



ADVENTURE PRODUCTS

HOW TO DRIVE REVENUE WITH THE RIGHT ENTERTAINMENT MIX:
HOTEL, RESORT, & CASINO EDITION



QUALITY GUEST ENTERTAINMENT IS KEY

The world of hotels, resorts and casinos may involve different target markets, outward appearances and forms of accommodation but the overarching goal for all 3 remains the same: **entertain guests in the best way possible.**

How each chooses to do so is ultimately decided by the types of individuals that frequent the given facility. Is it a family-centric resort that caters to those traveling on a budget or a luxury hotel where guests typically only stay a few nights at a time? It could even be a bustling casino where night owls thrive. Regardless, it's all about tailoring the

entertainment to the environment and making both long term as well as short term travelers satisfied.

Experienced in working with several resort industry clients, RCI Adventure Products (RCI) believes in entertainment investment and giving guests of all ages the chance to have fun. Attractions like Sky Trail® aerial attractions and Clip 'n Climb® climbing activities encourage participants to exercise their bodies and make lasting memories while doing so. No matter your location or climate, RCI is here to drive real success for owners and of course create valuable experiences for visitors.

HOW WILL NEW ACTIVITIES INCREASE MY ROI?

Guests visiting your resort, hotel or casino are looking for a memorable experience and an escape from their every day so they need to be entertained from the moment they check in until they carry their luggage away. Travelers of all ages - everyone from grandparents to small children - can join in on the fun to be had when they experience an RCI adventure attraction.

We believe that entertainment activities should be built to last so that your guests can be thrilled for years to come. Should you decide to expand upon your business' entertainment mix and choose RCI as your activity provider, you will experience:

INCREASED DRAW: By diversifying your entertainment mix, you're drawing previous guests to come back again and drawing in new potential guests so they can experience what's new and exciting.

SECONDARY SALES: Guests that choose not to participate in the activities still like to sit back, relax, and watch the action take place. This leads to a 25% increase in secondary sales on food, beverages and retail items available onsite.

WORD-OF-MOUTH MARKETING: Guests boast about their unique experience online by posting their photos and video on social media thus increasing brand recognition and helping you build trust with new visitors.

FAMILY BONDING: Children as young as 2 are able to experience adventure with older siblings or parents giving families a chance to make memories together.

LARGE GROUP PARTICIPATION: High capacity limits allow birthday parties, corporate groups and more to have fun at the same time.





CLIENT SPOTLIGHT: **KALAHARI RESORTS**

A popular U.S. vacation provider, Kalahari Resorts & Conventions, has owned and operated various RCI adventure attractions at several locations since 2009. Each location that RCI has helped install attractions inside of - Sandusky (2009), Wisconsin Dells (2011) and Round Rock (2020) - has received positive feedback from guests as the attractions have added a unique component to the resort experience.

RCI attractions ultimately pair so well with Kalahari Resorts due to their customizable nature, ease of maintenance, durability and guaranteed life-long aftermarket support. The RCI attractions integrated are beloved so much that Kalahari is continuing to add to them to further cater to what guests desire!

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IT IS THROUGH VALUED PARTNERSHIPS LIKE THE ONE WITH RCI, THAT KALAHARI HAS DREAMED NEW DESTINATIONS. RCI HAS PROVEN ITSELF WITH DURABLE, EXTREMELY WELL ENGINEERED PRODUCTS THAT HAVE STOOD THE TEST OF TIME.

- *Dave Thalacker,*
Kalahari Development
project manager



KALAHARI RESORTS PRODUCTS & LOCATIONS



Sandusky, OH

- Built in 2009
- RCI products: 8 pole, 3-level Sky Trail® with 42 elements
- Capacity: 50 people at one time
- Square footage: Approx. 3150 sq ft (292sq. m)
- Height of attraction: 44' (13.4m)



Wisconsin Dells, WI

- Built in 2011 with additions in 2012 & 2018
- RCI products: 11 pole, 2-level Sky Trail® with Sky Rail® and 20 elements and a Sky Tykes® with 9 elements
- Capacity: 30 people at one time
- Square footage: 4480 sq ft (416sq. m)
- Height of attraction: 32' 5" (9.9m)



Round Rock, TX

- Scheduled installation for 2020
- RCI products: 13 pole, 2-level Sky Trail® with 2 curved Sky Rails® and 44 elements including Walk the Plank, a Sky Tykes® and 7 Clip 'n Climb® climbing walls
- Capacity: 60 people at one time for Sky Trail®; Up to 9 for Clip 'n Climb and 15 for Sky Tykes®
- Square footage: 6400 sq ft (345sq. m)
- Height of attraction: 36' (11m)

WHY YOU SHOULD CHOOSE RCI

In business since 1989, RCI prides itself on its ability to bring unique, customizable adventure products to any industry such as resorts. Our wide portfolio of offerings ranges from Sky Trail® aerial attractions and kid-friendly Sky Tykes® to Clip 'n Climb® climbing activities and large-scale entertainment 'hubs' known as the Destination series that are ideal for high amounts of foot traffic.

RCI adheres to standards such as ASTM, EN 1090, OSHA and ANSI which in turn means that each product manufactured is done so with the highest level of safety in mind so that all participants can focus solely on enjoying themselves. In addition to what we provide for the end user, RCI also assists each and every client from the decision process to long beyond the point of sale.

With RCI you'll be able to:

- Receive guidance and education on topics such as the daily operation & inspection of each attraction, kickstarting marketing efforts and more
- Connect with a huge network of other RCI product owners to network with and build relationships
- Customize the attraction(s) to your facility in terms of color scheme, theme, size, configuration and interactive elements
- Communicate with an assigned and dedicated Account Manager when needed to make orders and ask questions
- Have staff thoroughly trained as Operators by qualified RCI Trainers





RCI ARTICLES & BLOGS FEATURING HOTELS & RESORTS



OUTDOORS VS. INDOORS: 3 THINGS TO CONSIDER WITH YOUR NEXT ATTRACTION

The process of adding a new attraction is always exciting. More for your guests to explore, increased revenue over time and a bit of a refreshed feeling for your facility. But even before the attraction is installed you have one major decision to make: will it be indoors or outdoors? [...]



RCI AND KALAHARI RESORTS TEAM UP FOR NEW ROUND ROCK LOCATION

Ropes Courses Incorporated (RCI) and Kalahari Resorts and Conventions are collaborating once again with each other on a project that will debut several RCI adventure products to the public amongst other amenities such as world-class dining, an indoor waterpark, arcades and more. [...]



5 REASONS WHY YOUR SKI RESORT NEEDS SUMMER ATTRACTIONS ASAP

Whether you own or operate a winter-weather dependent destination, you're familiar with the feeling of watching the glistening snow disappear from the slopes, the process of squaring all rental equipment away and officially closing down for the year. It's routine for ski resorts or tubing hotspots to pack up once temperatures rise but what if there is so much more to be taken advantage of? [...]



EXPAND YOUR PRODUCTS AND BUSINESS WITH RCI

Whether you own a family entertainment center that's regularly teeming with activity, an energetic amusement park, or even a wildlife zoo, you know very well the twinge of anxiety and excitement that follows the purchase of a new attraction. Sure, it is an accomplishment and a new way to entertain your guests. But, at the same time it can feel overwhelming and a tad intimidating. Luckily, there is good news [...]



RCI SKY TRAIL® SET TO BRING SUMMER FUN TO BIG BEAR SNOW PLAY

A cold weather favorite, Big Bear Snow Play, has chosen to add a Sky Trail® aerial attraction to their lineup of activities and the structure will wrap up construction as well as subsequently open to the public within the next week. Located in the southern California city of Big Bear Lake, the popular snow tubing destination is best known for its winter-related family fun though the facility also features a go-kart track [...]



CONNECT WITH RCI

Learn more about RCI Adventure Products and our involvement in the amusement industry across the globe! Stay connected with us via our monthly blogs, social channels or main website to keep updated!



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