

Prospective Owners Workshop

Sunday, Nov. 4 • Covington, KY



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 Topics Include:

- Overview of the hospitality industry
- Discussion of the various types of campgrounds
- The Jellystone Park difference
- 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



"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

Date Sunday, November 4

Location... Embassy Suites Cincinnati RiverCenter; 10 East Rivercenter Blvd.; Covington, KY 41011

Cost \$350/couple (includes hotel room night on both Saturday, Nov. 3, and Sunday, Nov. 4, and a dinner on Sunday night)

Register online at
jellystonefranchise.com/workshop

**Register today as
space is limited**



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