



Introducing AQUAPLAN

The Future of Interactive Aquatic Leisure

AquaPlan is the simple, common sense financial strategy to keep your aquatic centre at the cutting edge of interactive water play technology.

For a fixed monthly payment, **AQUAPLAN** will grow your whole aquatic business and enhance service delivery by giving customers a better value-for-money leisure experience with a global “state of the art” multi-level water play structure right now and keeping it fresh! The unique benefit of **AQUAPLAN** is that your new **AquaPlay™** water play structure can be replaced every 5 years to keep your leisure attraction new and fresh without capital expenditure.

An **AquaPlay™** multi-level water play structure will immediately make your aquatic centre stand out from competing leisure attractions and attract new customers. Installation takes only a few weeks with little or no disruption to your business

AQUAPLAN is flexible. Every 5 years you can opt to continue with your **AquaPlay™** or upgrade it to the latest model for built-in protection against obsolescence. Maintenance is included in your fixed monthly payments for accurate budgeting and peace of mind.

Income from increased patronage offsets your monthly payments. Your **AquaPlay™** will contribute to revenue from the day it opens and your aquatic centre will always be at the leading edge of interactive water play technology without the high capital cost normally required to deliver the highest international standard of aquatic leisure experience.

The Strategic Opportunity

1. Grow your whole business through increased patronage and turnover. New customers bring additional revenue through sales of gym memberships, wellness services (massage, physiotherapy) and fitness swimming, along with food and beverage.
2. Give your customers better value-for-money at either the same or higher entry fee.
3. Your aquatic centre will have a “state of the art” multi-level water play structure with a proven international track record of reliability, durability and customer satisfaction backed by expert installation and local maintenance support. **AquaPlay™** multi-level water play structures are modular and can be customised to fit into most aquatic centres.
4. Stand out from competing leisure attractions and reach target markets better;
 - » Smaller **AquaPlay™** models particularly appeal to families with young children looking for a fun and safe aquatic play experience that also increases their children’s water confidence.
 - » Larger **AquaPlay™** structures have broader market appeal and attract a wide range of customers. They become the focus of the pool complex with the potential to widen catchment and make your aquatic facility a “Destination Attraction”.
5. Installation takes only a few weeks with little or no disruption to your business.



The Strategic Decision

1. No capital outlay. Immediate benefits now without capital commitment plus the flexibility to regularly update and reinvigorate your aquatic facility.
2. No long term commitment. There is no future obligation outside the terms of your current **AQUAPLAN** agreement.
3. An **AQUAPLAN** agreement is built-in protection against obsolescence; your new **AquaPlay™** multi-level water play structure will never become an obsolete and expensive problem. It will remain fresh and entertaining for your customers.
4. Keep up with the latest interactive aquatic play technology. You can choose to have a brand new **AquaPlay™** installed every 5 years to keep your leisure product new and exciting for customers. You can also choose between themed and un-themed structures to upgrade the look of your aquatic leisure centre and add that extra “Wow!” factor.
5. Maintenance costs are included in your monthly payments instead of becoming an increasing burden over time. This is effectively a lifetime guarantee.
6. Peace of mind from the knowledge that regular preventative maintenance will be carried out by qualified professionals.
7. Income from increased patronage offsets the fixed monthly payments. More and new customers making regular visits to enjoy the new attraction!

Turn your aquatic centre into a “waterpark”... with an **AquaPlay™** multi-level water play structure

AQUAPLAN MEANS flexibility:

- » a new **AquaPlay™** structure every 5 years, or,
- » if you choose not to renew your **AQUAPLAN** agreement the structure will be removed free of charge - OR,
- » if you choose to extend the **AQUAPLAN** agreement on your current **AquaPlay™**, your subsequent monthly payments will be at a lower rate to reflect the decreasing value of the structure. **AquaPlay™** multi-level water play structures will typically last for 10 - 15 years if maintained regularly.