

Prospective Owners Workshop

Saturday, April 27 • Phoenix, AZ



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, 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*



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

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

A Pic-a-nic Basket Full of Revenue

- Jellystone Park locations generated an average of \$1.6 million in revenue in 2018
- 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
- 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 175,000 members



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 branded items and our retail sales team will assist you in merchandise planning and selection



**"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*

Prospective Owners Workshop Includes:

- 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
- Information regarding Campspot online reservation system
- Question and answer session
- Complimentary lunch and dinner and a Jellystone Park gift bag for each attendee



Date Saturday, April 27, 2019

Time 9:00 a.m.

Location... Phoenix Airport Marriott
1101 North 44th St.
Phoenix, AZ 85008
(602) 273-7373

Cost \$75/person

A room block is being held until April 4th for those who wish to stay at the hotel.

Register online at:

jellystonefranchise.com/workshop



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