

ACCT, ADVENTURE PARK INSIDER COLLABORATE ON IMPORTANT INDUSTRY SURVEY



BY SARAH BORODAEFF

Adventure Park Insider and The Association for Challenge Course Technology are collaborating on the upcoming State of the Industry Survey to boost participation and analysis of the data. Now in its third year, the annual State of the Industry Report, helps aerial adventure park operators benchmark their business and inform decisions about several important areas including capital improvements, staffing, marketing and more.

For this third annual edition, *Adventure Park Insider* and ACCT are customizing the questionnaire to better address the different sectors of the industry—aerial parks, zip lines and tours, experiential and educational programs, college programs and kids camps among them. The changes will make the survey easier and less time-consuming to complete. The results will be released at a session at the upcoming annual ACCT conference in Denver, Co, Feb. 7-10, 2019 and in the Winter edition of *Adventure Park Insider*.

ACCT and *Adventure Park Insider* strongly encourage operators to participate in this industry-wide effort, as greater participation will increase the value and precision of the data and a clearer overview of the entire industry.

"ACCT is excited to partner with *Adventure Park Insider* on the industry survey, and we're hoping to significantly increase participation via outreach to our membership," says Shawn Tierney, Executive Director of ACCT. "Good data and the insights that come from it are vital to understanding our evolving industry, so this year please take a moment to fill out the survey - and then sit back and reap the benefits of greater knowledge once the results are in!"

"If you can't measure it, you can't improve it". It's an old adage that applies to our constantly changing and evolving business. Operators have to manage for improvement and to do so they need to measure to see what is getting better and what isn't. This survey creates a great benchmark for operators to evaluate their progress," said *Adventure Park Insider's* publisher, Olivia Rowan

Look out for the survey questionnaire the week of October 8. Here are some articles that can help you and your staff get ready and understand why this data is important to your business:

- [Metrics that Matter](#)
- [Getting Ready for the State of the Industry Survey](#)