



Rockin' Jump Arena (l) and Rockin' Jump Dodgeball (r).

Jump! Spin! Fly!

Indoor trampoline parks continue to be one of the fastest growing indoor entertainment attractions worldwide.

Where else can you literally bounce off the walls, jump high in the air, slam dunk a basketball while catching some serious hang time, pelt friends with balls in an extreme game of dodgeball, soar into a pit of foam or flip onto an airbag, all the while burning up some serious calories through exercise that is fun!

Indoor trampoline parks have been gaining popularity since the first park opened in 2004 in Las Vegas, Nev. Last year, at this same time, the International Association of Trampoline Parks (IATP) had been able to roughly identify over 280 existing parks or those in the development stage of opening. Just one year later we are estimating that there were 345 parks open by the end of 2014, and anticipate there will be another 115 open by the end of 2015 in North America alone.

The international market is quickly recognizing the popularity of this new family attraction. At the end of 2014, it was estimated that there were over 40 outlets outside of North America, and

by the end of 2015 there will be at least 100 indoor trampoline parks open internationally.

There are parks popping up all over the globe operating in the U.K., Singapore, Australia, New Zealand, Mexico, Hong Kong, Malaysia, Dubai, Spain, Estonia, Bahrain, The Netherlands, Thailand, Indonesia, and France. Every week the IATP receives several inquiries from individuals interested in opening indoor trampoline parks outside of the U.S.

ROCKIN' JUMP, ROCKIN' JUMP FRANCHISE

So what is the attraction? Sue Wilson, Co-Founder and Co-Owner of Rockin' Jump and Rockin' Jump Franchise LLC, and a current board mem-

ber of the IATP, believes that healthy activities combined with jumping on a trampoline creates a 'fun physical fitness' outlet for children and adults of all ages. Rockin' Jump's Web site references a 1980 NASA study that states: 10 minutes of jumping on a trampoline provides the same fitness results as 33 minutes of running.

"Our motto is 'Fitness and Competition Disguised as Fun,'" said Wilson. "We like to bring the element of competition into the attraction and provide an activity for kids that gets them out of their houses and unplugged from their computers/game systems and into a safe, clean, and fun environment."

The first Rockin' Jump opened in Dublin, Calif., in May 2011, less than six months after Sue and her husband Drew changed their minds from wanting to open a health club to, at the urging of Rockin' Jump's Co-Founders Marc and Shelly Collopy, opening an indoor trampoline park. In just three years, the founders opened up three more parks and created Rockin' Jump Franchise LLC at the recommendation of a business partner who had success in health club franchising.

"Our first franchised park opened in

By Tracy Sarris



INTERNATIONAL
ASSOCIATION OF
TRAMPOLINE
PARKS



Rockin' Jump Basketball (l) and Rockin' Jump Beam (r).

June 2014 in Trumbull, Conn.," said Wilson. "There are now 11 Rockin' Jumps open in the U.S. and our goal is to have 30 open by the end of 2015. We also work with converting existing parks into Rockin' Jumps in territories where there is a franchise interest and existing sites become available."

Rockin' Jumps average around 23,000 square feet and require an investment of around \$1-1.3 million to open. Their model includes the usual open arena, dodgeball courts, basketball zones, and foam pits or airbag pits.

They have also added some custom elements to their parks like the X-Beam and Trip Wire—a customized version of Creative Works' Laser Maze. Other attractions include climbing walls, toddler areas, party rooms, and cafes.

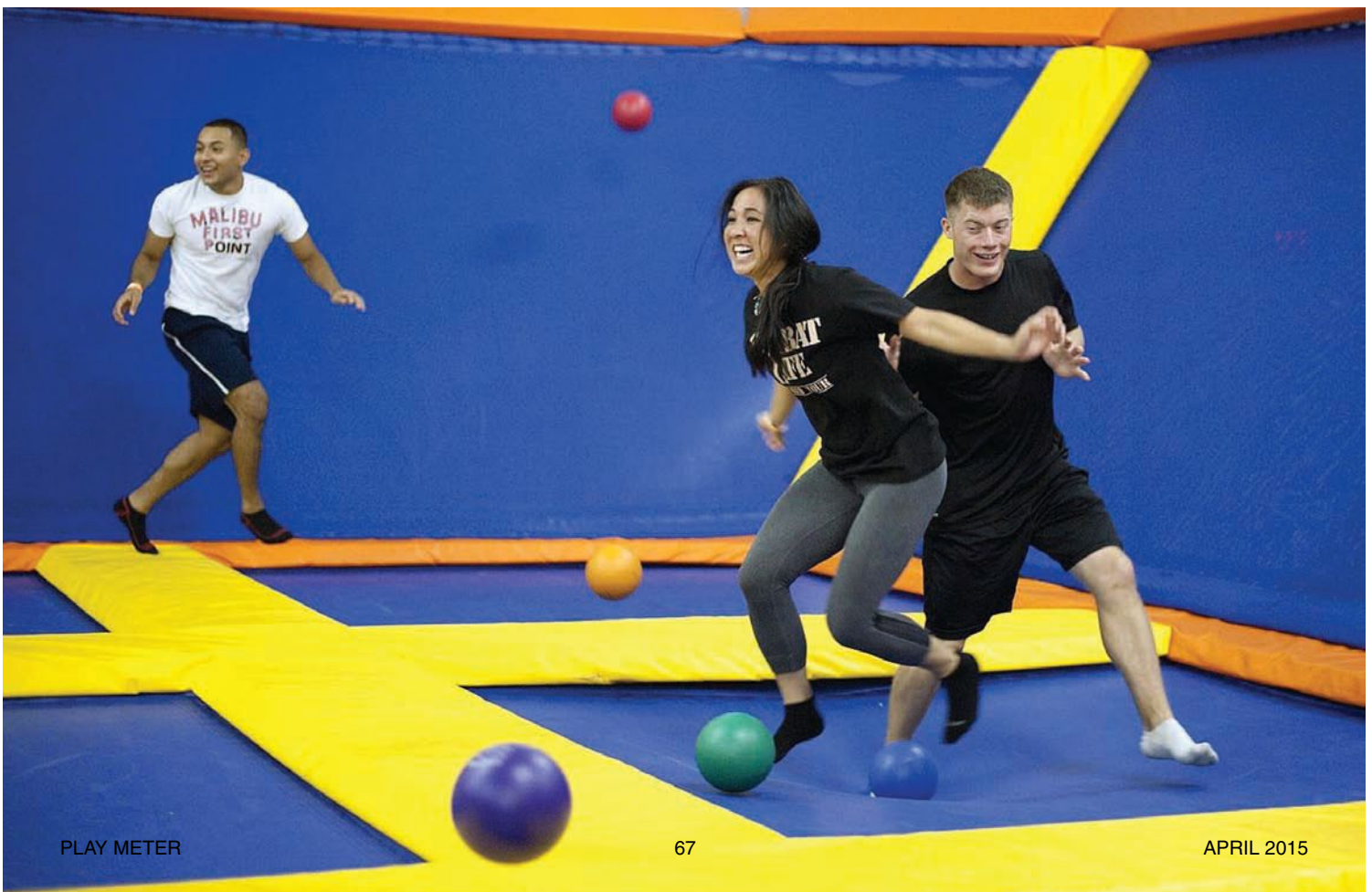
I-TRAMPOLINE

IATP member Robert Bice of i-Trampoline did not initially set out to open a trampoline park when he transplanted from Louisiana to Kapolei, Hawaii, after hurricane Katrina forced his former business to shut down.

What was to be a temporary job relocation became a permanent move for Bice after receiving a call from a colleague, and now co-owner, telling him about an idea a family member had pitched to him regarding opening a trampoline park in Hawaii.

Bice and Co-Owner, Kelsey Lewis, opened the first and only indoor trampoline park in Hawaii in 2013 on the island of Oahu. I-Trampoline is a 36,000 square-foot facility with more than 14,000 square feet of trampoline courts. Although the park is similar to

Marines from Air Station Kaneohe Bay visit i-Trampoline. Photo by Jay Parco.



many other parks in its structure and attractions offered, Bice feels that its uniqueness comes from the diversity of their guests.

“We pride ourselves in capturing the culture of the Hawaiian Islands, which emphasizes family traditions and diversity,” said Bice. “With a demographic that is 35 percent Asian in culture, we recognize the need to accommodate our guests and create an experience that meets their needs and expectations for fun, family, and fitness.”

Another unique feature of i-Trampoline is its relationship with the military presence on the island. Just three months after opening, Marines in the Single Marine and Sailor Program from Marine Corps Air Station Kaneohe Bay visited the park for a day of physical fitness that was all fun. That presence has continued to grow as military personnel realize the overall physical benefits that trampolines provide.

“We open our doors at 5:30 am to accommodate early morning physical training for our military personnel,” said Bice. “It’s also been great to see the local military groups as well as firefighters laughing and having a great time on the dodgeball courts or enjoying the various attractions at the park.”

One constant theme that we see with these parks and their owners is their commitment to the optimal safety of their guests. Due to the nature of the activities associated with the trampoline, there exists the opportunity for injury if not used correctly.



Main Court and Foam Pit at i-Trampoline

Wilson and Bice, along with IATP’s founding board members, worked alongside the American Society for Testing and Materials (ASTM) International to establish a set of operating standards that address the design, manufacture, installation, and maintenance of indoor trampoline parks and establishes a safe level of construction and conformity among parks. This group continues to meet and review improved practices and performance standards that will continue to elevate safe operations in parks.

Both individuals are now active on IATP committees that are pursuing new programs to promote safety standards and provide resources to encourage patron education to ensure park owners both in the U.S. and abroad are operating their parks with the jumper’s

safety as their number one priority.

“I love the fact that individuals who can be competitors in the industry are able to come together through ASTM and IATP and be able to share ideas and know that we are all in this together,” said Wilson. “I chose to be a part of and support these organizations because I want to see the industry thrive and survive.”

INSURANCE

In addition to its focus on safe operations, IATP leaders believe that it is also important to address some of the more substantial challenges facing indoor trampoline parks and provide the services and tools necessary to facilitate commercial success and stability in the industry.

Insurance is a critical business need for parks. When it became apparent that many of its members were experiencing significant premium increases that did not appear to be substantiated by any apparent loss activity, IATP leaders realized this could have a significant impact on the industry in the long term.

The association began a rigorous selection process in early 2014 to find an insurance product and service provider who could develop a program for the IATP members. After an extensive Request for Proposals (RFP) and interview process, the IATP Board of Directors approved the selection committee’s recommendation of Haas & Wilkerson Insurance for their new insurance program partner.

Sky Zone Parks

In 2014, we spoke with Sky Zone Franchise Group’s President and CEO, Jeff Platt, who gave us a snapshot of Sky Zone trampoline parks that had opened and were projected to open over the next year. We can now compare a year later and see that growth has not slowed down yet and Sky Zone is on target for continued expansion both in the U.S. and internationally.

2014

55 Sky Zone parks open

Another 85 sold but not yet open

Locations in: U.S. Canada, Australia, and Mexico

Prediction: 200 franchises sold by 2015

2015

100 Sky Zone parks open

Another 80 sold but not yet open

Locations in: U.S. Canada, Australia, Mexico, New Zealand, and Saudi Arabia

Prediction: On target for 200 franchises sold by 2015

“An estimated 345 trampoline parks were open by the end of 2014; another 115 are anticipated to open by the end of 2015 in North America alone.”

“While researching the insurance landscape this past year, we found vast inconsistencies in the rates, terms, conditions, and coverage,” said Doug Flora, Senior Producer of Haas & Wilkerson. “Multiple insurance companies had entered the marketplace and exited within a relatively short period of time causing instability. This left trampoline park owners frustrated, confused, and concerned about future insurability.”

The association’s goals for the program include: availability of insurance, affordability of insurance premiums, stability of the insurance market that serves the members, and appropriate protective coverages in the marketplace. In addition, through its partnership with Haas & Wilkerson, IATP looks to provide educational resources to assist member trampoline parks to

satisfy insurability standards for their business. The IATP Insurance Program will be rolled out this year and is anticipated to be a vital member benefit.

IATP and its members will continue to work hard to make sure that indoor trampoline parks are here to stay for the long term.

Bice summed it up by saying, “It is critical to take the right steps to address issues that could turn a thriving industry into a ‘fad.’ We need to realize the value of what we can learn from others by supporting associations like the IATP

and putting the right people in place to lead it. Fun, family, and fitness is not just an i-Trampoline target.”

For more information about the Indoor Trampoline Park Association, call (717)533-1945, or visit (www.indoortrampolineparks.org).

To learn more about: Rockin’ Jump Franchise LLC, visit (www.franchise.rockinjump.com); i-Trampoline Hawaii, visit (www.itrampolinehawaii.com); or Sky Zone Franchise Group, visit (www.skyzone.com/franchise/ActiveFun.aspx). ▲



Tracy Sarris is the Executive Vice President of the International Association of Trampoline Parks (IATP). IATP is a 501(c)(6) industry trade association whose purpose is to promote safe operations, facilitate commercial success, and stimulate growth of the trampoline park industry. For more information, visit (www.indoortrampolineparks.org). Inquiries should be directed to Sarris, (717)533-1945; e-mail (tracysarris@indoortrampolineparks.org).