

Below is a blurb from our market study and our intent is to use these key findings in repurposing the vacant land on existing owned property. Let me know if this is sufficient for what you are requesting or if I am off the mark.

The market surrounding Wild Adventures within 300 miles is significant, with ~7.7M income qualified households earning \$35K or more annually. Among the income qualified market, ~4.4M are considered to be in the Qualified Target market and have qualifying interest in camping, animal experiences and/or are RV owners. Roughly 90% of these households live between 100 and 300 miles away, and include major markets like Atlanta, Jacksonville, Orlando and Tampa. In general, the Wild Adventures experience as it is today is highly appealing to most demographic segments. After being shown a description of the park, over 75% of respondents rated Wild Adventures' appeal as an 8 or higher on a 10-point scale, with 47% of those rating it a 10. Families, younger respondents, and RV owners also rated the appeal higher than their counterparts. • Recent visitors have strong product knowledge but roughly half of those with low awareness indicated the description exceeded their expectations of all there is to see and do. Respondents listed a variety of animal experiences, specific attractions such as the Splash Island water park, and family-friendly nature of the park as previously unknown offerings. The Safari Campground and associated lodging options (RV sites, Cabins and Glampsites) are highly appealing to a majority of the Qualified Target Market. Likelihood to visit the Campground is higher than the likelihood to visit Wild Adventures park across all demographic segments. Cabins were seen as the most appealing option with 50% rating it a 10 out of 10 appeal, followed by the RV site and Glampsite at 44% and 40%, respectively. • Safari views from Cabins and RV sites, and VIP access to the parks, are the most appealing aspects of the Safari Campground concept. Executing on this experience will be critical to realizing the potential demand for the Campground. The Safari Campground should be well positioned to compete among nearby campgrounds. There are 16 major RV campgrounds within 50 miles and aided awareness of them is generally low. Competing campgrounds offer a variety of amenities but could not compare with a unique experience like that offered at the Safari Campground. • Website functionality is a barrier for competing campgrounds and creating an easy to use online booking engine for the Safari Campground can be another strong differentiator.