

WATER PARKS EXPANDING ATTRACTIONS



MAKING A SPLASH AT PARROT COVE

Executive Summary

Parrot Cove Water Park is an indoor water park with water slides, a climbing wall, lazy river, and party rooms. In the early design stages of the park, they brought in Betson to help them design a new arcade to add to the excitement of the park and create a true destination.

Challenges

Parrot Cove was in the early stages of the park and looking for the vendors to complete the project and fulfill their vision. They were looking for the right games and advice on how to run the operation profitably.

“Damon, our sales representative was instrumental in the process of selecting the right games for our facility and setting price points.”

- Tim Metheny: IT Manager, Parrot Cove Water Park

“Our customers really enjoy our game room and it provides us with a good revenue opportunity.”

- Tim Metheny: IT Manager, Parrot Cove Water Park



How Betson Helped

Betson designed and laid out the floor plan for the arcade based on the size of the space to optimize profits. To save space in the layout, Betson also came up with a prize solution that eliminated the need for a prize counter or the need for an employee to manage it. Betson provided training for game repair to one of the employees so that they could handle day-to-day maintenance.

Some of the games that were placed include:

- Ticket Monster
- Quik Drop
- Jurassic Park Arcade
- MotoGP
- Fishbowl Frenzy



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Results, Return on Investment and Future Plans

“We are very pleased with the revenue we get from the game room since we opened the water park. It is a very good attraction for our customers.” said Tim.

We recently had a meeting with our sales representative and discussed the possibility of trading in a game and updating to one that is very hot right now. That kind of attention and dedication is invaluable.”

