

The “Bear Facts”



Overview:

Yogi Bear's Jellystone Park™ Camp-Resorts is the second largest chain of franchised campgrounds in the United States, boasting more than 75 family-oriented destinations with nearly 18,000 campsites and vacation rentals in 28 states and four Canadian provinces.

Founded in Sturgeon Bay, Wisconsin in 1969, Jellystone Park is the only campground brand focused on the expanding millennial family camping market. A glamping pioneer, it is famous for attractions such as pools, water slides and splashgrounds, activities including jumping pillows, wagon rides and foam parties, and interactions with Yogi Bear™ costumed characters. Guests choose from a variety of premium accommodations, including air-conditioned cabins, as well as RV and tent sites.

Ownership:

Yogi Bear's Jellystone Park™ Camp-Resorts are franchised through Leisure Systems Inc. (LSI), a wholly owned subsidiary of The Park River Corp., Cincinnati, which also owns the historic Coney Island theme park in Cincinnati.

Headquarters:

502 TechneCenter Dr., Suite D, Milford, OH 45150

Leadership:

Rob Schutter Jr., President and COO
Jon Burek, Executive Vice President
Renata Evans, Vice President of Retail
Trent Hershenson, Vice President of Marketing
Jim Westover, Vice President of Product Development & Sales

Jellystone Park System Revenues:

More than \$149 million (CY 2020)

Average Park Sales:

\$1.9 million

Recent Highlights:

- 🐾 Achieved record revenues in 2020 with a 10% increase over 2019, even though many locations did not fully open until mid-summer. It was the 14th consecutive year of sales growth.

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Recent Highlights: (cont.)

- 🐾 Announced three new locations will open during 2021 in Illinois, Massachusetts, and Missouri; agreements are in place for an additional five campgrounds to be converted to the Jellystone Park brand or built from the ground up.
- 🐾 Ranked #115 on *Entrepreneur's* 2020 Top Global Franchises list.
- 🐾 Named a 2021 Top Franchise by *Franchise Business Review* for the fourth year in a row.

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