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



- 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





2018 AWARD WINNER

Top Franchises for Women
Franchisee Satisfaction Awards

FranchiseBusinessReVIEW
FranchiseBusinessReview.com



JellystoneFranchise.com

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
- Hospitality presentation by LLA Hospitality, a leading provider
- 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
- incorporated within the Jellystone Park network. Topics range from training programs to discounts offered by vendors and suppliers to ongoing park operational guidance

- Discussion of the financing options available from Business Finance Depot to fund your new build, expand your park, or acquire an existing campground
- bag for each attendee

Timing...... 12:00 p.m. Lunch is served

Location...... Embassy Suites Charleston Area

5055 International Blvd.

1-800-EMBASSY

Cost \$75/person

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

jellystonefranchise.com/workshop

THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA. SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.

"We're

grossing

what the

when we

started."

three times

park grossed

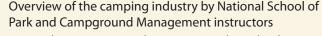
- Bill Pott, owner of

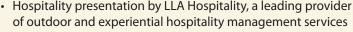
Jellystone Park who

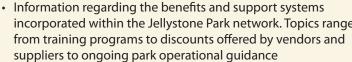
\$10 million expansion

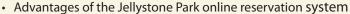
Mammoth Cave

is completing a

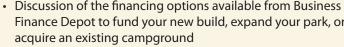


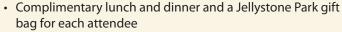












Date Sunday, November 10, 2019

1:00 p.m. Jellystone Park 101 Presentation

North Charleston, SC 29418

Register online at:

This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

Jim Westover, Vice President of Product Development and Sales (513) 575-7823 • JWestover@leisure-systems.com

JellystoneFranchise.com • JellystonePark.com













