



# THRILLS SPILLS .com



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## Thrills X Spills Attraction Turnkey Business Model

Thrills X Spills is an unique indoor action, fitness & entertainment attraction. It is the only attraction of its kind in the world.

At Thrills X Spills people of all ages over 6, and all levels of fitness and experience can enjoy sensational action sports experiences day and night, all year round, including:

**Skiing, snowboarding and sliding** on an endless perfect snow-feel surface at up to 35 km/h, 42% steep and sideways tilt of 24% range, with incredible novice, skills learning and performance development features and an integrated Virtual Experience system which allows people to ski their favourite Alpine snow resorts and snow pistes from around the world

**Downhill speed longboarding, rollerskiing, skateboarding and inline skating** on an endless and perfectly smooth track at up to 45 km/h, 42% steep with incredible novice, skills learning and performance development features and an integrated Virtual Experience system which allows people to test their skills, fitness and nerve on some of the best mountain road descents around the world

**Jet flow surfing on boogie board, surf deck and surf board** at up to 25 km/h with personal skill, technique and tricks coaching, with our Virtual Beach Experience streaming panorama and hot tub spa.

Each Thrills X Spills experience has 'party mode' colour change lighting, mist, laser effect light show, and booming music. The centre provides a mix of sensational action sports experiences, with amazing learning, fitness, and virtual experience – a unique group, party, corporate and promotional venue.

The Thrills X Spills experiences are delivered using world leading digital 3D sports simulation machines, multi-sensory virtual experience media immersion systems, themed entertainment zones, and intensive personal coaching and entertainment people.



At Thrills X Spills, people can enjoy sensational, real-to-life action sports experiences without having to travel to mountain or sea, and benefiting from incredible skills development in complete safety.

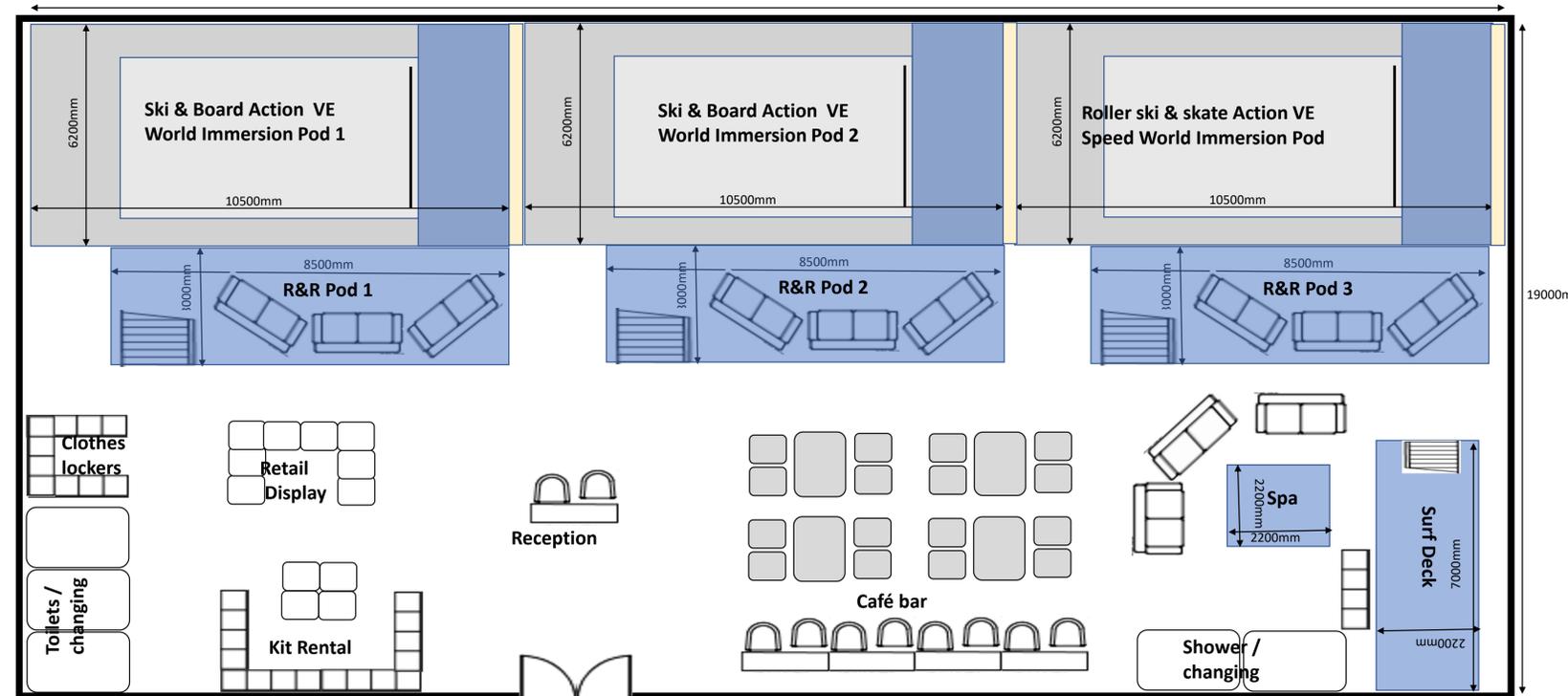
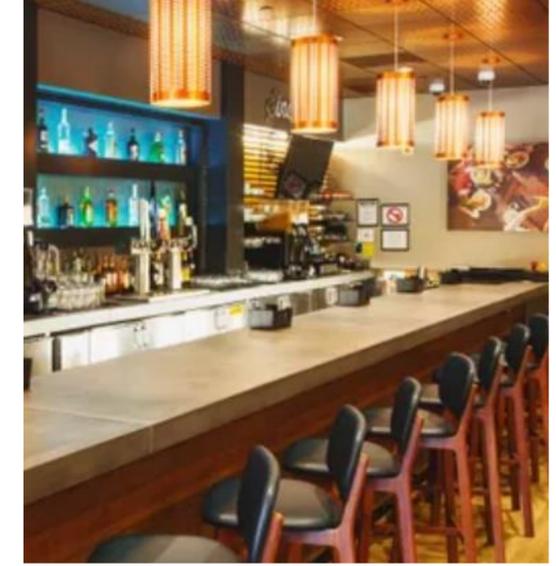
Safety is a priority. In all of our experiences, there are sensors and coaches with remote controls; so that if someone takes a Spill or simply wants to stop, the experience stops immediately. There are no fears, no obstacles, no worrying about others, no getting lost, and the penalty of losing balance is purely pride, not bruises or danger.

Every Thrills X Spills experience system is designed for maximum action sporting thrill; and because each is digitally controlled, it can be made to the perfect level of difficulty and intensity for novice, learner, developer, intermediate, advanced and elite in every sports discipline.

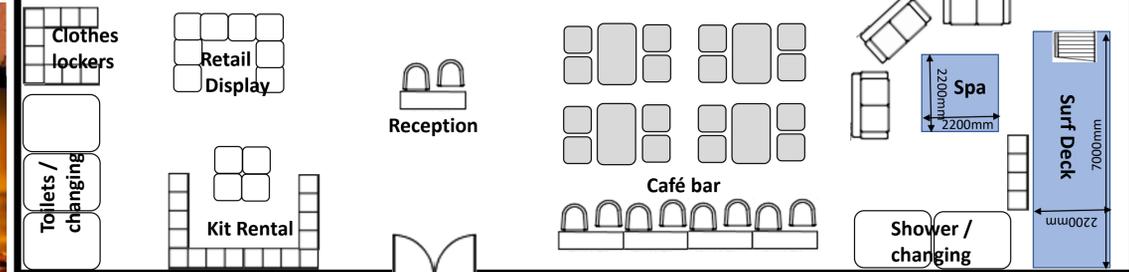
Each activity sport inside Thrills X Spills allows people to learn and develop their skills, test their skills against real-to-life virtual challenges, and to finish their session having serious adrenaline rush, whilst having had the most fun possible in any attraction, and having worked their body and brain so they deserve some quality Chill Time.

Thrills X Spills experiences are designed to have Chill Zones in the proximity of each action deck, for waiting, watching and spectating.

In addition, our Main Chill Zone is perfect for events, parties, and spending time watching people having the best time ever.



627 square meters = 6750 square feet



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Thrills X Spills Attraction  
Turnkey Business Model

**GENERAL LAYOUT PLAN**

**THE BASIS FOR ADAPTING THE  
 ATTRACTION INTO YOUR SPACE**

**REQUIREMENTS:**

**4000 to 8000 square feet**

**Minimum ceiling height clearance 5.2m**

**Maximum ABC1 Demographic catchment Leisure  
 Location with accessibility and parking**



**Thrills X Skills**  
**Business Principles**

Gap in the market – the mix

- Individual, couple, group & family entertainment offer
- Immersive entertainment that’s gives the thrill satisfaction of skills learning & mastery
- Entertainment that is exciting, fun and is great exercise also, so it’s good for you
- Intensive action activity sports are in high demand, but difficult to access
- Gyms are exercise & fitness. Modern attractions are themed media entertainments. Thrills X Spills is both meeting exercise, lifestyle, immersive entertainment, family attraction, and group party demand.
- Attraction is excellent for tourists and for local day-out activity catchment; but it also provides a lifestyle exercise and entertainment opportunity for regular local use
- Adrenaline, thrill based entertainment options for family, group & adult parties are limited in nature, Thrills X Spills fills these gaps in the market

Unique & unusual

- There is no direct competition
- We are competing for discretionary, lifestyle spend so we are structured to offer good value for money

Price point

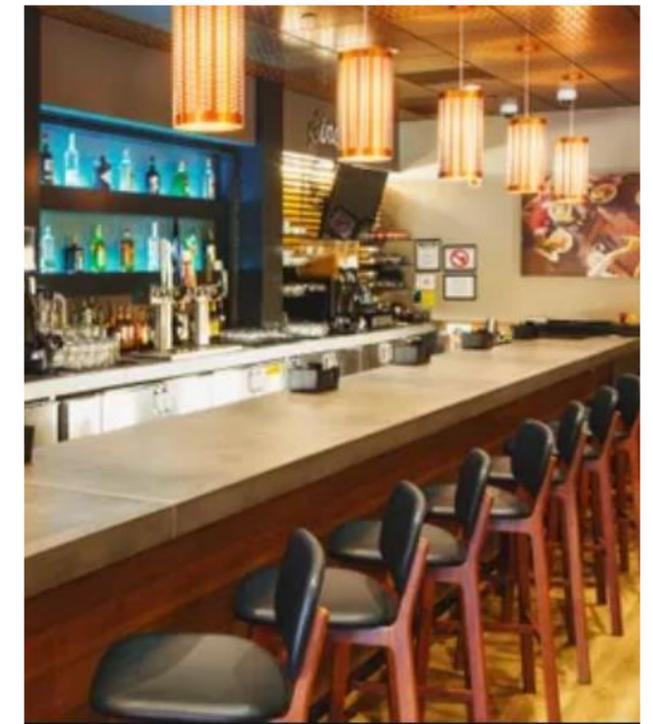
- The capital requirement & high rent location requirement, combined with the personal supervision nature of the attraction, and throughput puts pressure on session price point. This cannot be a bargain budget activity, it must have a valuable price point, whilst being affordable.
- The solution is a peak to off-peak pricing schedule, and multi-ticket group & regular user discount pricing package to:
  - Make the product affordable to the widest section the target audience
  - Maximise occupancy rates at all periods of variable demand

Standard Pricing (SP) Structure – as an example

Low demand	Basic unit price (BUP)	c. £10 .00/ Ride, typically £30.00/visit
Mid demand	BUP + 40%	c. £14.00/ Ride, typically £42.00 /visit
High demand	BUP + 60%	c. £16.00/ Ride, typically £52.00 /visit

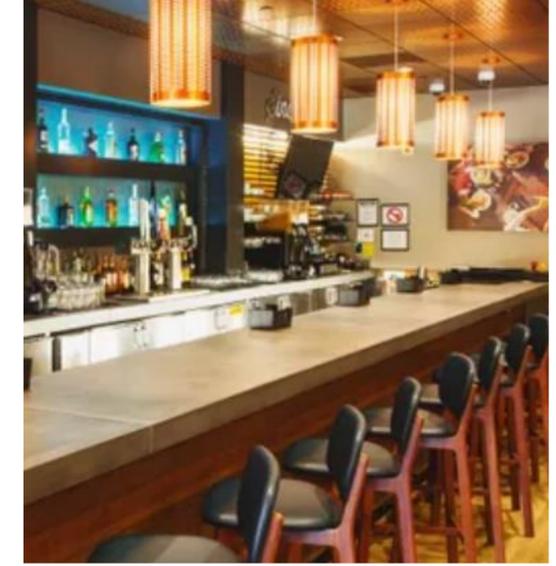
Group / Multi-Ticket / Season Pre-payment Structure

Group of 4-8	10% discount
Group of 9+	15% discount
12-24 session tickets	10% discount
25+ session tickets	15% discount



## WHY WILL PEOPLE COME? AND WILL THEY COME BACK?

- Activity sports are cool, fun, and different from standard sporting and entertainment offers in the urban setting
- People can try and achieve things that they could not do anywhere else without travelling to specialist worldwide parks
- People can have 3 new action sports experiences within an hour, all in their own city – even if bowling or mini golf were comparable, it is a single activity, compared to a triple group adrenaline experience
- Each experience is a themed adventure, with high quality action, instruction, supervision and media immersion
- Every experience is memorable, challenging, satisfying, and heart pounding
- Suitable for all ages 6+, all abilities and experience
- The thrill is the skill, and that ramps up with every visit & experience
- The adrenaline of trying to master an activity sports experience and to take-on the next challenge is addictive
- We are fun, welcoming and inclusive
- Our activity experiences are unique, ultra modern, and very cool
- We have social media photo opportunities at every time
- We personally look after every rider and ensure that they are safe and have a great time
- We're easy to find, get to and park for access
- We offer great group & multi action deals
- Our activity sports are suitable for novices, learners, intermediates and advanced skills, and we have endless challenges for every level
- All of our activities are riding adrenaline, thrill based sports that allow people to express themselves; where a person might be attracted by one activity, they will be enticed in-store to try the other activities immediately or in a follow up visit.





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Ride = 10 minutes



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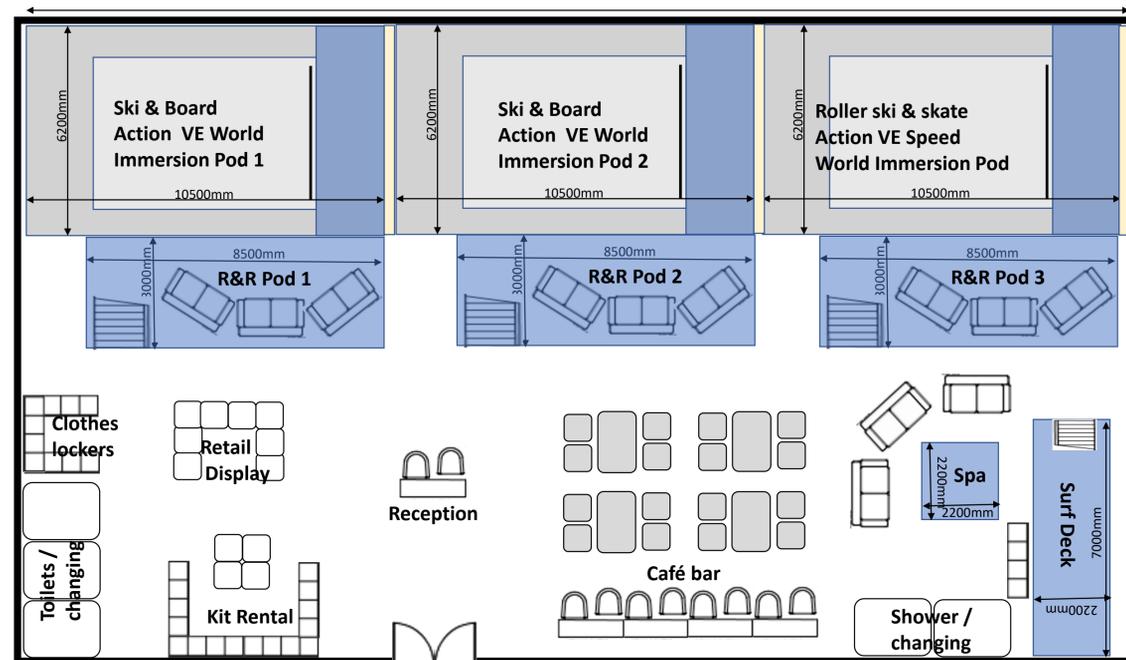


## THE EXPERIENCES MIX

Single Activity Ride Experience  
 Twin Activity Ride Experience, or multi-activity session  
 Triple Activity Ride Experience, or multi-activity session

Season Pass  
 10 Ride, 20 Ride & 30 Ride Experiences

Note:  
 Sole occupancy on Ski, Snowboard, Sledging, Speed Skating Experiences is double the price.



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Ski, snowboard, sledging, speed long skateboarding, jet surfing group experience bookings

- Made to your requirements

Eg. 1.5 Hour Triple Activity Snowboard, speed long skateboarding, jet surfing experiences, with 12 inch pizza and 3 beverages of choice each

Eg Hire the Thrills X Spills Complex exclusively  
 1 hour £500  
 2 hour £1000



**Jet flow surfing on boogie board, surf deck and surf board** at up to 25 km/h with personal skill, technique and tricks coaching, with our Virtual Beach Experience streaming panorama and hot tub spa.

Ride = 5 minutes + 10 minutes Spa time



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