



THE POWER OF INDOOR PLAY

Extend the play season. Expand the opportunity.

Play shouldn't stop when the season changes. Indoor play keeps families active, connected, and engaged 365 days a year, turning a seasonal amenity into a year-round destination.

WHY INDOOR PLAY BELONGS IN THE PLAN

Indoor and outdoor play work best together to create a complete play ecosystem that keeps families coming back, rain or shine. Every project eventually faces the question: "What happens here in the winter, on rainy days, or in 100° weather?"



STRATEGIC VALUE



INCREASED REVENUE

Continuous, year-round use opens the door to memberships, rentals, and repeat spending.



YEAR-ROUND ENGAGEMENT

Rain, snow, or 100° heat, families always have a reason to visit.



COMMUNITY IMPACT

Inclusive, accessible play deepens a site's role as a true community gathering place.



BRAND EXPANSION

A combined indoor/outdoor offering reaches a broader audience and elevates a destination's brand.

WHERE THE REVENUE COMES FROM

Indoor play opens up offerings an outdoor-only space simply can't support:

01

EVENTS, MEMBERSHIPS & PARTY RENTALS

Indoor play spaces encourage continuous, year-round use, opening the door to **memberships, rentals, and repeat spending.**

02

MERCHANDISE & CONCESSIONS

Extend the visit, extend the spend. Indoor space creates room for **retail** and **food/beverage sales** during peak hours.

03

ENRICHMENT PROGRAMS

Day camps and **educational programming** turn play into learning, strengthening a client's brand and community standing.

QUESTIONS WORTH ASKING

Before you finalize your play space, consider:

"What's the plan for off-season engagement?"

"Is there a revenue stream that doesn't depend on the weather?"

"Could this space also be where kids learn through hands-on play?"



LET'S TALK ABOUT ADDING INDOOR PLAY



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