

# WIBIT BUSINESS SUCCESS HANDBOOK

FROM THE WORLD'S  
LEADING FLOATING  
WATER PARK BRAND



# Hello!

**We're so glad that you decided to take a copy of our Business Success Handbook – we love helping other people make it with Wibit.**

Most people don't really understand what it takes to succeed in the water park business. We wrote this guide so that you have a step-by-step plan of how to get started developing your business plan — the right way.

Way back in 1996, Wibit was just a nameless idea bouncing around in our heads between soccer practice and other full-time jobs. By 2000, to our happy disbelief, Wibit had already blown up into a full commercial grade water park company.

We have been working continuously for over 25 years to grow the floating water park world. We've also been working to make sure that our own standards of quality, integrity, safety and innovation are upheld across the entire industry that we're proud of creating.

Much like our namesake (inspired by our favorite amphibian — the frog), Wibit moves in quick leaps, continually adding products, configurations and activities that excite at every corner of the globe. The foundation of our business success is our steadfast commitment to providing the highest quality products and most exceptional service in the water park business. Every Wibit owner and operator belongs to our culture of continuous learning, growth and innovation.

Our German company's momentum is fueled by relentless ingenuity, obsession with quality, love of water — and, most of all, making millions of smiles annually.

## Welcome to our Wibit world!

### Romann Rademacher

Wibit founder & CEO,  
watersports park  
safety expert



### Ralf Schwung

Managing Director



### Tarak Charfi

Managing Director



bonjour hallo bok hola ciao  
مرحبا  
你好

>70  
MIO  
visitors

>100  
countries

>10.000  
installations

Create your  
Wibit success  
plan on p.32



# Core values matter

Even though it was fun, creating this whole industry of playgrounds on the water required some pretty serious focus.

Our core values do a pretty good job of summing up who we are, who we work with and the pillars that we live by.



## RELIABLE BUSINESS PARTNER

**We always keep our promises and maintain our customer relationships on a long-term basis.**

- We make sure our products are always on stock
- Fast, immediate shipping is our priority
- You can count on us and our expertise also after your purchase or when your season is over

## MAKE PEOPLE HAPPY

**There is nothing more gratifying than making someone's day. Wibit stands for over 70 million smiles and there are more to come every day.**

- Creating unbeatable user experiences is what it's all about. Our Route Finder and infinity loops guarantee fun for all ages and without bottlenecks
- Team spirit is important! Being dedicated to what we do is a key to long-term success



## DOING IT RIGHT

**At Wibit we never compromise on safety and quality. If we do something, we do it right.**

- We created the industry and the standard! Wibit helped develop the stringent TÜV safety standards that govern the entire water park industry
- When you buy a Wibit, you get an entire turnkey solution that has been refined and perfected over the last two decades
- We offer 3 years guarantee on all our inflatables



For example solid handles: At Wibit we even focus on the smallest details. Our solid handles are specially designed to avoid any entrapment hazards.

- Wibit is part of the Certified Autism Resource (CAR) program. It confirms that our products meet the needs of individuals with autism.



## INNOVATIVE THINKING

**We're constantly working on new ideas and improve our products and structures in order to offer optimal solutions to our customers.**

- New products and technologies maximize fun factor, safety and ease of use
- Existing products are constantly reviewed and updated with our new step up system being a good example



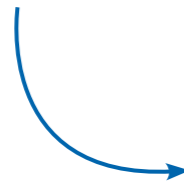
# Unique Wibit system

Over the past decades we have developed more than 20 parameters that guide us through every SportsPark layout creation and product development. The following shows you some examples:



## Guard positions

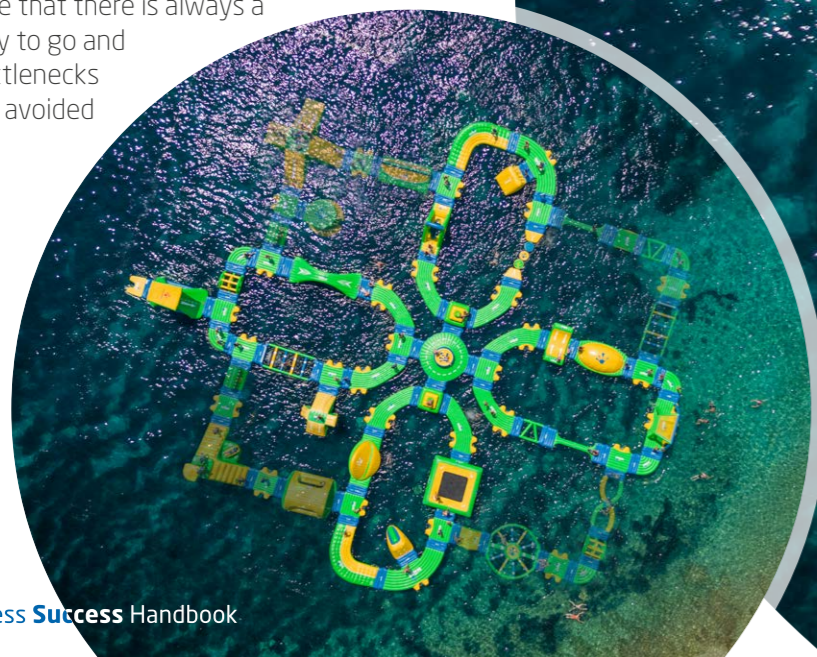
Guard Towers are included in the optimal position to make sure the guards have the best overview



## Infinity loops



the typical "Wibit windows" make sure that there is always a way to go and bottlenecks are avoided



## SUS

### Step up system (SUS)

our new step up system not only makes it easy to climb up a SportsPark, but also provides a more cost-effective solution for operators thanks to "morphing" lots of our products with Steps



## Route Finder

our innovative Route Finder highlighting different levels of a SportsPark assures user satisfaction for all ages

## Product size

Wibit products are not extreme in height, but in functionality! Our products offer fun and attract the whole family, not only teenagers. We also consider various safety, handling and maintenance aspects to make sure the fun is also on the operator's side



# 7 keys to succeeding as a water park operator

Starting your own floating water park is no simple task. In order to be successful, you need to have a strong foundation on which to build your business.

The remainder of this Business Success Handbook will be a deeper dive into each of these steps. You'll come away from this Handbook knowing what questions you need to ask to avoid surprises – because we believe surprises are best left for birthdays.

This foundation is made up of these 7 key elements:

-  1. CHOOSING THE RIGHT LOCATION
-  2. CHOOSING THE RIGHT SIZE & STYLE WATER PARK
-  3. NEGOTIATING CONCESSION RIGHTS
-  4. CHOOSING PROFESSIONAL INSTALLATION
-  5. PRICES, PASSES & PACKAGES
-  6. PAYBACK TIME
-  7. OPERATING FOR SUCCESS

>70  
MIO  
smiles created



# 1. Choosing the right location

The right location will have more than just a picturesque view and sparkling blue water.

It's imperative that a checklist of logistical criteria is considered before you decide where to anchor your business:



## Environmental conditions

Winds, tides and waves all need to be considered. At maximum speeds, the winds at your location should not be more than 28 km/h / 7.9 m/s. The more sheltered your location, the better — wind and waves will expose your park to harsh conditions, decreasing its lifespan and increasing safety concerns.



## Minimum water depth

The ideal minimum depth at your location is between 2-3.5 metres / 7' - 12' during all tides. Ideally this depth is reached close to shore. The depth requirements do vary slightly depending on the products you select, so we can help you create the best layout tailor-made for your location.



## High-traffic area

The most profitable parks are located in high-density tourist areas. These locations typically have retail and food locations nearby, ample parking and tons of passerby traffic. You'll reach the right type of clientele: people who will happily pay for entertainment at your feature location.

## Beaches, resorts, lakes, cable parks...

While Wubit SportsParks are suitable for a wide variety of locations, properly vetting your area is essential for its success. Trust us, we've seen enough people shrug off our warnings that have later regretted it. Just send us your location details and our team of experts will help you carefully select the best location for your Wubit SportsPark.



Turn your location into a destination



## 2. Choosing the right size & style water park

The ideal water park should fit your location like a glove.

The size and cost of your water park is directly correlated to your ideal maximum capacity. The most important question you need to ask yourself is "how many people do I want to accommodate at one time?". Is it 20? Is it 50? Is it 200? Or more?

**"I should have bought a bigger park."**

That's one of the most common regrets we hear from our customers. It's frustrating to feel like there is potential money sitting on the beach. Although the initial investment is proportionately higher, the bigger your water park is, the more customers you'll be able to attract and entertain, thus the more revenue you're capable of generating. Wibit SportsParks are designed for a wide target group and guarantee fun for the whole family.

You should also keep in mind that many of the fixed costs such as concession costs, shipping, location preparations, anchors, staff etc. are similar for the different SportsPark sizes so it usually makes more business sense to start off with a bigger park.



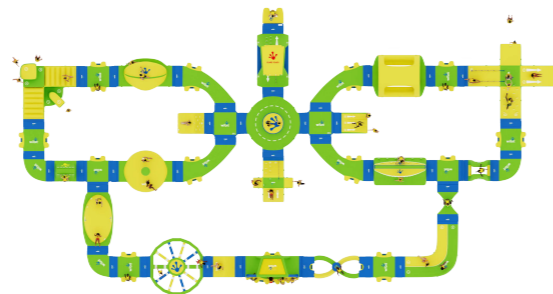
### Capacity for 20 to 500+ people

There is almost no limit to creating the right tailor-made layout for you. Here are some examples of different SportsPark sizes:

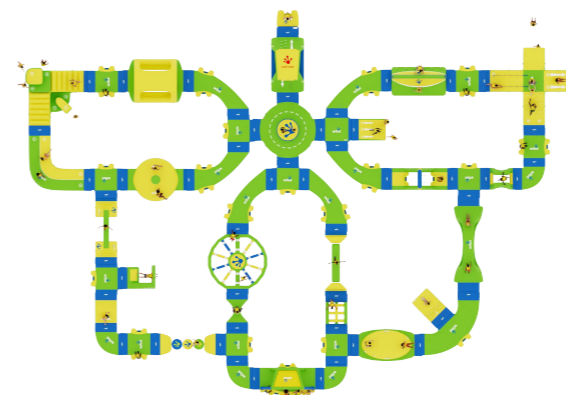
Standard combinations:



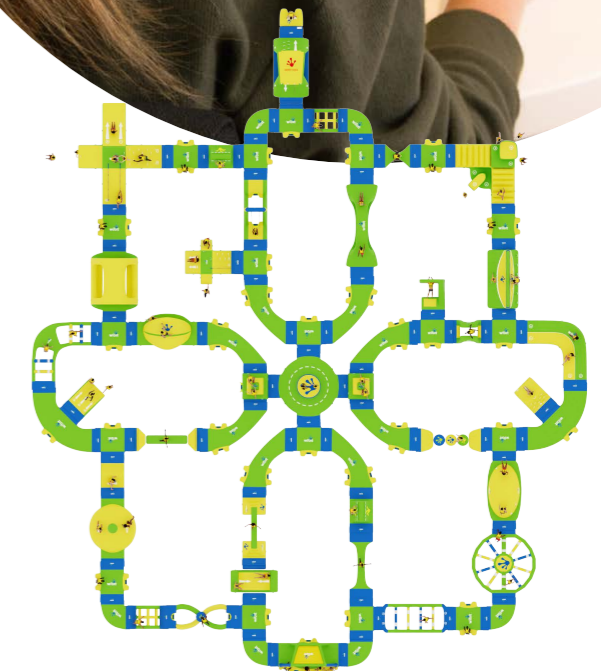
>100 people S



>150 people M



>200 people L



>300 people XL

Capacity is the first indicator, but there are a few other key considerations to help you make the right decision:



### Water depth

How deep the water is at your location will determine what park size and products will best fit you. Strong, variable tides may require you to place your water park further from the shore.



### Dimensions

How much area do you have to work with? Thanks to the modularity of our products, the configuration and shape of your park can be optimized regardless of how much space you have.



### Budget

Cost is a very real and tangible consideration, and is part of the reason Wibit offers various standard sizes and customized configurations, providing a solution for nearly every budget and location size.

Unlimited individual layout alternatives possible!

## 2. Choosing the right size & style water park

When it comes to the right style of your SportsPark, Wubit is able to offer a variety of individualized options:



From classical SportsParks...



wubitTAG

...to your location name, brand name or logo on the water...

Say it on the water™

...to a SportsPark or WubitTAG with your tailor-made custom colours and logos!







### 3. The art of negotiating concession rights

**You've pored over location possibilities and managed to find the perfect spot – now what?**

Well, since the spot you've chosen technically belongs to a private or public governing body, you have to get their permission to use it for your business. The permit to use your intended location is typically called "concession rights".

**Safety, professionalism and attraction: the biggest hurdles to concession rights.**



#### **Safety**

Only buy certified, safety-tested products. Look for compliance with TÜV safety standards. These are stringent safety standards for the industry. To ensure minimal risk for operators and customers, ensure guard training is mandatory. We recommend having customers wear buoyancy aids and using an on-site GuardTower, which come as optional add-ons for all Wubit SportsParks.



#### **Professionalism**

We have found that presenting the operational success of other Wubit SportsParks around the world greatly increases the confidence of the granting body and makes you look competent and organized. When you purchase a Wubit, we give you professional documents and insights to use in your pitch that are designed to satisfy the concerns of decision-makers. They will have comfort knowing that you are properly trained in operations, maintenance and safety by the world's leading floating water park brand.



#### **Attraction**

Adding value to the local community is an important criteria to address. Wubit SportsParks are designed for a wide target group and cater to people of all ages and fitness levels. We can supply you with an arsenal of photographs taken by millions of users all over the world that demonstrate the fun and entertainment our parks provide. Writing your location name on the water with a WubitTAG guarantees to spread the word out and makes your location a tourist attraction.

#### **Make it with Wubit**

After helping our customers appeal for concession rights countless times, chances are we have what your commission is looking for to approve your request. We know which arguments might count and what needs to be considered among the administration procedure.



3,000 €  
\$3,600  
average revenue  
per day of size  
SportsPark L

130  
average  
capacity of  
SportsPark



# 4. Choosing professional installation

## It's imperative that your floating water park is installed professionally

However, installing your SportsPark is not included in your SportsPark purchase! Our professional technicians guarantee speed, safety & savings:



### The art of anchoring

Floating water parks have to be properly anchored for maximum security. Applying different anchoring techniques based on the characteristics of each terrain is best left to the experts. From custom concrete blocks to earth anchors, there is an optimal number of anchors to ensure that each park reacts well to inevitable environmental stressors like wind and waves.



### Make it last

A proper installation assures that you do not have to reposition any anchors. It also increases the lifespan of your water park and reduces the likelihood of material breakdown or damage. Also, we can admit it, we're a little picky about how Wibit looks on the water. We'll brief you on how to maintain the quality and appearance of your products at your location.



### Open sooner

You'll get your water park up and running and earning revenue much faster when there is a professional team installing it. In fact, professional installation is often three times faster than the alternative. With our Wibit Expertise Service you will have peace of mind during the whole process and can focus on other business preparations.

**Turnkey solution**  
for fast and easy operation.

16.500km  
furthest distance  
travelled by Wibit  
team (Fiji)

>25  
years  
experience

>30.000  
anchors  
installed

\*See Wibit service policy for all details.



# 5. Prices, passes & packages

## Setting the optimal admission price: exploring the top 3 pricing models

When it comes to pricing, there's no "right" or "wrong" strategy to go with. Among our Wubit Expertise Service we will share insights from around the world with you. As an example, you should consider to avoid too many pricing options to avoid confusion. It is also important to consider your target group: special offers for locals will make friends and be a magnet to attract other potential clients like tourists.

Your price should also consider who the tourists are and how much they are willing to spend in your region. You should also check prices around your location. How much do customers pay for hotels, banana boats, drinks etc..

**Here we'll explore the top 3 pricing models that we've seen work the best consistently around the world. Models vary on their difficulty to implement – some are easier to manage than others.**



### Everyone on, everyone off

All customers follow a synchronised entry and exit. Typically, there is a 5-10 minute safety briefing before the group enters the SportsPark. Customers are then given from 50-55 minutes of play time before an exit signal is given. People pay for each one-hour time slot, perhaps receiving discounts for multiple purchases slots.

- **Key advantages:** easiest way to manage the flow of customers on and off the park and keep track of the capacity



### Choose your time

Customers decide how long they'd like to play and are charged respectively. Common options include: 30-minute, 1-hour, 3-hour, full-day and one-week passes. Numbered and colored wristbands can be used to monitor exit times.

- **Key advantages:** more flexible structure, no waiting times for customers, people can pay for as long as they want with no interruptions. This system allows you to price position the most ideal options for your location and customers



### Ins and outs

This system allows customers to choose between two options: having the flexibility to go in and out as much as they like, or having their session end upon their first exit. The price difference between the options is usually marginal, encouraging people to buy the more flexible option.

- **Key advantages:** super simple two-tier pricing structure. Makes it easy for customers. Regardless of which option is chosen, most people, including kids, are pretty exhausted after 60-90 minutes on a Wubit



# 6. Payback time

Responsible planning will include the estimation of the amount of time it will take to pay back your initial investment of purchasing a Wibit (ROI - return on investment).

Factors that shorten your time to profitability:

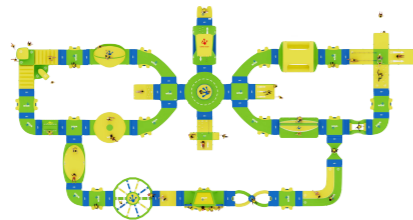


### Size of your park

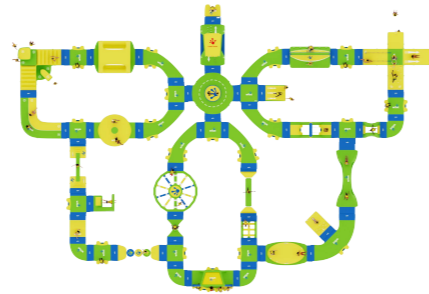
Apart from the location, this is probably the biggest determinant of how fast you repay your initial investment and start being profitable. Bigger parks tend to get paid back faster since they're capable of earning more daily revenue.



**Small park ROI**  
100 days\*\*



**Medium park ROI**  
80 days\*\*



**Large park ROI**  
60 days\*\*



### Promotion & marketing

Getting the word out to the community and other local businesses about your park is essential. We will provide you with resources, photos and templates for promoting your business across a variety of channels. You'll instantly become a part of the Wibit community and benefit from the company-wide social media reach, brand awareness and worldwide exposure.



### Admission price

After you've chosen which pricing model to go with, you'll need to set the price of each pass considering all aspects mentioned in section 5.

\*\*Based on above average location

80  
days average to pay  
back your initial  
investment



# 7. Operating for success

We've gone over how to set up your water park for a successful launch, but what happens after you're officially open for business is just as important.

Having great operational and maintenance training systems will be a big part of keeping your customers happy and your business afloat.

Take a moment to think about these 4 important post-launch considerations:



## How will you keep people safe?

- Ensure all guards and other staff members are properly trained for keeping people safe on the water
- Make evacuation and other emergency training mandatory for all staff members
- Ensure you have all necessary safety equipment like buoyancy aids, Guard Towers and first aid kits



## How will you make people happy?

- What will you do to ensure a top-tier user experience every time?
- Consider running special promotions for local residents
- Consider running group offers for large parties and special events
- Think out-of-the-box to make your water park really stand out

Free operational & maintenance trainings included in any Wubit installation!\*



## How will you keep your park looking great and running smoothly?

- Proper maintenance increases the lifespan of your water park
- Create a maintenance plan that is targeted to your individual location needs and have dedicated staff members in charge for cleaning your water park
- Understand how to complete small repairs quickly and effectively



## How will you continue to optimize your business?

- Listen to your customers! Be prepared to make changes to your initial plan
- Monitor trends in purchases and customer satisfaction to help determine the best pricing strategies moving forward

\*See Wubit service policy for all details



# Our expertise is your success

Ready to join the Wibit community? We'd love to have you on board.

Get in touch! We'll chat about your ideas, your goals and your plans and make sure that a Wibit is the right fit for you. Then, we can get into the fun stuff and start setting up your successful water park business.

+49 (0) 2871 23820-0 | [contact@wibitsports.com](mailto:contact@wibitsports.com)



# Success stories

## Hear what other SportsPark operators are saying about their Wibit experience:

When replacing my existing water park with a Wibit SportsPark I was a little worried about the outcome. My old water park had these huge 5 m obstacles which look so appealing from the beach. I was worried that the Wibit SportsPark might not be as attractive, especially for the teenagers. Now after the first season with the Wibit, having spoken to numerous customers (families kids, teenagers, adults) I am 100 % sure I have made the right decision. Not only has the number of accidents decreased significantly but also my numbers have gone up. The number of returning customers during the season has increased considerably this summer. The Wibit system offering different skill levels makes my SportsPark a memorable experience for any age group."

**Stuart Marston, CEO | Liquid Leisure, UK**



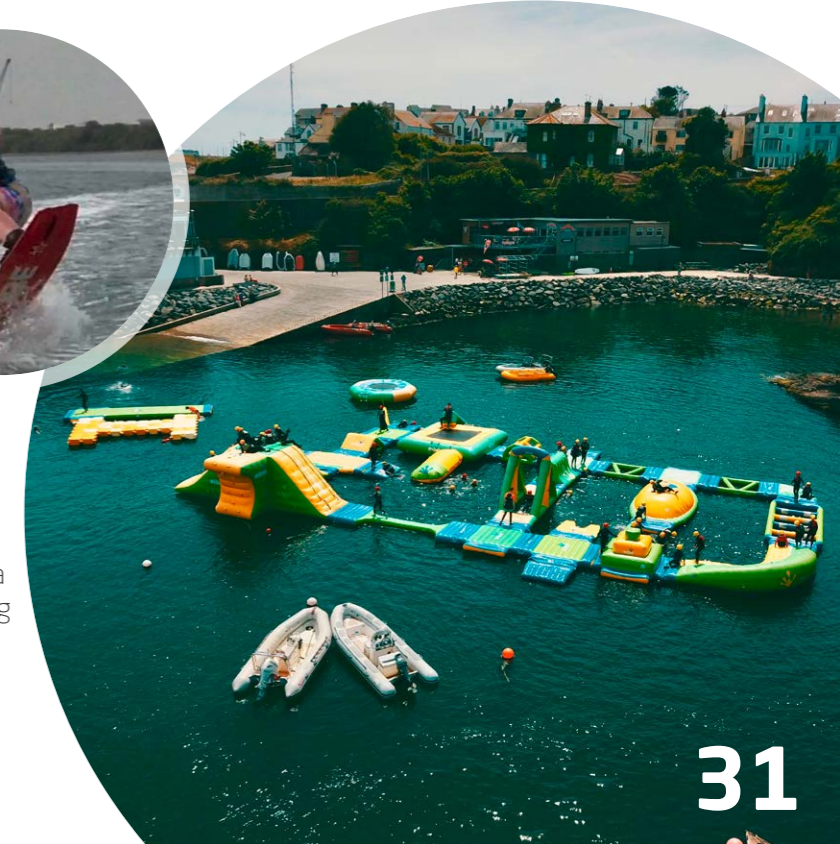
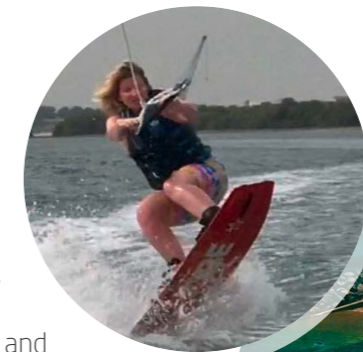
I chose to start my inflatable operation with Wibit because of the quality of the products and I realized the Wibit company is focused on safety. It convinced me the most, to know my park is going to be a safe and fun place for the kids. Having customers happy and satisfied when they are in a safe play area and making money at the same time is a super combination. And with Wibit I was able to create this business environment. We did a big market research before we chose Wibit and have no regrets. It was a good decision. Also this year we experienced the professional installation service. Before this installation we were stressful in storms but now the park is in safe, and we spent less maintenance costs and the park doesn't need to be fixed and fixed after the storms. It makes the daily operations easy. With Wibit it is easy to handle the product repairs if it is necessary. The flexibility of the Wibit team is outstanding. After a few years we feel that we have become a part of the big Wibit family, where owners share ideas, informations, experiences to help each other. Our following location is gonna be a Wibit park for sure."

**Laszlo Osz | Hungary**



From conception to installation, Wibit are by far the only aquapark company that we would work with. As a busy commercial operator, we rely on our suppliers to deal quickly and efficiently with orders and advice, and Wibit are as reliable as you will get! We look forward to every season and to the new products that Wibit launches, always keeping our aquapark fresh for returning customers. We would recommend Wibit without hesitation for anyone considering starting a new business, or as an add on to an existing sporting organisation."

**Karen Harris | Dunmore Adventure Park, UK**



My Wibit Sports Park is shaped and colored like the official Dubai tourism logo and it floats on the water which makes it unique even in this city!"

**Ahmed Ben Chaibah | AquaFun Dubai**



# Start planning for your SportsPark!

What are your long-term goals?

After you get in touch with us, our sales experts will help you establish your own business plan.

Grab a pen and fill out the worksheet below to start estimating your costs and earnings. Find out how many days it will take you to pay back your initial investment and become profitable! Start thinking about your long-term goals. How much do you want to earn per month? How many months of the year do you want to work? How many parks would you like to own in the next 5 years? Picturing where you want to end up helps you make key decisions now.



## 1. Startup costs

### Wibit SportsPark

SportsPark	
Transport costs	+
Duties	+
<b>Subtotal</b>	=

### Installation costs

Anchors	
Installation	+
Flights for installation team	+
Installation equipment	FREE*
Boat for installation	+
Miscellaneous	+
<b>Subtotal</b>	=

### Equipment costs

Buoyancy aids	
Buoyancy aid rack	+
Lifeguarding equipment (first aid kit etc.)	+
Signage (beach flags, banner, etc.)	+
Gear (staff uniforms)	+
BeachTent or kiosk	+
Kiosk interior (cash box, table, chairs, etc.)	+
Maintenance equipment (cleaner, etc.)	+
Website	+
Miscellaneous	+
<b>Subtotal</b>	=

### Total one-time investment

<b>Wibit SportsPark</b>	
<b>Installation costs</b>	+
<b>Equipment costs</b>	+
<b>Startup costs total</b>	=

## 2. Operating costs

### Monthly expenses

Advertising (flyers, posters, etc.)	
Staff	+
Electricity	+
Maintenance (cleaning, minor repairs, etc.)	+
Miscellaneous	+
<b>Subtotal</b>	=

### Seasonal expenses

Concession	
Insurance	+
Storage (wintering)	+
<b>Subtotal</b>	=

### Total running costs per season

<b>Monthly expenses</b>	
<b>Your months of operation</b>	x
<b>Seasonal expenses</b>	+
<b>Operating costs - total</b>	=

## 3. Estimating your profit

### Average occupancy

Average occupancy		users
Average hourly occupancy of the SportsPark	x	50%
	=	users

### Operating days

Days per month		days
Bad weather days		(e.g. 25%)
	=	days

### Daily turnover

Users per hour		users
Opening hours	x	hours
Users per day	=	users
Ticket price	x	
<b>Expected cash per day</b>	=	

### Monthly turnover

Daily turnover		
Operating days	x	days
<b>Expected cash per Month</b>	=	

### Total profit per season

Monthly turnover		
	x	months
Seasonal turnover	=	
Seasonal running costs	-	
<b>Total profit / season</b>	=	

## 4. Estimating your payback period

<b>Startup costs</b>	
<b>Operating costs</b>	+
<b>Total costs</b>	=

<b>Total costs</b>	
<b>Expected cash per day</b>	÷
<b>Payback time</b>	= days

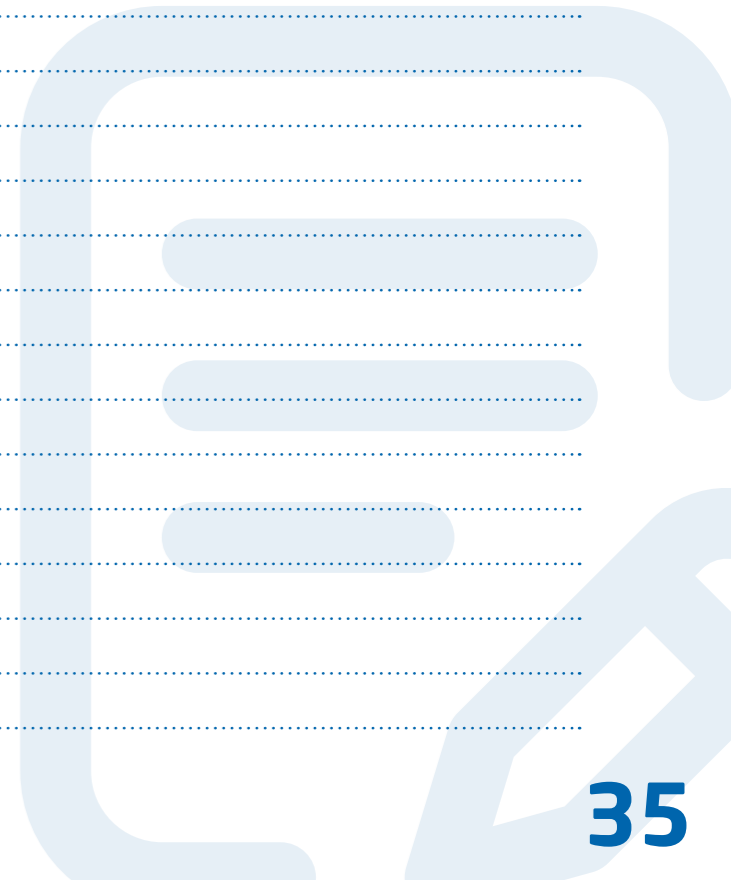
\*See Wibit service policy for all details

# Let's make a note of that



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Let's talk!

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