



## **NEWS RELEASE**

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### **GROWTH IN REVENUE & PROFITABILITY FOR KING'S POINTE WATERPARK OPERATIONS DESPITE SHORTER SEASON**

**STORM LAKE, Iowa (Nov. 16, 2011)** – An unusually cool and rainy kickoff to the waterpark season in June 2011 had King's Pointe Resort & Waterpark staff members concerned about their chances for a successful summer. However, even though the outdoor waterpark was open for 11 less days this summer, the operation finished with the most successful season since the facility opened in 2007.

"We focused on efficiencies in our operations and executed a more aggressive advertising and social media effort," said Nick Edwards, recently named general manager and former director of waterpark operations, King's Pointe. "The consistency and performance of the waterpark staff led to excellent guest experiences. Combined with increased efficiencies, we were able to deliver higher revenue and operating income while decreasing expenses."

Among the highlights in King's Pointe's 2011 annual waterpark report:

- Average daily attendance continues to increase year over year
- Season pass sales were up 40 percent year over year due to a successful promotion
- The waterpark operation achieved the highest total operating income since the facilities opened in 2007
- Overall, the waterpark operation grew three percent in total revenue while decreasing overall expenses by 18 percent

For the first time, King's Pointe conducted a satisfaction survey of waterpark guests over the summer to obtain feedback for the management team and staff. While the total number of survey participants was just over 300 individuals, more than 95 percent of survey respondents ranked King's Pointe waterpark operations as excellent or good in the areas of safety, cleanliness and customer service. Survey results will be used to review 2012 offerings in the waterparks and incorporate viable suggestions into short-term and long-term planning.

Edwards added that the season pass promotion begins again December 1, just in time for the holiday shopping season. Visit [kingspointeresort.com](http://kingspointeresort.com) to purchase online or call toll-free 866-552-5960.

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