

Prospective Owners Workshop

September 15 & 16, 2018 • Tabor City, NC



Now is the perfect time to join the network of Yogi Bear's Jellystone Park™ Camp-Resorts. There are currently more than 80 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 and 2018
- Ranked one of the Top 50 franchises in terms of franchisee satisfaction by *FranchiseBusinessREVIEW*
- Ranked one of the Top 50 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 have achieved double-digit year-over-year growth three years in a row



"It's been significant growth from the beginning. 20 to 30 percent annually for the first 3-4 years."

— Bruce Bryant,
owner of multiple
Jellystone Park
locations

A Pic-a-nic Basket Full of Revenue

- Jellystone Park locations generated an average of \$1.6 million in revenue in 2017
- Jellystone Park locations averaged 11% year-over-year growth in 2017
- The average Jellystone Park location generates 30% of its income from ancillary items such as food, merchandise, and activity fees
- 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 guests 61% of the time
- The average Jellystone Park visitor stays for more than 2.5 days
- The Club Yogi™ Rewards loyalty program has 175,000 members



JellystoneFranchise.com

YOGI BEAR and all related characters and elements © & ™ Hanna-Barbera. (s18)

It's Not Camping. It's Family Entertainment

- Jellystone Park locations are supported by national marketing, promotions and public relations campaigns and include 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 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 branded items and our retail sales team will assist you in merchandise planning and selection

Prospective Owners Workshop Includes

- Two night stay for two in a luxury cottage
- Lunch on Saturday and a Saturday evening campfire and social
- A Jellystone Park gift bag for each attendee

Workshop Topics Include

- Overview of the hospitality industry
- Discussion of the various types of campgrounds
- The Jellystone Park difference
- Tour of a Jellystone Park location
- Advice from current Jellystone Park franchisees
- Introduction to the Jellystone Park conversion process for new and existing campgrounds
- Finance and banking information from Business Finance Depot
- Question-and-answer sessions

Date: Saturday, September 15 and Sunday, September 16

Location: 626 Richard Wright Road; Tabor City, NC 24863

Time: Program begins at 9:00 a.m. Sept. 15 and concludes by noon Sept. 16

Cost: \$350 per couple

Register online at

jellystonefranchise.com/workshop



"Becoming part of the franchise catapulted us years ahead of where we would have been on our own."

*– Steve Stafford,
owner of North Texas
Jellystone Park*

**Register today as
space is limited**



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

JellystoneFranchise.com • CampJellystone.com



[/campjellystone](https://www.facebook.com/campjellystone)