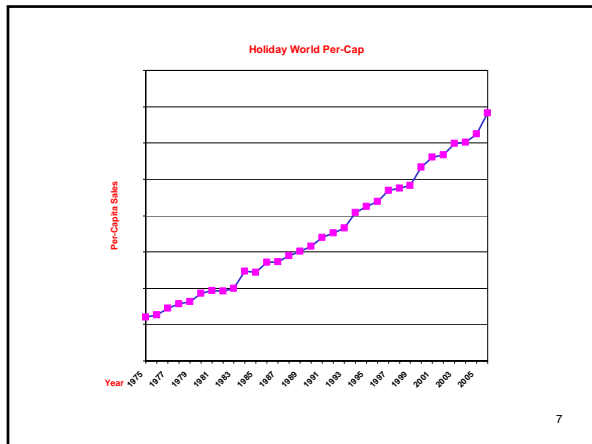
What have you accomplished that we should pay any attention?

- Attendance growth
- Golden Ticket Awards
- Applause Award
- Did I mention attendance growth?

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Is there any substance behind all that press?

•Yes.

Would the strategies that have worked for you work for me?

- Some might.
- Some might not.
- The overall approach definitely would... be #1 to a chosen target market and #2 then tell the world about it

You aren't a small park any more. We still are.

- When we set off on our current course, we were very much a small park.
- We've raised ourselves up by our own boot straps over a long period of time.
- Grab your boot straps and pull!

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Overall Business Strategies

- Target Market
- "Costs and benefits" of a theme park visit
- Pricing strategies
- World class attractions
- Role of theming
- Excellence in operations (the product)
- Management philosophy
- The future of Holiday World & Splashin' Safari

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Target Market

- Be #1 to somebody (families), not #2 to everybody
- Role of marketing is to communicate differences between park and its competitors
- Message must be consistent and believable
- We use *family* to say *family*
- *Real* message is word of mouth. How do you generate positive word of mouth in your markets?
- ***Our paid media works because it reinforces the word-of-mouth message that's in the marketplace.***
- Public relations is a significant part of our marketing approach
- Use a rifle, not a shotgun

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“Costs and Benefits” of a Theme Park Visit

- Time is a **very** significant part of the cost of a theme park visit
- Other costs include the social risk the “group” leader takes in making the decision to spend an entire day (or more) at a particular park
- Implication: charge a reasonable price, but **respect your guests’ time**. Provide an outstanding experience with reasonable wait times for quality attractions

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“Costs and Benefits”

“My family visited Holiday World yesterday, and we filled out the comment card we were given at the end of our day. However, we don't think there was enough room on that card to tell you how wonderful our experience was!!!

“We kept saying all day to each other.....this park has been within 4 hrs of us for all these years, and this is the first time we have been here??? The number and quality of rides was unbelievable! My son (age 13) said the “Voyage” is the best wooden roller coaster he has ever ridden in his life! The free fountain drinks and parking is such an awesome service; not to mention that the food prices are so much more reasonable than other amusement parks.....and tasty too!! The park was very clean, and we found the staff to be very friendly and caring. A GREAT experience!!”

Susan P. Cookeville, TN

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Pricing Strategies

- “Strong” admission price
- Promotions—lots & lots of coupons, but not deep discounts
- No buy-one get one or half price coupons
- Free Unlimited Soft Drinks
- Free parking, sunscreen, tubes, water park (two parks for one price)
- Strategic food pricing (customer satisfaction, length of stay)

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World Class Attractions

- The Voyage (Golden Ticket—Best New Ride 2006)
- Bahari River (Golden Ticket—Best New Waterpark Ride)
- Gobbler Getaway
- Zinga (Golden Ticket #2 Best Waterpark Ride 2006)
- Zoombabwe (Golden Ticket #3 Best Waterpark Ride 2006)
- Bakuli (new in 2007)
- Raven (Golden Ticket #7 wooden roller coaster-2006)
- Legend (Golden Ticket #9 wooden roller coaster-2006)
- Raging Rapids

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Role of Theming

- Theming makes our parks attractive and an escape from the everyday world
- Cost-effective themes done simply
- Use of natural surroundings is a “theme”
- (Really) our theme is **family**.

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Excellence in Operations

- Applause Award
- Golden Tickets for friendliness
(9 consecutive years)
- Golden Tickets for cleanliness
(7 consecutive years)
- Management involvement in operations
- Families appreciate friendly atmosphere, clean grounds

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Our Family Says “Family”



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Management Philosophy (Statement of Values)

- We respect the individual
- We play by the rules.
- We value hard work and a healthy balance between work and family.
- We value team spirit.

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The Future of Holiday World and Splashin’ Safari

- 80 acres available for future expansion
- Our future growth will include expansion of our parks into new acreage,
- It will include expansion of our marketing into new markets,
- It will include more world class attractions,
- But it won’t include a change in strategy!

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The Future of Holiday World and Splashin' Safari (page 2)

- Current planning is based on total annual visitation of 2 million guests within 10 years
- For us, growth in attraction capacity must **precede** attendance growth to maintain quality of visit!

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The Holiday World "Secret Formula"

- Decide how to be different.
- Be different.
- Tell the world how you're different.
- Do this for a long time.

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