



HOTEL & LEISURE ADVISORS

2017 World Waterpark Association Annual Symposium and Trade Show:

Waterpark and Resort Trends Across the Globe

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Trends in U.S. and Canada Waterpark Markets

- The United States has the largest and most concentrated waterpark market in the world
- There are over 1,100 waterparks in the U.S. and Canada
- Waterparks are focusing on bigger, more exciting attractions to be able to stay competitive in the industry
- Municipalities are increasingly interested in waterpark and aquatic facilities for their cities and are sometimes partnering with private entities for development

2017 Open Waterparks by Region in U.S.

2017 US Open Waterpark Supply by Region

Outdoor Waterparks

Region	Municipal	Private	Total
Northeast	10	64	74
Midwest	233	50	283
South	158	126	284
West	70	55	125
Total	471	295	766

Note: Outdoor Waterpark is defined as an aquatic facility without attached hotel having 3 or more slides.

Indoor Waterpark Resorts

Region	Franchise	Independent	Total
Northeast	7	9	16
Midwest	42	55	97
South	3	10	13
West	8	3	11
Total	60	77	137

Note: Indoor Waterpark Resort is defined as a hotel with more than 10,000 square feet of indoor waterpark space.

2017 Open Waterparks by Region in U.S.

Standalone Indoor Waterparks

Region	Municipal	Private	Total
Northeast	2	2	4
Midwest	25	1	26
South	12	2	14
West	35	3	38
Total	74	8	82

Note: Standalone Indoor Waterpark is defined as being larger than 10,000 square feet with at least three water features.

Resorts with Outdoor Waterparks

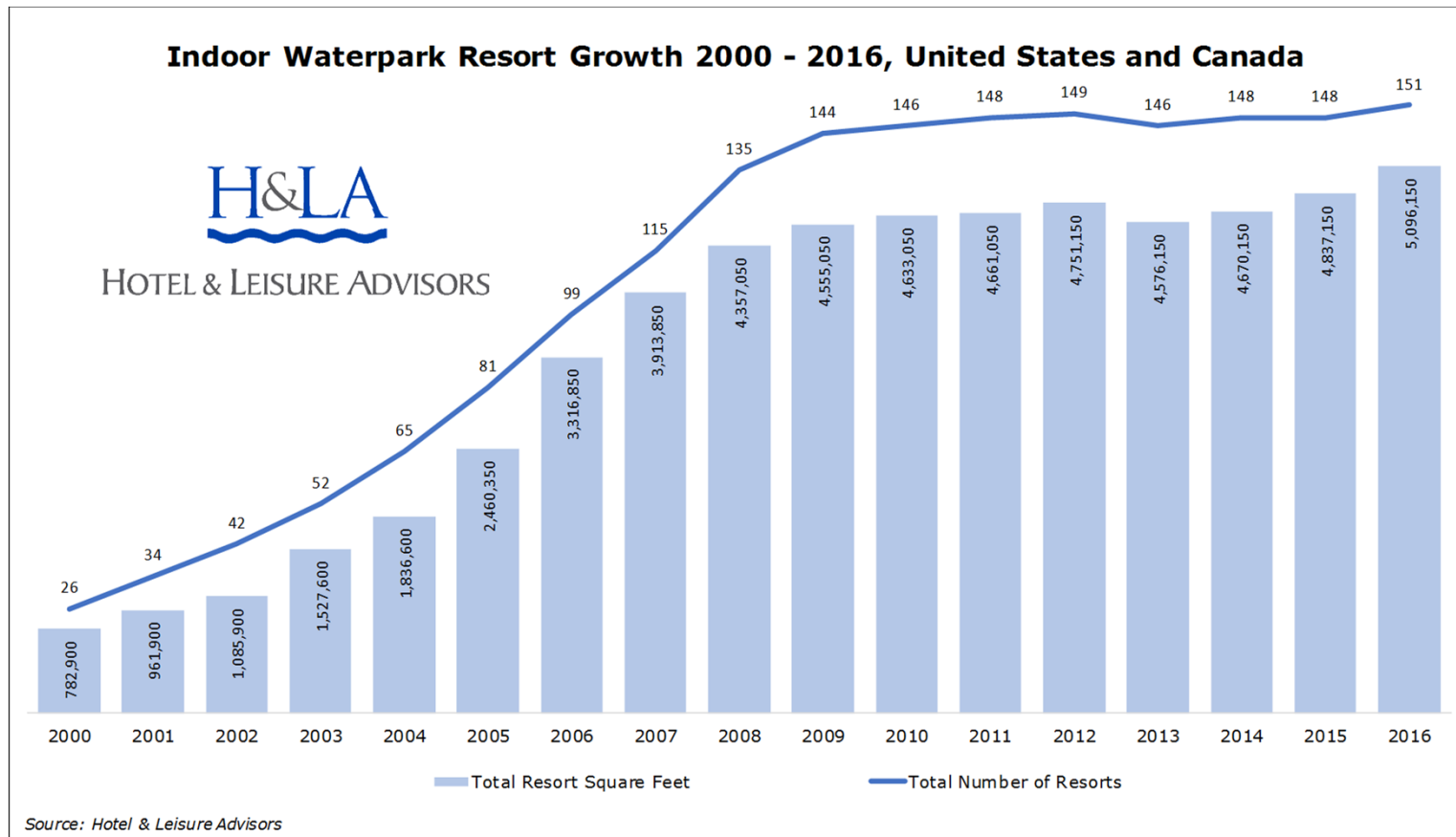
Region	Franchise	Independent	Total
Northeast	0	2	2
Midwest	0	3	3
South	20	26	46
West	14	5	19
Total	34	36	70

Note: Resort with Outdoor Waterpark is defined as a resort hotel having an outdoor waterpark with at least 3 features (slide, lazy river, wave pool, etc.) excluding resorts that also have indoor waterparks.

Combined Total Number of US Waterparks **1055**

Source: Hotel & Leisure Advisors, LLC, October 2017

Indoor Waterpark Growth



Indoor Waterpark Performance

Historical Performance of Grouping of Indoor Waterpark Destination Resorts

13 resorts with average of 459 rooms

<u>Year</u>	<u>Occupancy</u>	<u>ADR</u>	<u>RevPAR</u>	<u>% Change</u>
2012	65.0%	\$229.32	\$148.95	-
2013	63.7%	\$237.93	\$151.56	1.8%
2014	65.7%	\$240.58	\$158.14	4.3%
2015	66.5%	\$233.19	\$155.07	-1.9%
2016	69.2%	\$224.29	\$155.16	0.1%

Note: Resorts contain over 30,000 SF of indoor waterpark and ADR includes waterpark passes

Source: Hotel & Leisure Advisors

Top States with Outdoor Waterparks

Top Ten States with Outdoor Waterparks		
Rank	State	# of Waterparks*
1	Texas	79
2	Illinois	60
3	Missouri	46
4	Ohio	44
5	Florida	42
6	California	41
7	Indiana	26
8	Pennsylvania	26
9	Georgia	21
10	Minnesota	20
* with three or more slides		
Source: Hotel & Leisure Advisors		

Amusement Park and Outdoor Waterpark Performance

Historical Attendance and Per Capita Spending Six Flags, Cedar Fair, and SeaWorld					
	Six Flags				
	2016	2015	2014	2013	2012
Attendance (Million)	30.1	28.6	25.6	26.1	25.7
Per Capita Spending	\$41.07	\$41.60	\$42.97	\$40.18	\$39.41
	Cedar Fair Entertainment Co.				
	2016	2015	2014	2013	2012
Attendance (Million)	25.1	24.4	23.3	23.5	23.3
Per Capita Spending	\$46.90	\$46.20	\$45.54	\$44.15	\$41.95
	SeaWorld Parks and Entertainment				
	2016	2015	2014	2013	2012
Attendance (Million)	22	22.5	22.4	23.4	24.9
Per Capita Spending	\$61.10	\$61.01	\$51.51	\$62.43	\$58.37
<i>Source: Six Flags, Cedar Fair, and SeaWorld Annual Reports</i>					

Outdoor Waterpark Annual Attendance

Top 20 US Waterparks by Annual Attendance

Rank	Park	Location	2016 Attendance	2015 Attendance	% Change over 2015
1	Typhoon Lagoon at Disney World	Orlando, FL	2,277,000	2,294,000	-0.7%
2	Blizzard Beach at Disney World	Orlando, FL	2,091,000	2,107,000	-0.8%
3	Aquatica	Orlando, FL	1,536,000	1,600,000	-4.0%
4	Wet 'n Wild	Orlando, FL	1,310,000	1,310,000	0.0%
5	Schlitterbahn	New Braunfels, TX	1,037,000	1,037,000	0.0%
6	Water Country USA	Williamsburg, VA	733,000	726,000	1.0%
7	Adventure Island	Tampa, FL	650,000	663,000	-2.0%
8	Six Flags White Water	Marietta, GA	568,000	541,000	5.0%
9	Schlitterbahn	Galveston, TX	562,000	551,000	2.0%
10	Six Flags Hurricane Harbor	Arlington, TX	549,000	549,000	0.0%
11	Splish-Splash	Calverton, NY	513,000	513,000	0.0%
12	Wet 'n' Wild Splashtown	Houston, TX	501,000	501,000	0.0%
13	Wet 'n' Wild Phoenix	Phoenix, AZ	481,000	481,000	0.0%
14	Six Flags Hurricane Harbor	Jackson, NJ	449,000	440,000	2.0%
15	Typhoon Texas Houston	Katy, TX	440,000	Not yet open	-
16	Camelbeach	Tannersville, PA	437,000	437,000	0.0%
17	Hyland Hills Water World	Denver, CO	434,000	444,000	-2.3%
18	Zoombezi Bay	Powell, OH	423,000	423,000	0.0%
19	Dollywood's Splash Country	Pigeon Forge, TN	416,000	416,000	0.0%
20	Raging Waters	San Dimas, CA	403,000	403,000	0.0%

Source: TEA 2016 Theme Index, Global Attractions Attendance Report (released 2017)

Most Popular Waterpark Attractions

According to the 2016/17 IAAPA Benchmark Study, the following are the most popular attractions at waterparks:

- Tube Slides
- Cabanas
- Children's Play Area
- Speed Slides
- Lazy River
- Body Flume
- Wave Pools
- Beach/Lounging Area
- Tipping Bucket
- Spray Grounds
- Mat Racer Slides
- Family Raft Slide

Indoor Waterpark Openings

Indoor Waterpark Additions & Indoor Waterpark Resorts Projected to Open in 2017

Indoor Waterparks and Resorts	City	State / Prov	New Rooms	Indoor Waterpark Sq. Ft.
Great Wolf Lodge Minnesota (renovation of former Radisson/Waterpark of America)	Bloomington	MN	404	75,000
Cocokey Water Resort Expansion of Waterpark	Omaha	NE	0	20,000
Kalahari Resort Phase II	Pocono Manor	PA	520	114,000
Kalahari Resort 5-slide Outdoor Waterpark Expansion	Sandusky	OH	0	0
WaTiki Waterpark Resort Home2 Suites Addition	Rapid City	SD	107	0
The Epic	Grand Prairie	TX	0	60,000
Apex Centre Aquatics and Fitness Facility	McKinney	TX	0	24,000
Kalahari Resort Outdoor Bowl Slide Addition	Wisconsin Dells	WI	0	N/A
Total			1,031	293,000

Note: Indoor Waterpark Resort is defined as a hotel with more than 10,000 square feet of indoor waterpark space.

Source: Hotel & Leisure Advisors, LLC, October 2017

Outdoor Waterpark Openings

2017 Outdoor Waterpark Openings			
	Waterpark	Location	Major Attractions
Private	Coconut Cove at Bananas Fun Park	Grand Junction	CO Play structure with slides and a 10,000 gallon tipping bucket
	Universal Orlando Volcano Bay	Orlando	FL water slides, lazy river, wave pool
	H2OBX	Outer Banks / Currituck	NC more than 30 waterslides, large wave pool, adventure lagoon and lazy river, FlowRider
	Cedar Point Shores	Sandusky	OH Remodel of Soak City Waterpark including 3 new slides and kids area
Municipal	Batesville Aquatic Center	Batesville	AR 3 slides, lazy river, zip-line
	The Wave at Emerald Glen Park	Dublin	CA 6 slides, 3 pools, water playground
	Independence Aquatic Center	Independence	IA pool with zero depth entry, six 25 meter lap lanes, a floatable water walk, two single flume water slides, a drop slide
	Clarksville Aquatic Center	Clarksville	IN 6-lane competition pool, splash pad, tube slide, body slide
	Waterpark Replacement of City's Aging Pool	Hutchinson	MN lazy river, water slides, zero-depth play areas
	Pool renovation	Palmer Twp	PA zero-depth pool, splash park, 3 slides, 6-lane swimming area, diving well
	Canyon Aqua Park	Canyon	TX slides, playground, group shelter, spa
	Junior League Jurassic Jungle	Odessa	TX 180-foot spray ground, water playground and slides, jumping fountains
	Erb Park Pool	Appleton	WI Two pools, diving board, 2 large slides, 1 children's slide, children's play area

Source: Hotel & Leisure Advisors, LLC, October 2017

Waterpark Openings in 2018

We are currently tracking 5 indoor and 27 outdoor waterpark projects to open in 2018 including:

- Great Wolf Lodge resort in LaGrange, GA
- Great Wolf Lodge conversions in IL and MN
- Big Rivers Waterpark at Grand Texas - New Caney, TX
- Splashicana - Corsicana, TX
- Municipal aquatic centers:
 - Elk Grove, CA
 - Naples, FL
 - Chambersburg, PA
 - Abilene, TX

Kalahari Resorts – Poconos, PA

Phase One of the \$230 million, 150-acre Kalahari Resort Pocono Mountains opened in July 2015 in Pennsylvania and included a 453-room hotel, a 63,800 square foot convention center, and a 106,000 square foot indoor waterpark with 14 water attractions.

Phase Two expanded the resort by 520 rooms and 94,000 square feet of waterpark by the spring of 2017. The resort offers multiple food and beverage outlets, large arcade, African themed artwork, outdoor waterpark, cabana rentals, and a spa. The resort opened its new outdoor activity center, Gorilla Grove in October 2016. The outdoor adventure amenity consists of eight ropes courses with 87 challenge elements.

The property is near the Inn at Pocono Manor, Great Wolf Lodge, and Camelback Lodge. It is the largest indoor waterpark in the United States. Room rates including 4 waterpark passes \$199-\$1799.



Typhoon Texas – Katy, TX

The 43-acre park is located in the greater Houston area and opened in 2016. It was open for 100 days and TEA reported 440,000 visitors in its first year for an average daily attendance of more than 4,400. Dining options are offered throughout the park. Typhoon Texas offers 33 waterslides, including tube slides, body slides, and mat racers. Additional amenities include a lazy river, wave pool, family raft ride, and children's area. Guests can avoid lines by purchasing a fast pass for \$25. Admission is \$45 for adults (weekends).

The property offered a seasonal Christmas celebration in 2016 called Winterfest at Typhoon Texas, which featured Christmas decorations, ice skating, giant slide, Santa's workshop, and miles of lights.



Volcano Bay – Orlando, FL

Volcano Bay replaced the Universal owned Wet n' Wild when it opened in May of 2017. The 53-acre park was built at a cost of over \$250 million. The park is themed around a 200-foot-tall volcano named "Krakatau." The volcano houses three drop slides including Ko'okiri Body Plunge, the tallest body slide in America at 125 feet tall and Kala & Ta Nui Serpentine Body Slides, which travel throughout the midst of the volcano winding around the Krakatau Aqua Coaster (top new ride in 2017 by Amusement Today). In all, the park has 18 attractions ranging from slides to a simulated beach.

Volcano Bay utilizes the TapuTapu experience, a wristband distributed at the entrance at the park, which can be used to hold a place in line instead of standing in line for attractions. TapuTapu comes with other features, including TapTuPay that allows guest to make purchases with the wristband, and TapTuPlay that uses the wristbands to interact with environmental features, set off water springs, or illuminate lights. Admission is \$67 (one of highest in U.S.)



Questions



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