Outdoor Recreation Network

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Zip World
Agenda

• Introduction
• Zip World growth
• Our principles
• Visitor data
• Barriers to growth
• The future
• Questions
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
187,000 potential bookings per annum: if every month had the same bookings as August
Capacity Analysis by Day

64,200 potential bookings per annum: if every day had the same bookings as Saturdays
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?

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