

Jellystone Park™ 101

Sunday, November 10 • Charleston, SC



Now is the perfect time to join the network of Yogi Bear's Jellystone Park Camp-Resorts. There are currently more than 75 franchised locations across the United States and Canada and we're looking to expand -- again!

We're Smarter Than the Average Franchise

- Ranked the #1 franchise in the camping category by *Entrepreneur* magazine in 2017, 2018, and 2019
- Ranked one of the Top 50 franchises in terms of franchisee satisfaction by *FranchiseBusinessREVIEW*
- Ranked one of the Top 100 franchises in the United States by *Franchise Gator*
- 92% of current Jellystone Park franchisees recommend the franchise per *FranchiseBusinessREVIEW* survey
- Named one of the best franchises for women by *FranchiseBusinessREVIEW*



A Pic-a-nic Basket Full of Revenue

- Jellystone Park locations generated an average of \$1.6 million in revenue in 2018, more than 5 times the national campground average*
- Jellystone Park existing location revenues have averaged 10.5% annual growth the past four years
- The average Jellystone Park location generates 30% of its income from ancillary items such as food, merchandise, and activity fees, more than twice the national campground average*
- Sixty percent of Jellystone Park guests enjoy a household income greater than \$70,000
- Jellystone Park visitors camp as a party of four or more 61% of the time
- The average Jellystone Park visitor stays for more than 2.5 days
- The Club Yogi™ Rewards loyalty program has more than 200,000 members

* Based on National Association of RV Parks and Campgrounds (ARVC) State of the Industry 2017 data.



"We had a 30 percent increase in business. We wish we had done this years ago."

— Todd and Pam McCreary, campground owners who joined the franchise in 2018



JellystoneFranchise.com

YOGI BEAR and all related characters and elements © & ™ Hanna-Barbera. (s19)

It's not just a campground, it's Jellystone Park™

- Jellystone Park locations are supported by national marketing, promotions, and public relations campaigns with local components designed to maximize consumer awareness of and consumer demand for each individual park location
- Jellystone Park conversion packages include a 10-foot Yogi Bear™ statue, a Yogi Bear costumed character, and an entrance sign credit
- Jellystone Park operations, education, and marketing teams will teach you how to start and grow a recreation program filled with daily family-friendly activities
- Jellystone Park stores sell hundreds of exclusive branded items and our retail sales team will assist you in merchandise planning and selection



Jellystone Park 101 Includes:

- Overview of the camping industry by National School of RV Park and Campground Management instructors
- Hospitality presentation by LLA Hospitality, a leading provider of outdoor and experiential hospitality management services
- Walk-through of the information needed to build a brand new park, transition an existing campground into a Jellystone Park location, or purchase an existing Jellystone Park franchise
- Information regarding the benefits and support systems incorporated within the Jellystone Park network. Topics range from training programs to discounts offered by vendors and suppliers to ongoing park operational guidance
- Advantages of the Jellystone Park online reservation system
- Advice from current Jellystone Park franchisees
- Discussion of the financing options available from Business Finance Depot to fund your new build, expand your park, or acquire an existing campground
- Complimentary lunch and dinner and a Jellystone Park gift bag for each attendee



"We're grossing three times what the park grossed when we started."

— Bill Pott, owner of Mammoth Cave Jellystone Park who is completing a \$10 million expansion

Date Sunday, November 10, 2019

Timing 12:00 p.m. Lunch is served
1:00 p.m. Jellystone Park 101 Presentation

Location Embassy Suites Charleston Area
5055 International Blvd.
North Charleston, SC 29418
1-800-EMBASSY

Cost \$75/person

A room block is being held for those who wish to stay at the hotel.

Register online at:

jellystonefranchise.com/workshop

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   **/campjellystone**