

# Rugged Retro-fit Success at Altitude Oswego

## Business Case: Altitude Oswego



## Background

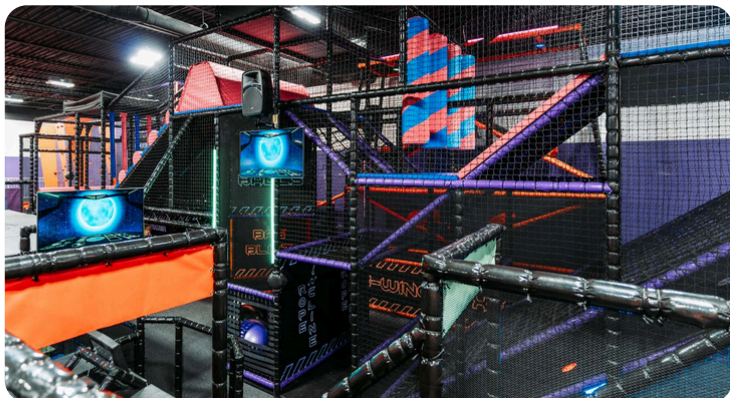
**Altitude Oswego's** exciting remodelling project in October 2023 has brought new attractions and interactives to customers, catering to **kids of all ages** and offering active fun that's **ahead of the competition**.

New attractions feature a **Freedom Gaming** Strike Arena, **AeroStrike** targets, a Ninja Run with our **TriggerTrac** technology, a giant soft play for juniors, and a toddler soft play.

This was the first major improvement project for Altitude Oswego since it opened in December 2018, and they've already seen **revenue, party bookings, and return customer numbers** soar.

“The family entertainment industry is **ever-changing**, with new technologies coming to the market, and customers are always on the **lookout for new and exciting places** to bring friends and family for healthy, active fun.”

- Altitude Oswego Park Owner



## Headline Results

Since reopening of the park in December 2023, across 8 months, Altitude Oswego has seen...

48% Increase in revenue

12% Birthday party sales increase

31% Increase in repeat customers

More detail on Page 3

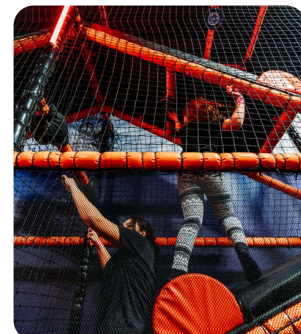
## About Altitude Oswego

Altitude Oswego, Illinois, is part of the **Altitude Trampoline Park Franchise**, one of over 75 indoor adventure parks internationally, offering 'Active Family Fun'. As a huge name in the indoor fun sector, it's brilliant to see **multiple Altitude trampoline sites investing in our interactives**, bringing gamification to customers across the globe.

Alongside the new features at Altitude Oswego, kids can find Trampoline Basketball, a Tumble Track, a Rock Wall, a Trampoline Court for both little ones and older kids, a Sweeper, Extreme Dodgeball, and a Foam Pit.

## Investing in Interactives

After a visit by Elliott, Managing Director of The Play Company, and Robin, Global Sales Manager of Rugged Interactive, in early 2023 to learn about the layout of the park and any areas that needed a boost, they collaborated with Altitude Oswego to bring their ideas to life.



- Removing the Racing Zipline, which required heavy staffing for little footfall
- Ripping out the huge trampoline, to build the Strike Arena and Trigger Trac structure. Trampolines are slowly being phased out in the US to reduce accidents
- Taking out the old High-9 and retro-fitting an AeroStrike in its place

And they've seen results! (Page 3 for more). The owner of **Altitude Oswego** is now putting our interactives in their **Altitude Rochester** site, including a Strike Arena and a TriggerTrac Ninja Run.



## The Products



**Freedom Gaming** – A tag challenge for all ages and can be played individually, in groups, and for parties. Goal of the game: Hit as many lightpods of your colour in the time!



**AeroStrike** – A target ball game for 1v1 competition which improves fine motor skills



**TriggerTrac** – An interactive assault course challenge. Race to get through the obstacles and back to the start before your opponent.

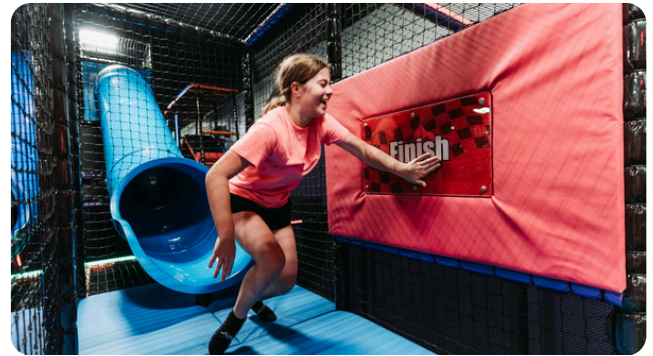
“The new improvements that have been made in the last year are AMAZING! My boys, age 6 and 3, had an absolute blast!!” – Altitude Oswego Customer





## Freedom Gaming meets TriggerTrac

Custom built by The Play Company, Altitude Oswego offers a unique dual-layer play structure, with a **Strike Arena Freedom Gaming obstacle course** at the bottom, and a **Ninja Run on top**, installed with **TriggerTrac tech**. This attraction is sure to get kids' legs pumping and keeps them coming back for more competition!



“My favourite attraction would be the **Strike Arena**, there's big appeal in the interactives! Someone would probably come to this park rather than other parks because **we have something new, exciting and innovative**, not a lot of other parks around here have Strike Arena or the Ninja Course, they're something **people haven't seen yet.**”

– Hannah Nicolas, General Manager

## The Results

Since the **reopening of the park** with its new attractions in **December 2023**, Altitude Oswego has seen the following **benefits in only eight months...**

### Revenue



**38% increase in total sales**

### Repeat Custom



**31% increase in return customers**

### Birthday Parties



**12% increase in birthday party sales**

### popularity



**68,269 Freedom Gaming Plays!**

**Why?** Altitude Oswego's huge soft play zones and interactive activities offer the following benefits:

### Demographic



**Interactive tech and competition appeal a wider audience**

### Gamification



**Scores motivate return visits and keep kids entertained for longer**

### Low maintenance



**Interactives = minimal staffing and maintenance, reduced accidents and injuries**

### Novelty

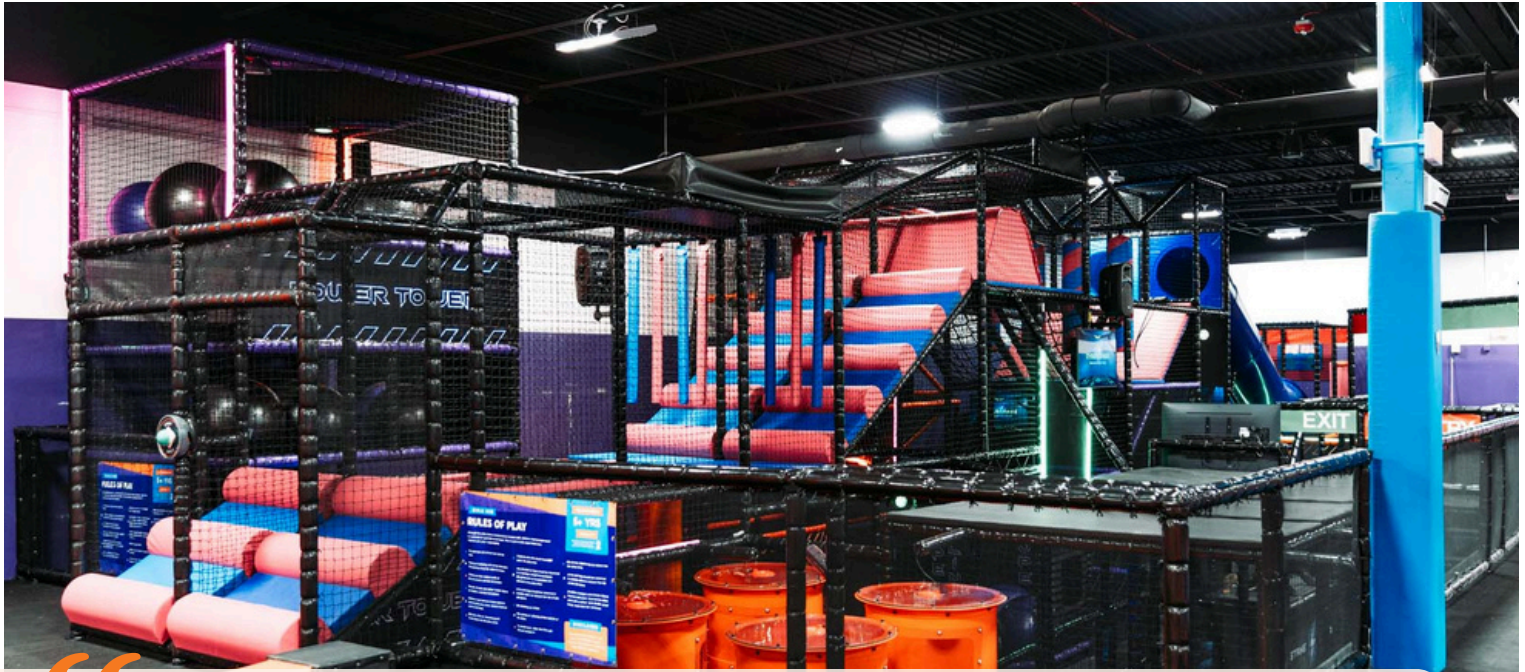


**New, unique activities attract customers and offer a premium experience**



The logo for Altitude, featuring the word "ALTITUDE" in a stylized, white, outlined font on a dark background.

rugged. interactive



*"Altitude Oswego is an excellent place to take your children to let them burn off some energy. It's got a relatively **open floor plan**, so you don't really lose sight of them. They've also recently made additional **investments in the activities**, removing some which were **underutilized** and replacing them with **exciting new attractions**." – Altitude Oswego Customer*

## Speak to our Gamification Experts

Is your park in need of new products that put you **ahead of the competition**? We can work together to find the right interactives for your park. Whether you're looking to add a small attraction to a quiet, unused area, or invest in a large Freedom Gaming arena, our **gamification experts can discuss your options**.

Our Expert Team work with **all kinds of indoor play centres**, from trampoline parks and soft play, to leisure centres and FECs. Speak to our friendly, knowledge team to find out how **interactive products could boost capacity, customer spend, and repeat visits at your site!**

Drop us an email at [sales@rugged-interactive.com](mailto:sales@rugged-interactive.com) or call us on **+44 1726 981 123**.



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