

Outdoor Recreation Network

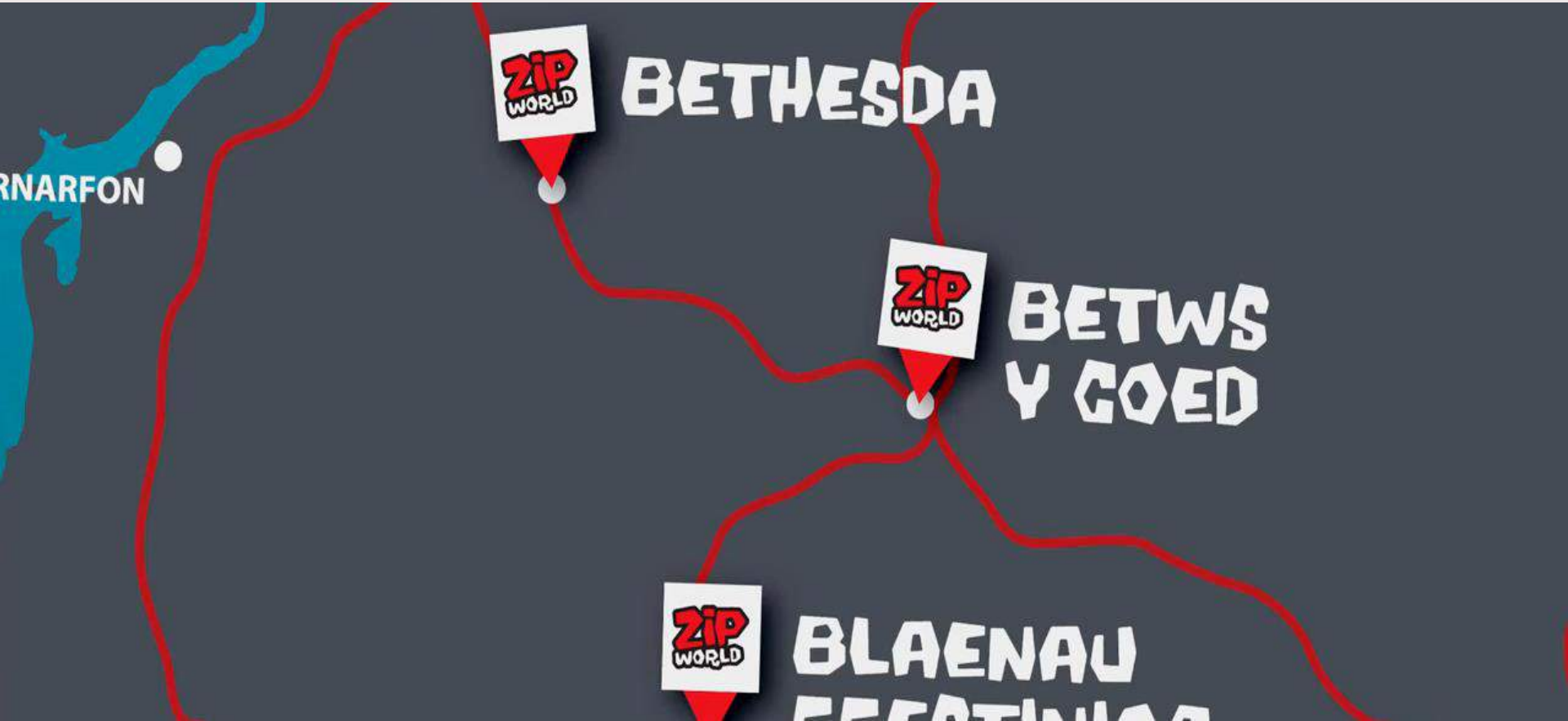
David Stacey
Zip World



Agenda

- Introduction
- Zip World growth
- Our principles
- Visitor data
- Barriers to growth
- The future
- Questions





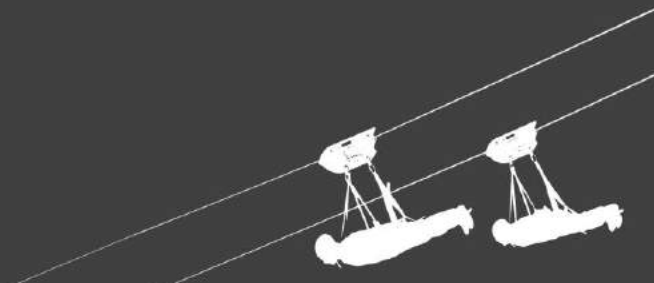
Zip World Growth

Company Structure in March 2013:

- 8 Employees
- 1 Site 1 Adventure

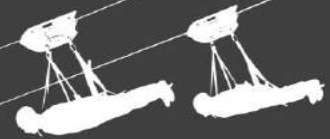
Company Structure in June 2017:

- 300+ Employees
- 3 Sites, 11 Adventures
- Base Camp
- Adventure hub

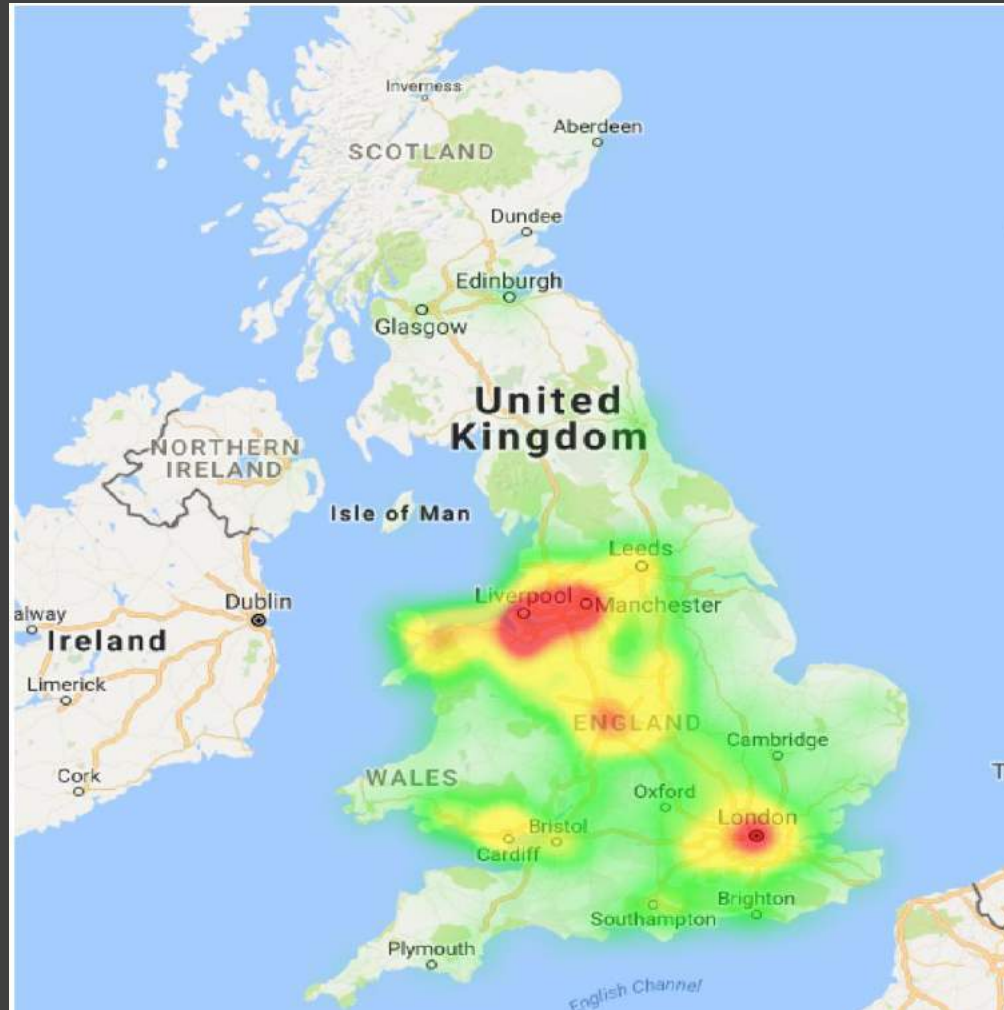


Our Principles

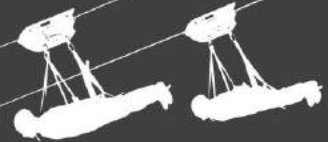
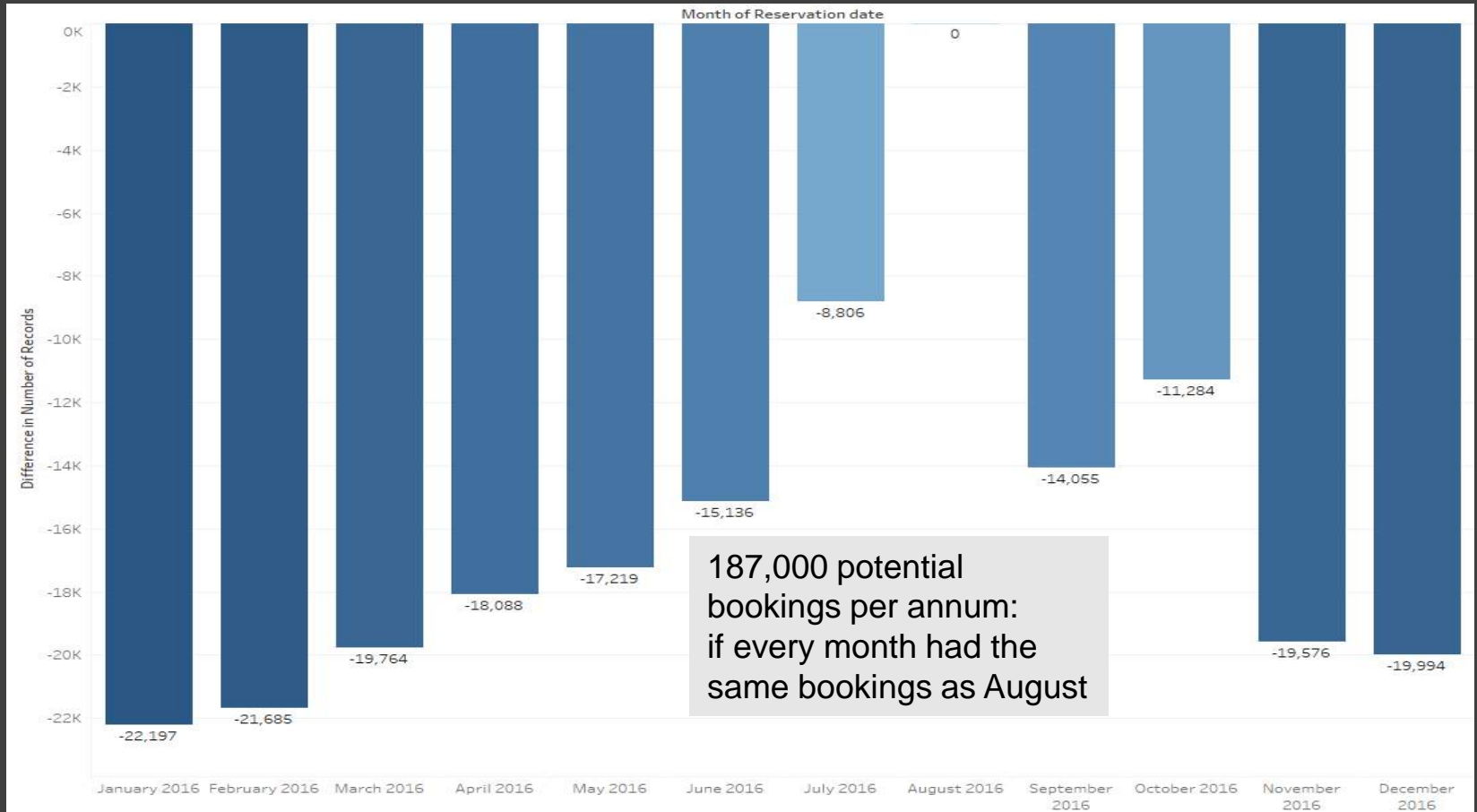
- To create extraordinary experiences
- Year round availability
- Unique environments
- Inclusive adventure, suitable for ages 3 – 93
- Constant innovation



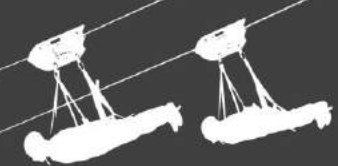
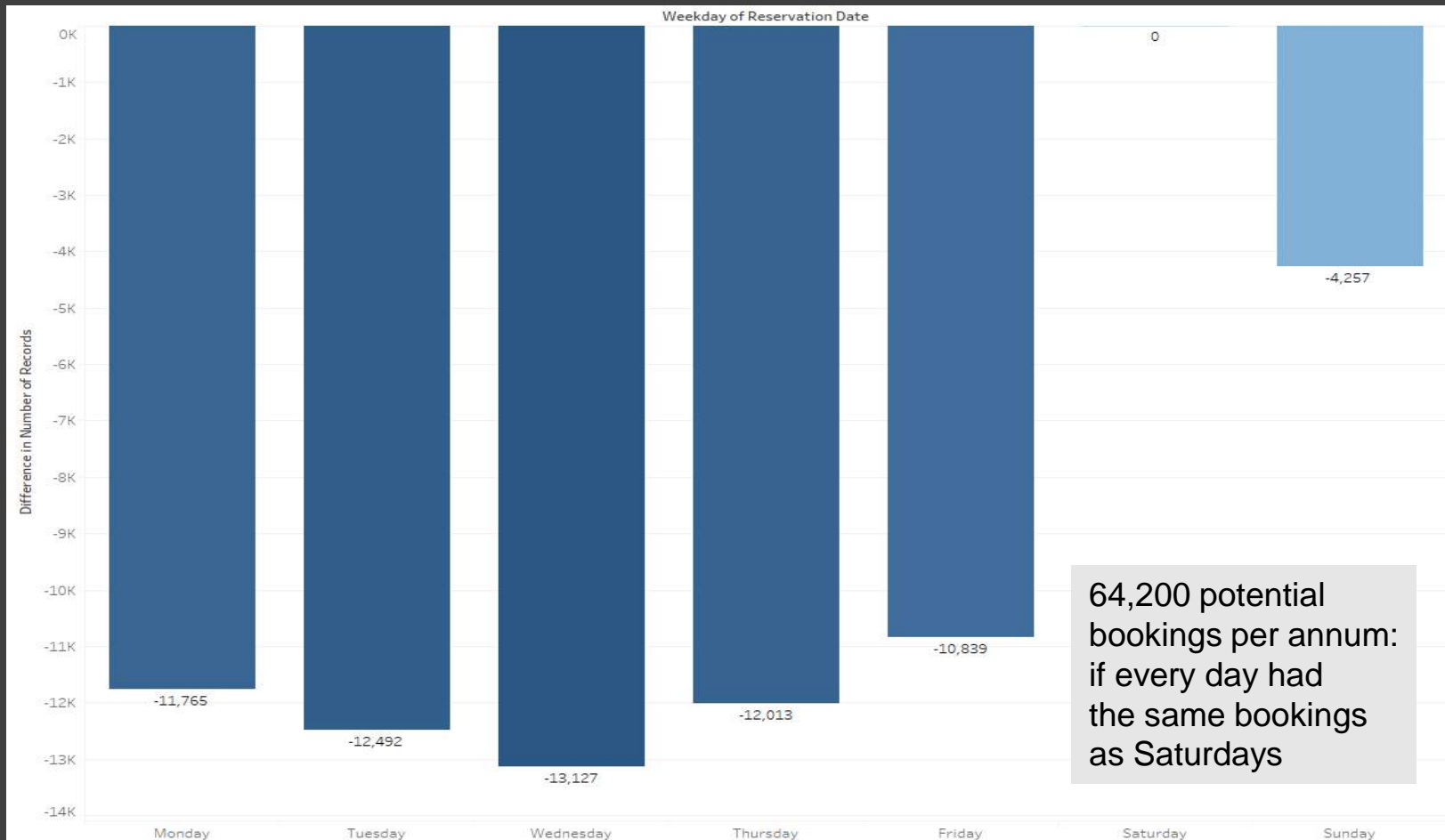
Visitor Heat Map



Capacity Analysis by Month

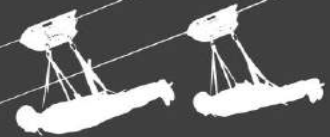


Capacity Analysis by Day



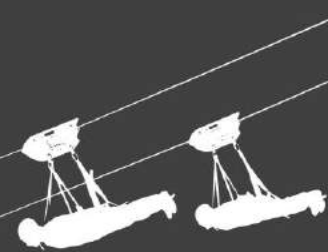
Barriers to Growth

- Infrastructure:
 - Roads
 - Public transport
- Human resources:
 - Depth of employment market
 - Skills gap
- Technological deficiencies:
 - Mobile reception
 - WiFi
- Accommodation:
 - Capacity
 - Quality
 - Seasonal availability



The Future

- £5.5m investment in 2017
- 300,000 annual visitors growing to ½ million by 2020
- Penrhyn expansion – Adventure Terminal + 4 lines
- Internal growth and digital development
- The Adventure Hotel – Bringing adventure tourism even closer
- Branching out - Zip World London and other opportunities.....



Data slides available upon request to: Carly@zipworld.co.uk

Unrhyw gwestiynau? | Any questions?

www.zipworld.co.uk

@ZipworldUK #experienceadventure

