



*Partner
with a* **Legend**

~ Advantages of Affiliation ~

CampJellystone.com

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Another Banner Year for Jellystone Parks!

Yogi Bear’s Jellystone Park™ Camp-Resorts continued its string of successes with another banner year. In 2017, the franchise network generated more than \$117 million in revenue. This record revenue number was driven by a 10.5% increase in same park revenues, a 17% increase in traditional site revenues, an 8% increase in store revenues, an 8% increase in ancillary revenues, and the opening of five new parks. Such successes did not go unnoticed by the franchising community. *Entrepreneur* magazine ranked Jellystone Parks #1 in the camping category and #265 overall on its annual Franchise 500 list. Additionally, *FranchiseBusinessREVIEW* ranked Jellystone Parks one of its Top 50 franchises and Franchise Gator named Jellystone Park to its Top 100 franchises list.

Overall, camper nights were up slightly at 0.1%, weekend camper site nights decreased by 8.5%, and weekday camper site nights increased by 3.4%. Our brand continues to attract families and encourages them to stay longer and take advantage of all the activities our parks have to offer. We continue to see growth in our Club Yogi™ Rewards loyalty program and members of the program continue to stay longer and generate more revenue in our parks than non-members of the club. Campjellystone.com continues to be a strong lead generator as more and more of our consumers research potential vacation destinations on their smartphones, tablets and laptops. The site drew more than 1.7 million visitors in 2017 and more than 70% of those visitors were new site visitors.

In 2018, we will continue to introduce new revenue-driving programs to the system as well as programs that focus on the service aspect of our business. Our new consumer survey program will provide us with immediate results regarding our guests’ experiences so we can analyze and address any issues in real-time. We are also implementing a new secret shopper program to provide us with unbiased third-party feedback regarding our consumers’ park experiences from check-in until check-out. The Jellystone Park gift card program will continue to seek out other avenues for sales growth beyond Great Lakes Scrip and our website. We have also brought in a new SEO company to help enhance our results and drive more traffic to your web pages. We will continue to focus our PR efforts on reaching new consumers with the Jellystone brand and putting a positive spotlight on our parks.

Congratulations again on a stellar 2017 and we appreciate your day-to-day efforts that make this brand great!

Jim

Jim Westover, Vice President of Sales & Product Development



- ✓ Over \$117 Million in Sales
- ✓ Included in 3 Major Best Franchises Lists
- ✓ Increase in Same Park Revenues of 10.5%
- ✓ Traditional Site Revenue up 17%

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SYSTEM DATA

System Summary

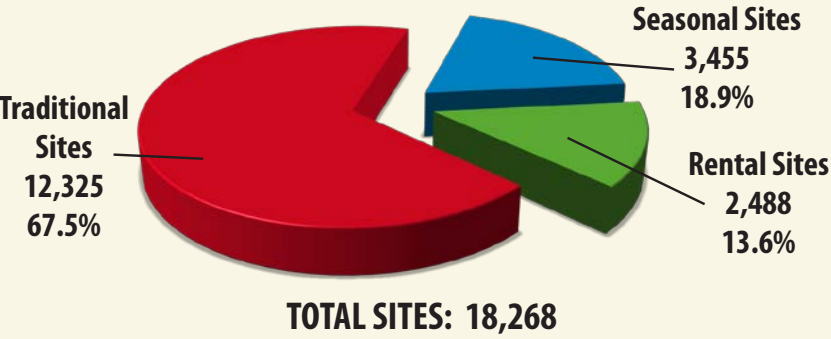
85 Camp-Resorts

- This includes the addition of
 - Cleveland, OH
 - Branson, MO
 - Golden Valley, NC
 - Pigeon Forge, TN
 - Pouch Cove, Newfoundland

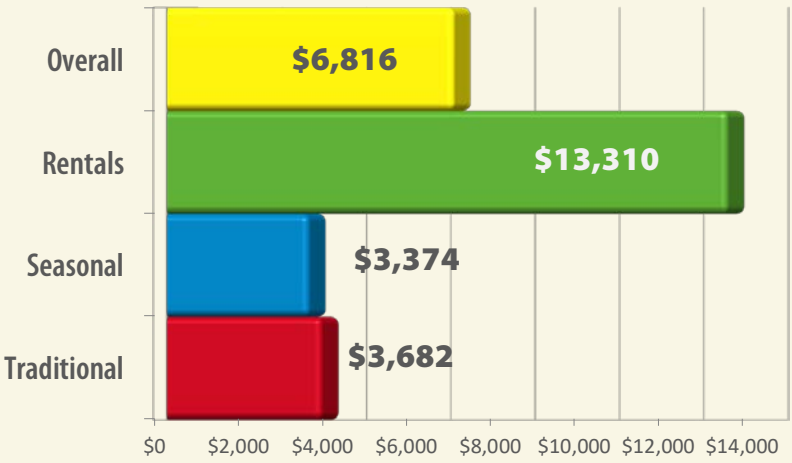
System-wide Increase in Number of Sites/Units

- Traditional Sites1%
- Seasonal Sites16%
- Rental Units2%
- Total Sites4%

Camp-Resort Site Breakout Data



Average Revenue Per Site:



* Excluding lot ownership parks

SYSTEM DATA

Camper Nights/Occupancy

| | Weekday | Weekend | Total | % |
|-----------------|-----------|---------|-----------|-----|
| Extended | 350,709 | 143,525 | 620,969 | 41 |
| General | 432,381 | 248,271 | 690,459 | 46 |
| Rentals | 114,720 | 67,087 | 185,263 | 12 |
| Total Occupied | 897,810 | 458,883 | 1,496,691 | |
| Total Available | 2,402,902 | 976,409 | 3,669,441 | 100 |
| Occupancy % | 37% | 47% | 40% | |

Sites By Region

| | East | % | Central | % | South | % | West | % | Canada | % | Total | % |
|-------------|-------|----|---------|----|-------|----|-------|---|--------|----|--------|-----|
| Total Sites | 4,745 | 26 | 7,306 | 40 | 3,889 | 21 | 1,038 | 6 | 1,290 | 7 | 18,268 | 100 |
| Traditional | 3,181 | 26 | 4,716 | 38 | 2,819 | 23 | 853 | 7 | 756 | 6 | 12,325 | 67 |
| Seasonal | 705 | 20 | 1,929 | 56 | 331 | 10 | 76 | 3 | 414 | 12 | 3,455 | 19 |
| Rental | 859 | 35 | 661 | 27 | 739 | 30 | 109 | 4 | 120 | 5 | 2,488 | 14 |
| Avg. Size | 226 | | 236 | | 177 | | 173 | | 215 | | 212 | |

GROWTH
IN EVERY
CATEGORY!

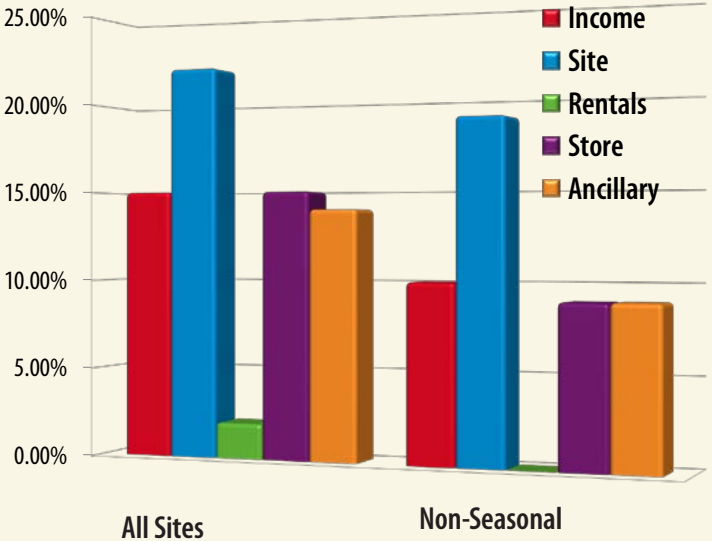
Revenue by Category

| | 2016.....% | 2017 | Year-Over-Year Growth | % |
|-----------|---------------------|---------------------|--------------------------------|----|
| Site | \$37,462,281.....35 | \$43,909,517.....35 | \$6,447,236 | 13 |
| Ex. Stay | \$9,686,156.....9 | \$9,718,013.....9 | \$31,857 | 14 |
| Rentals | \$31,710,581.....30 | \$32,081,559.....28 | \$370,978 | 4 |
| Store | \$10,440,657.....10 | \$11,282,360.....10 | \$841,703 | 6 |
| Ancillary | \$17,599,523.....17 | \$18,928,655.....16 | \$1,329,132 | 5 |
| Totals | \$106,899,198 | \$115,920,104 | \$9,020,906 | 12 |

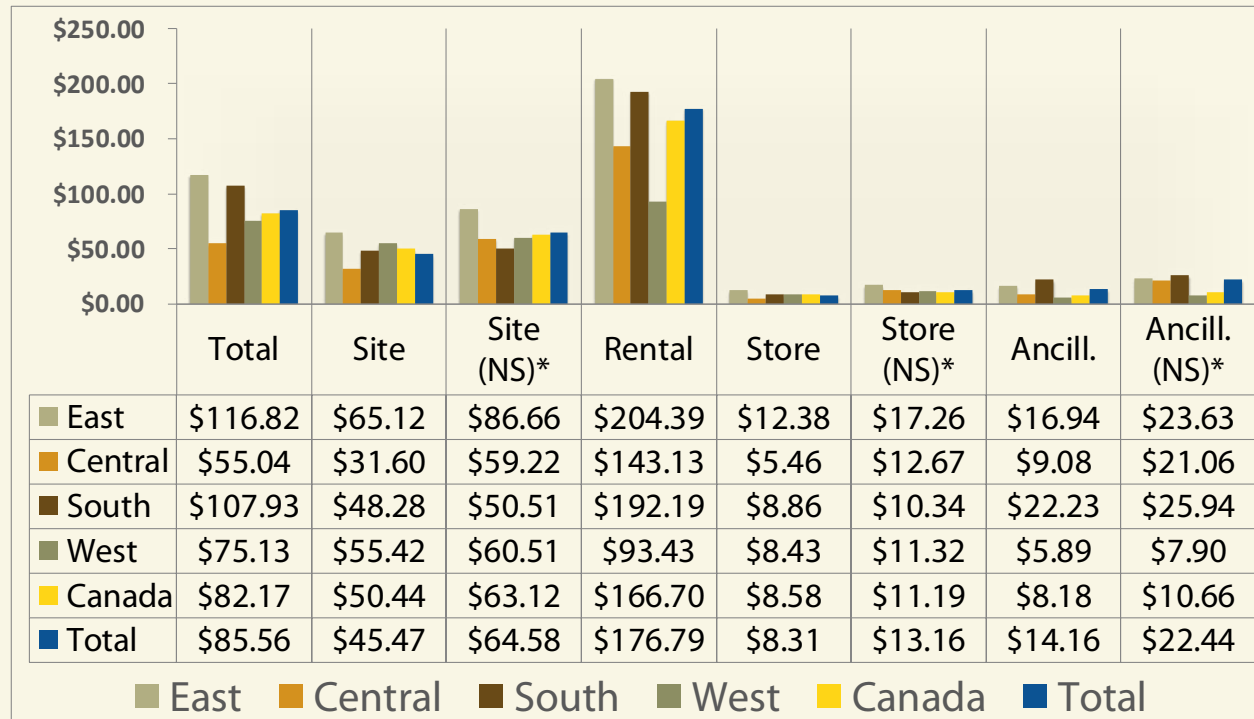
System Revenue Per Site Night

| Category | All Sites..... | % To 2016 | Non-Seasonal ... | % To 2016 |
|-----------|----------------|-----------|------------------|-----------|
| Income | \$85.44 | 15% | \$123.14..... | 10% |
| Site | \$45.64 | 22% | \$64.51 | 19% |
| Rentals | \$176.46 | 2% | NA..... | |
| Store | \$8.32 | 15% | \$13.08..... | 9% |
| Ancillary | \$13.95 | 14% | \$21.95 | 9% |

Growth Over 2016



Site Night Revenue By Region

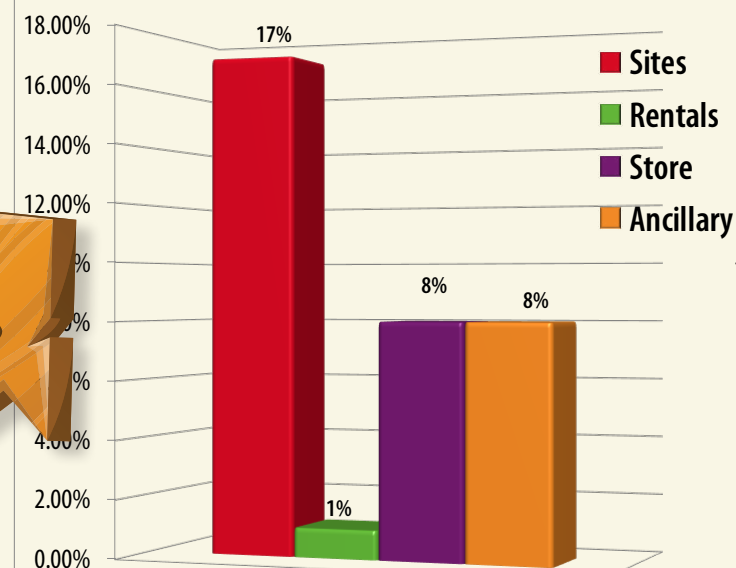


* NS = Non-seasonal





Year-Over-Year Revenue Growth



Growth in all Categories

Where Does Our Business Come From?

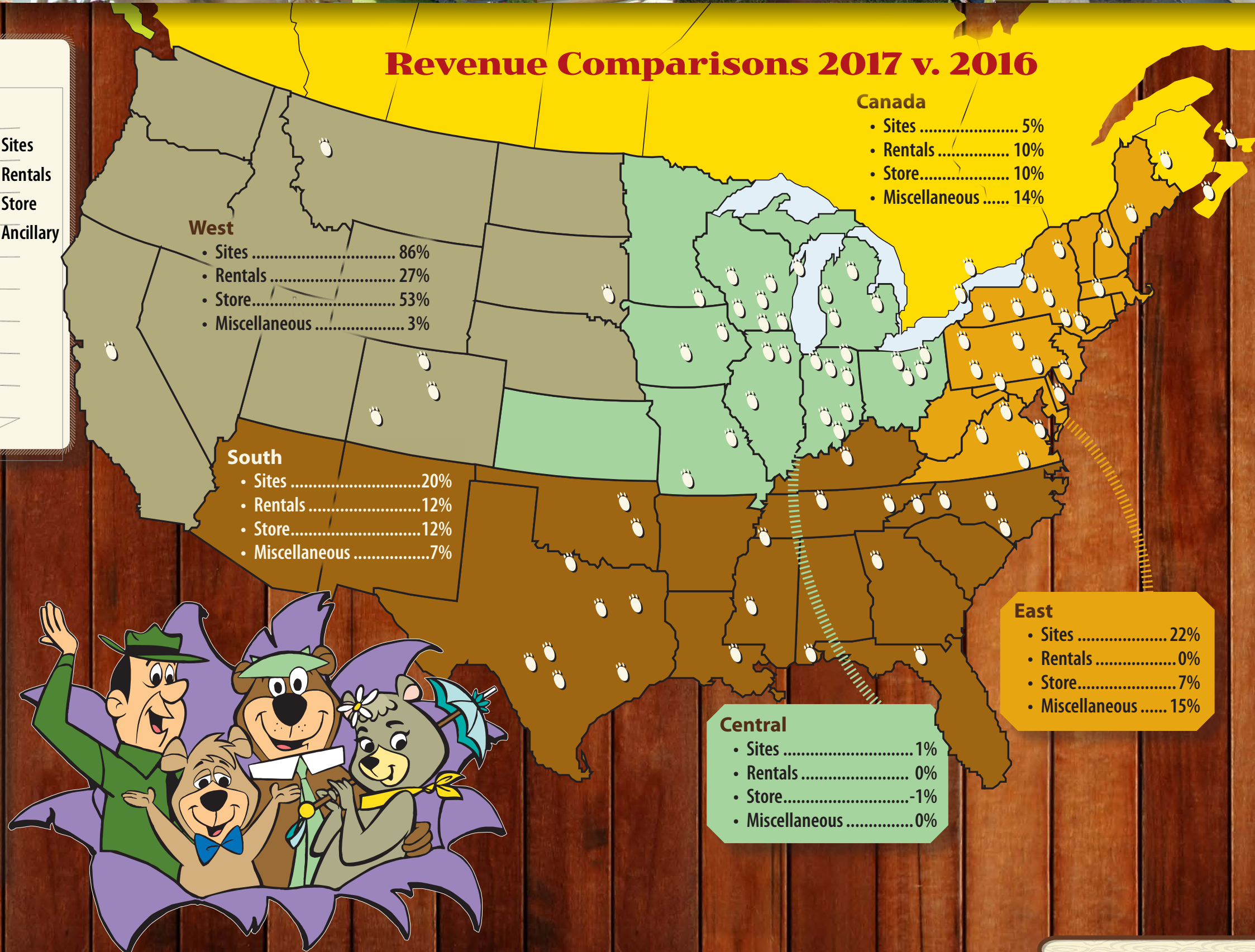
Traditional Sites make up about **68%** of our sites, account for **46%** of our camper nights and generate about **35%** of our income.

Seasonal Sites make up about **19%** of our sites, account for **41%** of our camper nights and generate about **9%** of our income.

Rental Units make up about **14%** of our sites, account for **12%** of our camper nights and generate about **28%** of our income.

Store and Ancillary Revenues generate about **26%** of our income.

Revenue Comparisons 2017 v. 2016



OPERATIONS



Operational Updates in 2017

- New business partner approach to mentor franchisees in a variety of areas such as business planning, best practices and training. Operations staff now act as Franchise Business Consultants to help grow and improve your business.
- Franchisees were encouraged to discuss P&L's so regional representatives could help identify areas of opportunities.
- Regional representatives continue to focus on individual park budgeting and planning to help you adjust rates based on product mix and goals.
- Education on Key Performance Indicators continues with a focus on gross sales, occupancy rate, and ancillary income.
- Jim Westover and Dan Wolford both achieved their Outdoor Hospitality Professional certificates from ARVC.
- Tatango texting program continued to boost ancillary income and Yogi Bear™ awareness to the consumer and video options were added.
- The Great Lakes Scrip gift card program produced over \$100,000 in gift card sales. Of those sales, Buyatab accounted for \$49,000.
- Online Business Learning website was a success with over 300 participants completing over 3,000 courses..
- Added a new partnership with Nathan's® Famous Hot Dogs aimed at reducing food costs and bringing a quality product to our guests. Two franchise locations set to open in 2018.
- Increased vendor attendance at our annual trade show held at Symposium.
- Courses at Spring Meeting and Symposium were IACET approved.



OPERATIONS



What to Look For in 2018

- Assessments will be announced in advance to help ensure you are not only prepared for guests, but also prepared to discuss financials, marketing, and business planning.
- We will have seven operation members in the field, each with a smaller park count. This will enable us to better focus on franchisee support and enhancing your bottom line.
- Regions have been organized geographically to help facilitate franchisees working together with their regional representative on items specific to their area.
- Operations Manual will be updated.
- Our new franchise business consultant approach is aimed at helping you maximize the value of the Jellystone Park brand and taking advantage of the programs Leisure Systems, Inc. has to offer.
- Training videos will continue to be added to the Online Business Learning website as we now have a system that can measure employee retention of information.
- Travel Protection Program will be introduced.
- We will continue to seek out economies of scale within our system through vendors and other partnerships.
- Working in conjunction with our Marketing team to implement a new guest satisfaction survey and a new secret shoppers program.
- In conjunction with Buyatab, we will be adding gift card sales to campjellystone.com, which will maximize our exposure to the consumer.
- Add IACET approved sessions to CMAP and OBL courses.

MARKETING - GUEST SATISFACTION RESEARCH

Overall Satisfaction

Each year, we conduct a comprehensive survey to gauge guest satisfaction in a number of areas. Since we know that repeat and referred guests make up the bulk of our business, it's vital to measure feedback and make adjustments where needed. Because each park's results are posted online in real-time, issues can be pinpointed and fixed quickly – which increases overall satisfaction and a guest's willingness to refer others.

Running a good park is your best marketing tool.

Overall satisfaction has remained high, with scores over 8 (out of 10) for the last ten years.

Jellystone Park™ owners and operators take great pride in providing a quality guest experience and it shows! In fact, **Service Quality** and **Delight** have remained high over the last 10 years with scores well over 8.



Customer Delight - The Wow Factor

When you "wow" your guests by providing customer service and a camping experience beyond their expectations, you plant a powerful memory in their mind and they can't help but tell others about their experience. Customer delight is the easiest way to differentiate your park from competitors.

We continue to raise the bar in other areas as well.

Yogi Bear's Jellystone Park Camp-Resorts consistently receive high marks on Value!

Value is defined as Guest Experience/Cost and this measurement becomes more important as guests are value-conscious and there is increased competition for their dollar. Since

Jellystone Park rates tend to be higher priced than the average campground, it's even more important to show guests the value in our experience.



Intent and willingness to both repeat visits and refer others also remain high!



MARKETING - BRANDING RESEARCH

Jellystone Park™ = Family Fun

When camping enthusiasts think of Yogi Bear's Jellystone Parks as a brand, "family" and "fun" immediately come to mind, according to an independent branding survey* by SureVista Solutions, LLC of East Lansing, MI.

When asked to name words that describe Yogi Bear's Jellystone Park, "kids," "family," "fun," and "friendly" dominated the responses. The research confirms our impression that Yogi Bear's Jellystone Parks are leaders in family camping. Our exclusive Yogi Bear license, resort-style amenities, and strong recreation programs appeal to the desires of today's families.

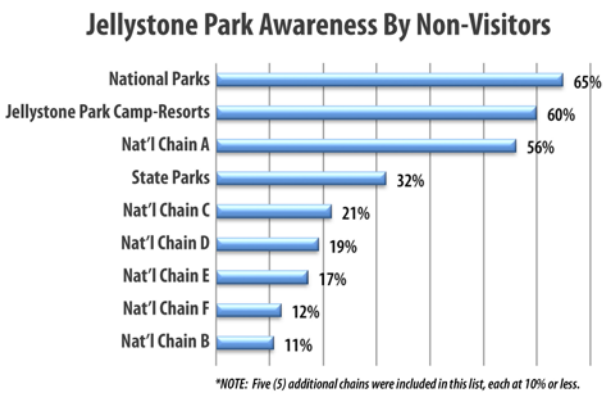


SureVista Solutions also found that loyalty to the Jellystone Park brand is significantly higher than loyalty to other branded campground or RV resort chains. Jellystone Park scored higher on all four loyalty indicators – "This brand is for me," "I will choose this brand if available," "I am loyal to this brand," and "I am likely to visit this brand in the next year."

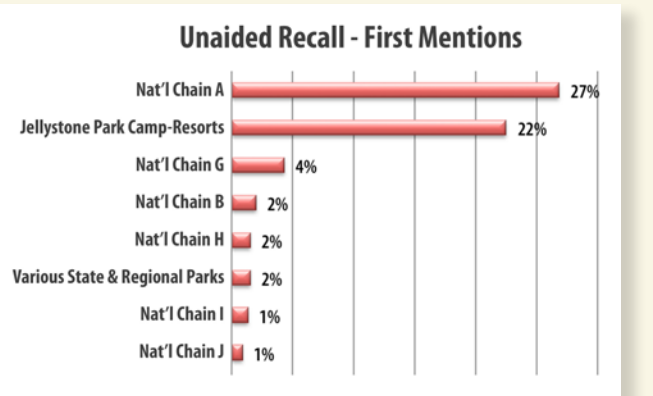
The Jellystone Park franchise also rated highest on perceptions of confidence, satisfaction and service when respondents rated brands on a scale of 1 to 5 for "I have confidence in this brand," "This brand is committed to satisfying guests," and "This brand provides good customer service."

Well-Recognized

The SureVista survey found widespread awareness of the Jellystone Park brand among campers who had not camped at a Jellystone Park before. While America's national parks scored the highest level of overall awareness, with 65 percent, Jellystone Parks came in second with 60 percent among those who had never visited a Jellystone Park before.



When asked to write in the names of all the RV Park and Camping Resort brands they could think of, Yogi Bear's Jellystone Parks garnered 22 percent of the respondents' first mention, being surpassed narrowly (at 27 percent) only by a much larger national chain that has 6 times the number of locations of Jellystone Parks. When consumers were shown images of park logos, however, 85 percent of respondents indicated they were familiar with Jellystone Parks, surpassing recognition of that same national chain by 2 percent.



*These and other findings were discovered in an email survey of 1,238 campers, which SureVista conducted between Sept. 16 and Oct. 15, 2015. Brand names of competitive chains were not included out of courtesy to them. Full details and data are available upon request.

Public Relations

Leisure Systems, Inc. executes an annual public relations plan to highlight franchise news and keep Jellystone Park™ at the top of consumers' minds. In addition to press releases for new parks and Symposium awards, a series of stories are pitched to national, regional, and local media outlets.

As Seen in U.S. News & World Report

Jellystone Park – Mill Run, Pennsylvania

Families with kids will delight in the offerings of Jellystone Park at Mill Run. Although still a campground, this park comes with the unique opportunity to participate in organized activities and themed weekends with Yogi Bear™, Boo Boo™, Cindy Bear™ and Ranger Smith™. Families can explore their talents with arts and crafts, paint faces and play paintball games, or they can relax with evening campfires and late-night tuck-ins with the bears. This property boasts 258 RV and tent sites along with 48 cabins for rent.

In 2017, we focused on the Cabin Glamping Tour including live television coverage in several states, our *Entrepreneur* magazine's Franchise 500 listings and Real Estate Investment Trusts.

Major hits included a *U.S. News & World Report* piece naming the Mill Run, PA Jellystone Park as one of the "Best Campgrounds with Amenities for Families," and TV coverage for Kerrville, TX, Robert,

LA, Tulsa, OK, Hagerstown, MD, and Eureka, MO. In addition, over 50 press releases were distributed with an increased focus on local and regional media. Many of the releases were park-specific and resulted in local coverage in digital and print publications.

The franchise also received regular coverage in industry publications such as *Woodall's Campground Management*.

A new public relations agency was hired to increase brand awareness and help expand national public relations initiatives.



Advertising

Leisure Systems, Inc. places print and online advertising to reach our demographic targets. Our media plan includes outlets that cater to traditional campers and those that capture the family demographic.

- RV/Camping: *Woodall's Campground Management*/AAA regional directories, state directories, *Trailer Life* magazine and RV Trader
- Non-traditional campers/cabin guests: Google Adwords, Facebook ads

Directory

The annual directory is still an important piece of the marketing mix, with 5 percent of guest research respondents saying they first heard of a Jellystone Park™ via the directory.

- Printed 110,000 directories
- Anderson's Brochure Distribution dispersed thousands of our directories and Snowbirds brochure at 28 camping shows throughout the year

Bags

- Reusable and eco-friendly cloth bag for use at trade shows or in your store. A new full color bag was introduced.
- 500 were given free to each park.



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MARKETING

Social Media

Jellystone Park™ has a strong presence on social media, especially on Facebook where the central franchise page had 41,280 followers at the end of 2017. In an effort to better showcase individual parks and to stay on top of the video trend in social media, our Marketing Coordinator conducted a Facebook Live Tour where she visited parks and broadcasted video straight from Yogi Bear's Jellystone Park Facebook page, showing what a day at Jellystone Park looks like, highlighting each park's planned activities, events, amenities and encouraging families to book a trip. In addition to Facebook, we also use Twitter, Instagram, Pinterest and YouTube.



41,280 FOLLOWERS

Partnerships

RVShare

- Launched affiliate program with this internet RV rental site
- Working together to increase blog content for both campjellystone.com and rvshare.com

Bloggers

Heath & Alyssa – millennial couple who RV full-time, reaching 50,000 RVers monthly through blog, podcast, and Facebook group

- Hosted RV Entrepreneur Summit at Fredericksburg, TX Jellystone Park with 250 attendees
- Visited 5 Parks and wrote about their experience – Gloucester Point, VA, Bath, NY, Mexico, NY, North Hudson, NY, and Madison, ME
- Also produced a welcome video for each park that was promoted via Facebook, YouTube and through our email newsletters

RV Family Travel Atlas (RVFTA) – couple with three kids quit their jobs as English teachers to pursue full-time blogging career. They are very involved in the RV industry and work for RV manufacturers and GoRVing

- Visited 4 Parks, wrote about their experience and featured on podcast as “Campground of the Week” – Hagerstown, MD, Kerrville, TX, Holmes County, OH, and Harrisville, PA

- Supplied us with high resolution images for all parks to use
- We sponsor their podcast, and they interviewed us for a “What’s New at Jellystone Parks” podcast
- Their channels reach 60,000 RVers monthly

Other bloggers: Kidventurous - Sioux Falls, SD; Macaroni Kid – North Hudson, NY; Lynzy & Co. – Gardiner, NY

Great American Campout

- Co-promotion with National Wildlife Federation, Keystone RV, RVTrader.com and Jellystone Park™
- Goal was 100,000 pledges to camp this summer, received over 280,000
- Brand exposure across all partners via web, social, email
- Added nearly 50,000 new contacts to our database

Digital Marketing

- Moved more funds into Google Adwords and Facebook ads
- 118,000 referrals from paid ads to campjellystone, 76% of site visits are new
- New email marketing program – Using ActiveCampaign instead of Constant Contact, focusing on segmentation and personalization of emails, 119,000 contacts

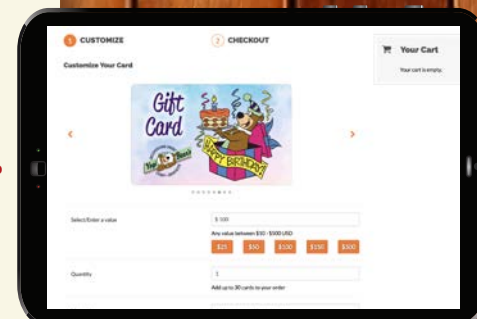
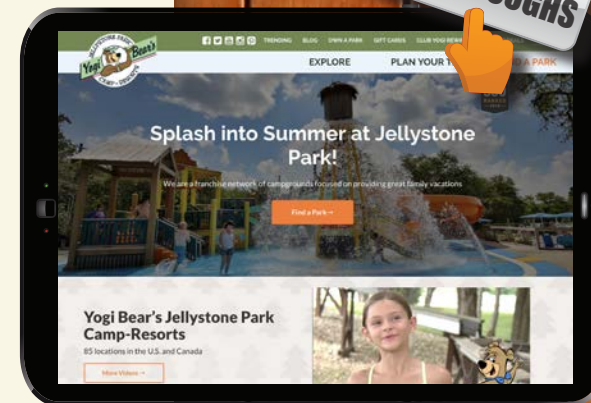
CampJellystone.com

- Redesigned park pages with bigger calls to action for “visit website” and “check availability,” added “Ways to Stay” section and featured video option
- Enhanced the Fall & Halloween page and introduced new fall video
- Revamped home page and vacation rentals page, added video clips for amenities
- Site is already responsive, but we redesigned some pages with a mobile-first strategy– 59% of site visits are from mobile
- Added geo-location functionality on mobile
- Although referrals from paid ads, social and email were up – we were down in direct traffic by 24%, resulting in being down overall by 3%. As parks do more SEO and paid digital ads, campjellystone.com is competing with park websites for visits

Other

- Mother’s Day and Father’s Day gifts – 25,000 distributed
- Began sales of digital gift cards available via Buyatab.com utilizing generic Yogi Bear™ and holiday/seasonal themed artwork for cards
- New photos and poses added to available artwork
- Created a logo commemorating Canada’s 150th year anniversary. Ran a contest with free camping as the prize.

MARKETING



Partner with a Legend

What To Look For in 2018

Camping Kick-Off Event - In the Spring of 2018, we will hold the first annual Camping Season Kickoff weekend to signal the start of the camping season. Live Facebook videos will be broadcast from the Jellystone Park™ chosen to host the event.

Camping Hacks Sweepstakes & Media Tour - Early in the summer, a Camping Hacks Sweepstakes will be run requesting campers to send in their best or worst camping hacks. The prize will be a one week vacation at the Jellystone Park of their choice. Some of the camping hack entries will then be used to promote the Jellystone Park system through social media and appearances across the U.S. and Canada on broadcast media.

National Wildlife Federation Promo - We will once again be co-sponsoring the Great American Campout Pledge to Camp event with the National Wildlife Federation. National Wildlife Federation representatives will visit several Jellystone Parks and conduct naturalist events that will be promoted through social media and live Facebook videos. A contest will be held in conjunction that includes camping at a Jellystone Park as one of the prizes.

Social Media - An outside company is being brought on to assist in promotions through social media. They will help find relevant content and coordinate the posting and boosting of Facebook, Instagram and Twitter posts.

RV Entrepreneur Summit - Bloggers Heath & Alyssa will once again be hosting at the Fredericksburg TX Jellystone Park. They will be providing several sessions as live Facebook videos.

Campjellystone.com

- Work will be done to make the website ADA compliant
- RVShare RV rental access will be added to the website

Mother's Day/Father's Day gifts - For 2018, we will continue our popular promotion of offering a gift to parents on Mother's Day and Father's Day weekends.

Franchise 500 Listing – Yogi Bear's Jellystone Park™ was included on *Entrepreneur* magazine's 2018 "Franchise 500" for the second year in a row, moving up 207 slots to the #265 position. We also achieved the #1 rank in the Campgrounds category. We will continue to maximize this listing as well as attempt to increase our ranking in the future.

Bloggers - We will continue to utilize bloggers to expand awareness and tell our story through their own experience at our parks.

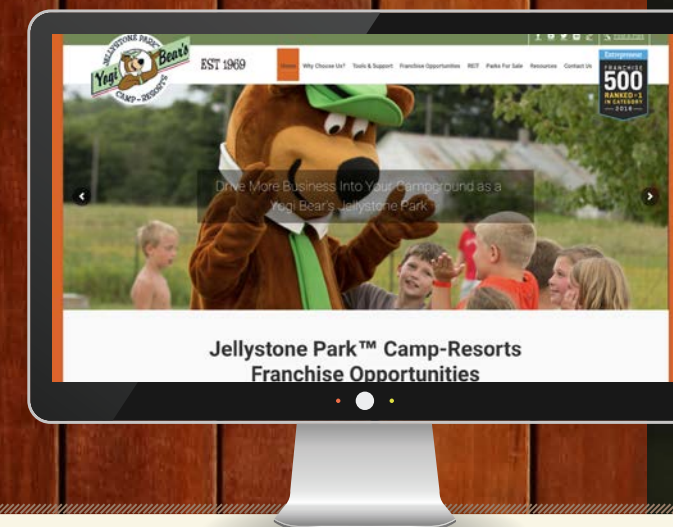
We're Growing. Are You?

Jellystone Park™ franchisees have been growing leaps and bounds!

- Average revenue per park was over \$1.4 million last year
- Same park revenues have experienced double digit growth the last 5 years
- System-wide revenues are up 11% YTD
- 90 percent of parks are at full capacity on summer week-ends between Memorial Day & Labor Day
- Cabins lead the way with a 16% increase in occupancy

Let us help you reach your business goals, while remaining an entrepreneur.

Contact Ron Vitkun, Director of Franchise Sales & Development, for more information about joining the Jellystone Park system.
800-626-3720 ext. 7818 • rvitkun@leisure-systems.com • www.jellystonefranchise.com



Franchise Sales 2017 Review

- Five new campgrounds joined the franchise
- Attended ARVC Outdoor Hospitality, Ohio, Texas, and NE Campground Owners trade shows
- Added option for Territory Agreement which reserves a designated area for 2 years
- Hosted a Prospective Owners Workshop September 15-17 at Jellystone Park™ Burleson, TX

What To Look For in 2018

- Attendance at ARVC Expo and Ohio shows
- Hosting a Prospective Owners Workshop September 14-16 at Jellystone Park™ Tabor City, NC
- Revamp of Franchise Sales website for a user-friendly experience
- New SEO marketing approach for more organic results
- More option and flexibility for franchising
- Funding partners for new franchisees and existing franchisees making improvements

GROW
your business with
Yogi Bear's
Jellystone Park™

www.jellystonefranchise.com

Recapping 2017

- Club Yogi Rewards Manager continues to be responsible for:
 - Day-to-day management of program
 - Customer service to Club Yogi Rewards members and parks
 - Tailoring marketing plans for the parks by using the program database
- Over 157,000 members enrolled in the program
 - 24,816 joined in 2017
- 4 activity statements and 4 mini-statements sent in 2017
 - Over 198,000 email statements sent
- Birthday Club continues to grow
 - Over 93,500 postcards sent in 2017
- Held 2 auctions in 2017 – featured a Vacation Package for both
 - Members are redeeming at our parks:
 - 2,326 Free Night Certificates in 2017
 - 336 merchandise items in 2017
- Club Yogi Rewards program reports created and sent for 2016 performance overall and by park
 - Redemption special for members to redeem ½ the points normally required during off season
 - Partners are a benefit to the program:
 - DISH offer at special price for Pay-as-you-go with no contract or commitments
 - Spirit Halloween discount in store and online
 - Cabela's merchandise catalog
 - TA/Petro Stopping Centers
 - RV Trader
 - RV Share
- Gold Tier reissue and newly qualified materials mailed in April
 - Annual gift of a rain poncho mailed in July
- Responded to over 3,000 member and park inquiries

157K+
members

24K+
joined in
2017



2,326
free night
certificates
in 2017

What to Look For in 2018

- Club Yogi Rewards is partnering with Chirpify to reward our members by connecting their social media accounts (Facebook, Twitter, and Instagram), and for following the Jellystone Park™ social accounts, and by posting photos on Twitter or Instagram with a tag to our park locations. This will encourage our most loyal customers to become advocates of the Jellystone Park brand.
- Gold Tier Card Reissue/Newly Qualified in April
 - Annual Gift in June/July
- Double Points Bonus Offer: April 1 - May 15 and Sept 4 - 30
- Redemption Special to run Nov 1, 2017 until Feb 28, 2018
- Auctions again this year (first one held in March)
- Continuing special offers/discounts from Partners
- Working with Parks to generate special offers to their members
- Reporting on 2017 Club Yogi Rewards performance



CLUB YOGI™ REWARDS

2017 Review

Improved Customer Service

- Quicker shipping lead times
- Fewer shipping mistakes
- Prompt attention to issues

Record Year of Franchisee Store Revenue

- Jellystone Park stores generated \$11.2 million in retail sales
- That is a 7% increase over the previous year
- Those sales account for 10% of the parks total revenues

Challenges

- Balancing responsibilities of retail staff
- Outgrowing warehouse space



franchisee
total store sales
+7%



CHECKOUT



What to Look For in 2018

Sales & Product Information

- 611 Resale Items Offered
- Average Item Park Cost of \$4.88
- Order bookings for 2017 line
- average park order \$12,665

2018 Merchandise Outlook

Current Trends:

- Collections: Check Patterns, Collage Pattern, New Jr. Ranger and Park Princess items
- Tie Dye still strong
- 2017 Pantone Color of the Year: Ultraviolet

2018 Challenges

- Training new warehouse employee as Dan takes on Operations responsibilities
- Many brand new Jellystone Parks in 2018 needing merchandise and retail support
- New shipping timeframe



Partner with a Legend

ADVANTAGES - INTRODUCTION

WHY CHOOSE US? -- The Advantages of Becoming a Yogi Bear's Jellystone Park™ Franchisee

Tools & Support to Strengthen Your Business



LSI strives to provide franchisees with the tools and support they need while giving them freedom to remain entrepreneurs and "be their own boss."

Leisure Systems Inc. (LSI) has developed an experienced, knowledgeable and creative staff to help grow your business. Many staff members have had long careers with LSI, resulting in a combined experience of 129 years! In addition, LSI has recruited staff who have first-hand knowledge of what it takes to run a successful campground. Several staff members have ownership and management experience of over 67 years combined!

We strive to provide franchisees with the tools and support they need while giving them freedom to remain entrepreneurs and "be their own boss." Our franchisees tell us they appreciate this management style. Below are some testimonial excerpts, direct from our franchisees. You can see for yourself why we have many franchisees that have been with us 20, 30, even 40+ years!

"Becoming part of the franchise catapulted us years ahead of where we would have been if we had tried this on our own" – Steve Stafford, Burlleson, TX

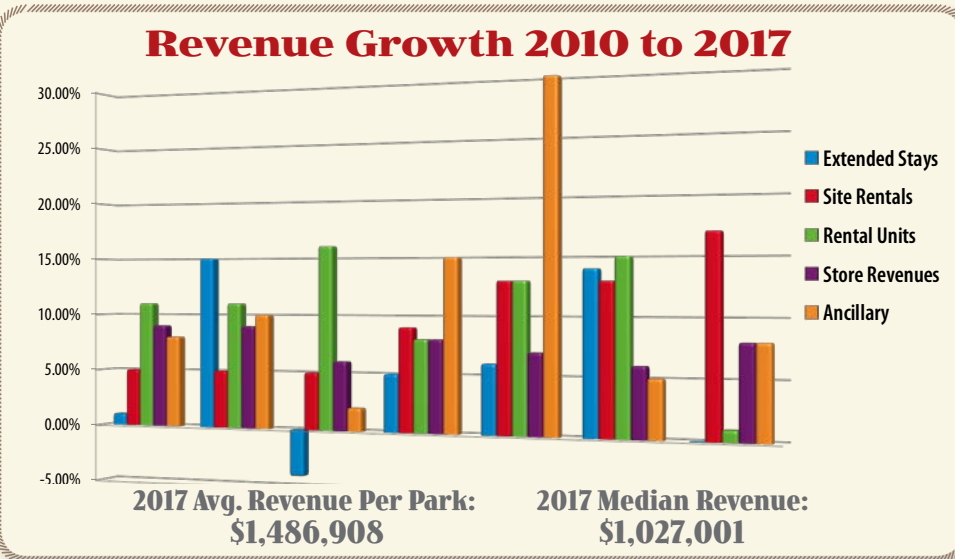
"We're entrepreneurs. It's all ours. We have a team behind us. We've got people to work with. If we're stuck on something, we not only have Leisure Systems, but we have 80 other park operators who have been phenomenal in terms of their friendship and their willingness to share their experiences." – Rick Spear, Estes Park, CO

"Jellystone Park and the Yogi Bear™ concept gave us identity and opened doors...When you add Yogi Bear it adds so much excitement and it brings life to your park." – Roger & Anna Barry, Tim & Julie Corcimiglia, Fremont, IN

"The operations guidelines set by the franchise provided us with very successful and proven standards. Activity program guidelines, amenity requirements, customer service support, and financial information were all available...The investment paid immediate returns as customers recognized the value of Yogi Bear." – Joey Coleman & Rick Coleman, Tabor City, NC

The Numbers Tell The Story

Leisure Systems has sustained continued growth through the years, both in terms of parks' revenue gains and increasing the number of campgrounds joining our system.



ADVANTAGES - TRAINING

Training

LSI provides a wealth of training for both new and experienced Jellystone Park™ owners. We strive to keep our owners and operators on the forefront of the camping industry through a variety education opportunities including conferences, seminars on hot topics, notable speakers and a resource library.

Plus, training is provided at no cost to the franchisee!*

Certification and Management Program (CAMP) – An in-depth program for new owners and managers. This five-day event provides training on running a campground, plus all the unique aspects that make it the Yogi Bear™ way. Attendees learn everything from how to determine site rates for maximizing occupancy, to merchandising tips for increasing store sales, and the hallmarks of our recreation programming. Some new parks are intimidated by recreation programs, but we'll help you create a plan that starts small and grows with your business.

Caring About Recreation and Entertainment (CARE) – At this intensive two-day conference, we take recreation programming to the next level of excellence. Learn how to start or improve a recreation program. Come away with real-life examples that work for your park size and staff.

NSPF Certified Pool Operators (CPO) Course – Taught each spring in conjunction with CARE, this course provides in-depth instruction in all facets of aquatic facility operation and management. Upon successful completion of the course and exam, attendees receive the official CPO certification.

Spring Meeting – Designed to get you pumped up and ready for the season, our Spring Meeting is a one-day conference packed with useful seminars, franchise updates and networking opportunities.

Leadership Conference – In conjunction with the Spring Meeting, owners and key personnel focus on "big picture" areas. The topic changes yearly for this in-depth session. Previous topics include: Leadership Skills; and Interviewing, Hiring and Orienting New Employees.

Symposium & Trade Show – The premier franchise event of the year, this 3-4 day conference is where franchisees gather to learn the latest in the industry and franchise, purchase the upcoming season's Yogi Bear merchandise, meet and place orders with over 80 vendors, network with fellow franchisees and of course, have fun!

Operations Manual & Resource Material – In addition to face-to-face meetings, LSI provides an operations manual and resource material for running your campground with proven results. We also house numerous videos and books great for staff training.

Online Business Learning – LSI now offers a wide variety of video-based training programs on categories including customer service, leadership skills, HR compliance, coaching, respectful workplace, interviewing skills, performance improvement and much more!

*Franchisee is responsible for travel and hotel expenses. There is a nominal fee for the CPO course to cover materials.



ADVANTAGES - MERCHANDISE

Merchandise

Yogi Bear™ Merchandise – It is very exciting and profitable for your campground to be able to offer unique Yogi Bear and friends merchandise directly to your campers! Kids and adults alike become very connected to the characters during their camping experience, and always want to take a souvenir home to relive the memories their family created during a stay at a Jellystone Park™.

Warner Bros. License – LSI works directly with Warner Bros. to source and create custom products, most of which are exclusive to Jellystone Park Camp-Resorts. We annually offer over 600 customized resale souvenir products. The selection is carefully selected each year to capitalize on Jellystone Park, industry and retail trends.



“It’s a very unique product that campers can’t get anywhere else. That’s a huge benefit!”

**Shelly Spear, franchisee
Jellystone Park Estes Park Colorado**

Product Variety – There is a large variety of items ranging from the expected T-shirts, mugs, and magnets to the wildly popular plush line. We also offer custom Yogi Bear and friends ceramics to enhance the experience and profitability of your recreational programs.

Our approved apparel vendors create about 200 new items each year, and sell items directly to the park locations. LSI offers items that are customizable with your park location or name, and can work with you on any ideas you have.

We offer around 100 operational products to get your park up and running quickly in true Yogi Bear fashion. These logoed items vary from simple car passes to flags, rugs, and staff items.

Support – The LSI staff offers order assistance to new and existing locations, including suggested orders and providing top sellers lists. The staff listens to parks to develop new inventory and operational items pertinent to operating the parks.

Training – In addition to the annual training during CAMP, we have developed detailed merchandising guidelines, suggestions, and general retail tips. These materials will assist in parks buying the right items and setting up the merchandise in their stores.

+600
Over 600 custom souvenirs offered

ADVANTAGES - OPERATIONS

Operations

LSI has a seasoned Operations staff ready to assist in a variety of business functions. In addition, each park is assigned a Regional Operations Representative who is available for consultation and advice.

Here are some of the tools and support specific to operations:

Business Plan – Created to assist franchisees in acquiring bank financing, this 50-page document provides background on LSI and includes portions where park-specific information can easily be inserted. A five year projection worksheet is included as well.

NPP (National Purchasing Partners) – LSI partners with NPP to provide discounts (up to 50 percent) on common operational items from vendors such as Verizon, Staples®, and Fastenal®.

Vendor Relationships – LSI works with established, knowledgeable vendors for a variety of park operations including water features, cabins, signage and financing.

Software – The Franchise Package includes a proprietary reservations, front-office and POS (Point of Sale) system for a low monthly fee. Includes an online, real-time reservation component and training.

Franchise Assessment Review and Recommendations – Each location is inspected annually in order to ensure standards are being met, however the assessment is also used as a consulting tool designed to help improve your business. It also allows one-on-one time with operations staff for feedback and strategy.



Campground & RV Resort Marketing

Leisure Systems Inc. (LSI) executes an annual marketing plan with the goal of keeping Yogi Bear's Jellystone Park™ Camp-Resorts at the top of every camper's list. There are many ways we get the word out about the system as a whole, and about each park in particular. In addition, we provide tools such as the guest survey, costumes and our Customer Care program to enhance your own marketing programs. Here are some of the benefits you'll receive as a Jellystone Park.



To drive customers to your park, we offer:

Campjellystone.com – Powerful responsive website that is designed to attract new guests and send them to your park. Campjellystone.com receives nearly 1.8 million visits per year resulting in 6.4 million page views and this number continues to grow.

JPKid.com – We know children influence family buying decisions. That's why we created jpkid.com – to appeal to our young campers with games, activity badges and much more.

Social Media – We have a strong social media presence, especially on Facebook (facebook.com/campjellystone) which targets our core demographic. We also utilize Twitter (twitter.com/campjellystone), YouTube (youtube.com/campjellystonevideos), Instagram (Instagram.com/campjellystone) and Pinterest (pinterest.com/campjellystone) to engage guests through compelling messages, photos and video. In addition, we host a blog at campjellystone.com/journal.

Advertising – LSI launches annual print and online campaigns that target campers and families looking for a "Fun, Affordable Family Vacation."

Public Relations – We execute a comprehensive annual PR plan to target national and local media outlets. For new locations, LSI provides individual releases to increase awareness in their local area of their conversion to a Jellystone Park.

Directories – LSI prints and distributes 110,000 directories each year. We fill directory requests that come via website, phone, RV dealers, travel plazas, etc. In addition, we contract with Anderson's Brochure Distribution for distribution at 28 RV/camping shows.

Promotions – Each year, LSI launches promotions for events like Mother's Day and Father's Day, plus contests that get families excited about Jellystone Park.

Email Blasts – We send monthly e-newsletters to a list of over 110,000 subscribers looking for information about our parks.

Gift Card Program – Launched in 2015, our gift card program's goal is to expand sales for both your store and sites/rentals. In addition, our partnership with Great Lakes Scrip – a school fundraising company – enhances the program by bringing our brand to families and schools across the country.



To assist your marketing efforts, we provide:

Guest Research Survey – Conducted annually by a third party vendor, our guest research survey provides detailed feedback on the guest experience to help you improve your business. Results can be viewed in real-time online throughout the summer so adjustments can be made quickly. In addition, franchisees receive a comprehensive report in the fall that provides benchmarking data, identifies areas needing improvement, measures satisfaction, and captures guest comments. Our research vendor, SureVista Solutions, is available for one-on-one consultation as well.

Customer Care – A resource for both franchisees and guests when there is a guest complaint or issue. Our Customer Care department is operated by LSI staff and an independent hospitality consultant. The goal of Customer Care is to turn a complaint into repeat business.

Costumes – We have multiple Cindy Bear™, Boo Boo™ and Ranger Smith™ costumes for park use. Would you like to have Cindy Bear™ visit your park for Mother's Day? Simply request the date and the costume will be shipped to you.

Tradeshow Stanchions & Bags – Tradeshow booths are available for park use so you don't have to invest in one yourself. In addition, we provide each location with free bags to use as giveaways.

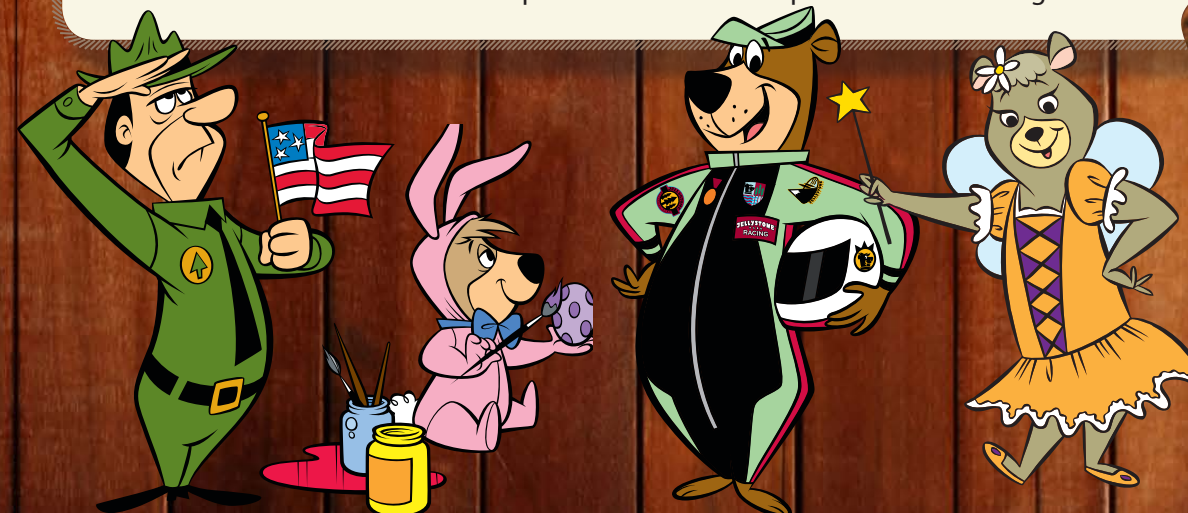
Graphic Design Services – We have a long-standing partnership with a professional graphic designer who can develop advertisements and other marketing collateral for your park.

Website Analysis – LSI's VP of Marketing can conduct a comprehensive analysis of your website using Google Analytics. The report includes a written summary with suggestions for improving your conversions and SEO (search engine optimization.)

Texting Program – Drive incremental revenue to your store, snack shop or paid activities with our texting program. You control the messages and alert guests to special deals, event start times and other time-sensitive topics. The program increases guest satisfaction too because guests easily know what is happening around your park.

Newsletter – A monthly franchisee newsletter keeps everyone informed about franchise news, trends, new vendors, tips and more.

Yogi Bear™ & Friends Artwork and Photos – We have an online style guide available to and vendors that contains over 300 pieces of artwork and photos for marketing use.



★★★★★
DIRECTORIES
110,000
DISTRIBUTED - INCLUDING
28 RV/CAMPING SHOWS

ADVANTAGES - CLUB YOGI™ REWARDS



Club Yogi Rewards

The Club Yogi Rewards loyalty program is designed to reward the best customers of Yogi Bear's Jellystone Park™ Camp-Resorts and there is no cost for guests to enroll.

- In 2017, Club Yogi Rewards members spent over \$16.7 million (\$81.3 million since program started in 2009).
- Average spend per active member in 2017 was \$583.
- 81.1% of all points redeemed (free night certificates) came from the same park that earned the points. Some of the larger Parks account for higher percentages, such as 86% to 92%.

More About the Program

Our members provide us with information about themselves and their families and in turn, we provide targeted offers and communication. **The program has over 41,000 active members** (had a transaction at one of our Parks within 24 months). Members earn 5 Club Points for each dollar spent on tent sites, RV sites, rentals, and other qualified purchases within a Jellystone Park. The Gold Tier Members earn 7 Club Points per qualified purchase and are given additional benefits. To qualify for the Gold Tier, members need to have \$900 or more in qualified purchases in a calendar year.

Club Yogi Rewards members earn points and accumulate until they are ready to redeem for Free night certificates. There are 11 Tier levels and are based on tier assignments at the Parks based on their accommodations. Members can also use their points to bid on periodic auctions (only the winner has the points permanently deducted from the account) and for online merchandise redemptions.

Members are able to keep track of their Club Points and stay informed about program updates through the members-only website (www.jellystonerewards.com).

Other Benefits to Membership:
Discounts on Yogi Bear™ Merchandise – Receive members-only coupons in the e-statement towards Yogi Bear and Friends merchandise that may be purchased at a Jellystone Park store.

Birthday Surprise for a Child – During enrollment, members provide the birthday information of their children. A postcard is mailed or emailed to the child with instructions on how to get a small gift that can be picked up at any Jellystone Park store.

Special Offers – Members are given Double Point earning opportunities two times per year.

The Club Yogi Rewards program continues to evolve to stay current with customer and Jellystone Park needs and wants. A survey of our members gave us a very high rating for the program (Gold Tier Net Promoter Score of 66%) and they told us that the program affects their camping decisions.

ADVANTAGES - THEMING



Franchise Package items have a combined value of OVER \$11,000!



Theming

Just think of how thrilling it is for a child to meet Yogi Bear, to see a 10-foot statue of him waving, or to get his picture taken holding hands with Boo Boo. It's exciting for parents too! There is an abundance of opportunities for signage and statues to theme your park, and every event becomes extra special when a costumed character arrives on the scene. These moments create lasting memories for guests that will bring them back to your campground over and over. Other campgrounds can't compete with that!

As part of our Franchise Package, each park receives a 10 foot Yogi Bear statue, Yogi Bear character costume and credit towards a front entrance sign. These items have a combined value of over \$11,000!

There are additional items available for purchase to increase property theming and enhance the guest experience:

- Cindy Bear, Boo Boo, and Ranger Smith costumes
- Yogi Bear (5 foot) and Boo Boo (3 foot) statues
- Custom-designed facility signage with a cartoon feel
- Yogi Bear on the Bench

In 2017, Club Yogi Rewards members spent over \$16.7 Million.

\$16.7M

Average spend per active member was \$583.

\$583

81.1% of all points redeemed came from the same park that earned the points.

81.1%

Over 41,000 ACTIVE members.

41K



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