



INTERNATIONAL  
ASSOCIATION OF  
TRAMPOLINE  
PARKS

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## International Association of Trampoline Parks (IATP) Selects Amusement Advantage to Measure Standards & Compliance

Annual mystery shops identify how trampoline parks maintain association's code

Thursday, January 18, 2018

Amusement Advantage, Inc. has commenced a partnership with the International Association of Trampoline Parks (IATP), based in Hershey, PA, to measure standards and compliance at more than 180 trampoline parks in the United States and Canada. As the premier guest experience solutions firm in the Attractions Industry, Amusement Advantage will send guests anonymously to each park with specific objectives. These objectives measure the full guest experience, including cleanliness, maintenance, and guest service standards, as well as custom-tailored criteria developed specifically for IATP. This includes adherence to safety standards and compliance with a Membership Pledge required by the association.

"We are excited to work closely with IATP and are eager to be part of this rapidly-growing segment of the attractions industry." Said Joshua Liebman, Director of Business Development for Amusement Advantage. Founded in 2012, the International Association of Trampoline Parks is dedicated to serving the interests of its membership, primarily consisting of trampoline park facilities, startups, and the providers that serve them. In just a short 5 years, the association has grown from a handful of trampoline parks to over 450 trampoline park and associate members worldwide.

Amusement Advantage will assist IATP in understanding how their guests perceive cleanliness, maintenance, and service standards, and be able to make comparisons across the association as a whole. Additionally, each park member of the IATP must adhere to strict safety compliance standards by committing to a Membership Pledge. Amusement Advantage is able to objectively measure the level of compliance of the pledge, which further enforces the safety of their guests and employees, regardless of geographic region. Results will then be delivered at the association's annual conference each fall.

"We are excited to offer this membership benefit to trampoline parks in the United States and Canada.," said Bethany Evans, Executive Vice President of IATP. "Amusement Advantage will be able to provide invaluable feedback to our park members as well as offer special IATP Member pricing for continued services."

"We are thrilled to have begun this partnership and are confident that our expertise in the industry will prove to be valuable to IATP along with the association's members," said Scot Carson, President and CEO of Amusement Advantage. "We look forward to serving the IATP and further strengthen the standards of the organization, and to contribute to the success of the trampoline park industry as a whole."

### **About Amusement Advantage, Inc.**

Amusement Advantage, Inc. was founded in 1996 to provide mystery shopping services exclusively to the attractions industry. Based in the greater Denver, CO area, the company works with attractions in the US and Canada, including amusement parks, water parks, FECs, zoos, aquariums, science centers, museums, bowling centers, trampoline parks, and other attractions. Amusement Advantage is a member of the International Association of Amusement Parks and Attractions, the Florida Attractions Association, the World Water Park Association, The Association of Science & Technology Centers, International Association of Trampoline Parks, and the Mystery Shopping Providers Association. In addition to measuring compliance standards for IATP, the company provides mystery shopping evaluations for IAAPA as part of the selection process for the Top FEC's of the World Awards, is the exclusive Smart Buy provider for the Bowling Providers Association of America, and partners with the Florida Attractions Association to measure the compliance of each association member.