

KEY FACTORS TO A SUCCESSFUL WATERPARK

“ Fog and misting systems can help deliver effects either grounded in reality or mystery, but fog can also help cool the environment. ”



The Water Park Industry

The theme park industry continues to be profitable year after year. In particular, waterparks make a splash every quarter and with rising temperatures due to climate change this trend is likely to continue. There are currently around 1,300 water parks in North America according to the World Waterpark Association. Those parks attracted 375 million guests as of 2015, and combined with theme and amusement parks across the country, produced \$219 billion in economic impact. In Europe, the amusement park industry annually generates an estimated \$5.3 billion and there are similar numbers in Asia, the Middle East and Latin America.

Water Park Demographics

Statistics from the International Association of Amusement Parks and Attractions (IAAPA) 2013 Family Entertainment Centers State of the Industry report reveal that globally, the average attendance for a waterpark is about 400,000 guests with an average guest stay of 2.7 hours. The typical demographic is families with children ages 2 through 18 so it is not a surprise that waterparks continue to do their best business in the summer months when the temperatures are warmer, and children are on break from school.



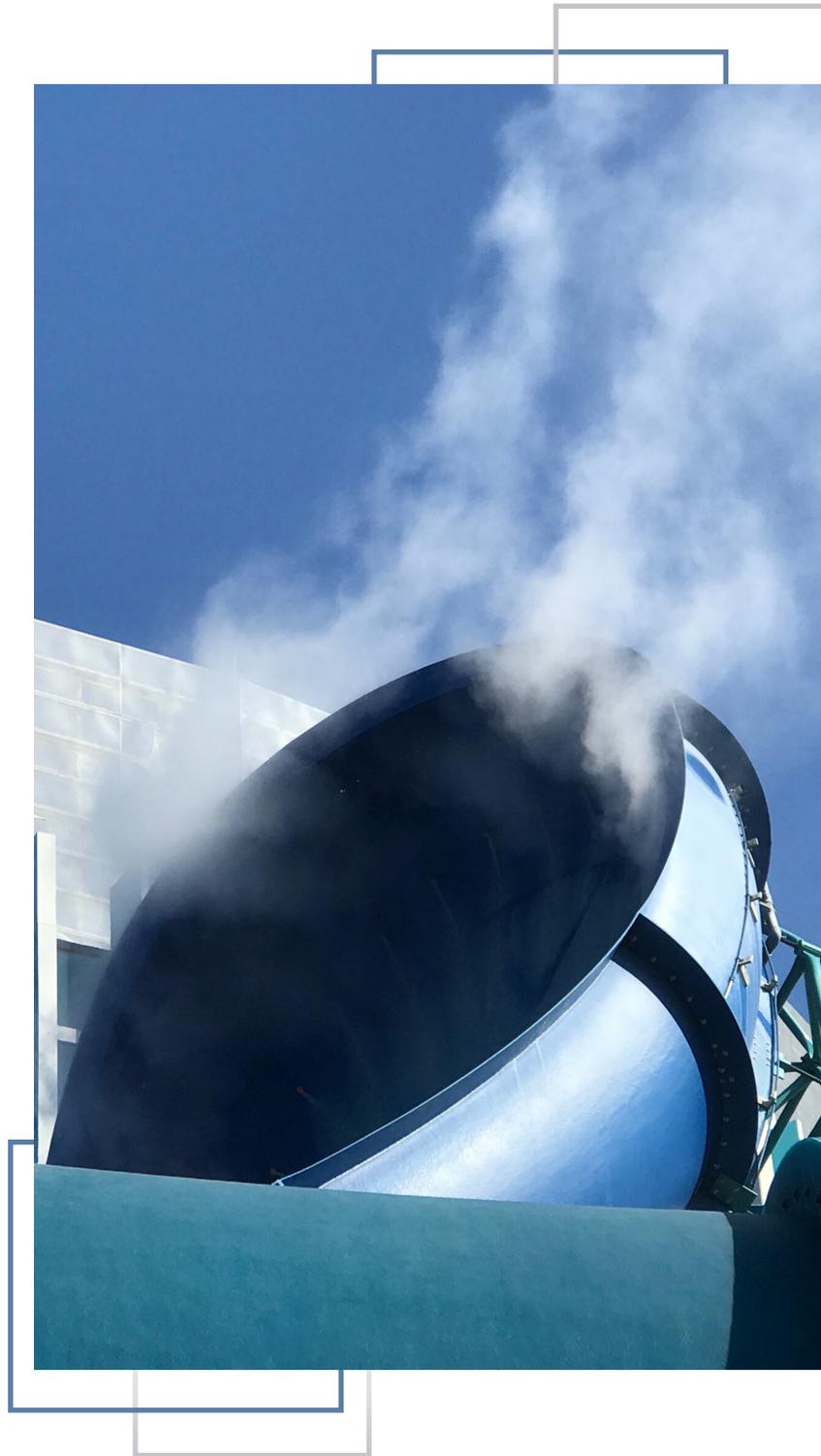
Challenges for Water Parks

Current struggles facing waterparks include creating competitive advantages, introducing more thematic elements in the park and expanding the experience to include amenities such as dining areas and entertainment. Years ago the standard model for waterparks was quite simple; provide pools with slides. Today the game has changed. Waterparks are becoming more and more like full amusement parks, with multiple ride experiences, large features such as lazy rivers, and even lodging and retail. With the changing landscape comes the need to be unique and stay ahead of the competition. Many waterparks are finding that the best way to do this is to incorporate thematic effects to enhance the experience.

Universal's Volcano Bay™

Universal's Volcano Bay™ water theme park is a model for the thematic waterpark. Universal's generous use of thematic elements throughout the park creates a spectacularly realistic experience for guests as they find themselves inside a tropical paradise that draws huge inspiration South Pacific cultures. Separated into four areas across 25 acres, fog is tastefully implemented throughout rainforest landscapes, caverns, and water rides to add mystery and intrigue while also cooling the surrounding areas. Perhaps one of the most thrilling additions is a fog blanket thrown across the path of two massive walls on the multi-person slide, Honu ika Moana.

The fog effects have not been lost on visitors; almost every review of the park includes something about the incredible mist and fog effects that make the park look so realistic. Well-known park review site "Undercover Tourist" commented that it was clear the designer poured in a high level of "detail, storytelling and immersion" to Volcano Bay™.



Fog for Cooling

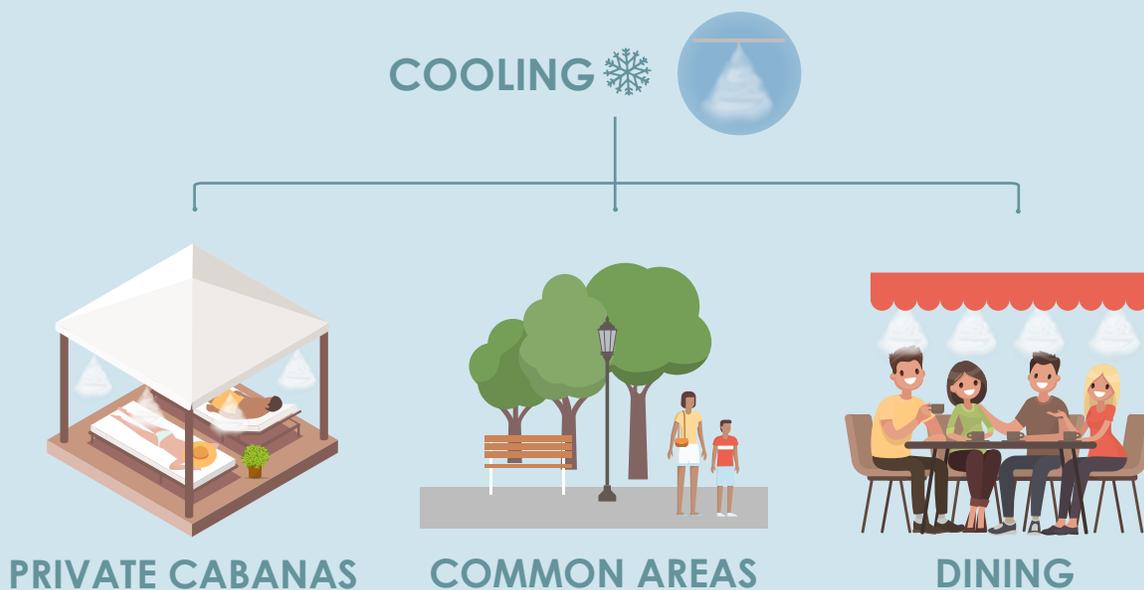
Fog and misting systems can help deliver spectacular visual effects, but fog can also help cool the environment. Even though there is water throughout a waterpark, cooling the environment is still necessary. Extreme temperatures can deter visitors from attending waterparks during peak summer months. Though visitors seek relief in pools and water rides, temperatures in dining or waiting areas can be punishing, especially for parents who aren't necessarily taking advantage of those features.

How It Works

The process is this. Operating at pressures of 1000 psi+ Koolfog produces micron-sized water droplets that, while evaporating and turning to vapor, removes heat from the air, cooling the surrounding area. The dry fog produced by a Koolfog system reduces outdoor temperatures by as much as 35 degrees Fahrenheit, which makes even 100+ degree days comfortable. This ensures that all guests remain in-park and generating revenue.

Financial Advantages to Misting Waterparks

Especially when misting is included in observation areas, dining patios and private cabanas, it can be the difference between a truncated and elongated stay for a family. Guests who stay longer spend more money on tickets, food and merchandise, thus it is ultimately profitable for a waterpark to invest in cooling strategies. Visitors no longer dread waiting in observation areas while family members enjoy their favorite rides. After visiting the food court, they enjoy the luxury of relaxing with a sandwich or beverage in a veil of soothing mist while watching their children experience the waterpark.



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