



How to start a Trampoline park business



Trampoline parks are sprouting up around the world as more and more people seek out fun activities for their family, friends or team building.

Researches shows that the market hunger for this type of activity is high and trampoline parks are the fastest growing niche in the lets-get-out entertainment industry. There is a huge potential in this business, the return on investment is quite fast, it is only necessary to find out in time all the essential things to get started.

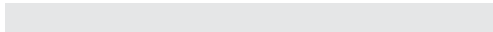
We present you this helpful guide - with everything you'll need to jump-start your new trampoline park business.

In this guide you will find answers to all the questions in your journey from the idea to the opening and further operating of the trampoline park.



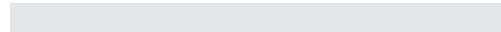
HOW TO STAR

A trampoline park business?



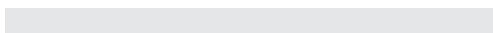
WHAT DO YOU NEED

To know while planning your first trampoline park?



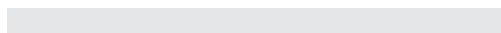
HOW MUCH DOES IT COST

To design and build an indoor trampoline park?



HOW PROFITABLE IS

A trampoline park business and how big is the market?



CONTENT

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01

IS THE TRAMPOLINE
PARK THE RIGHT
BUSINESS FOR YOU

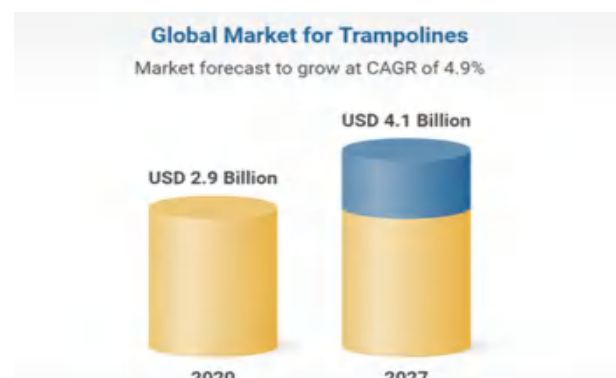
Is the trampoline park the right business for you? Or, better yet, are you the right person for such a business?

ARE YOU THE RIGHT PERSON FOR SUCH A BUSINESS

The entertainment industry is at an all-time high at this time. The trampoline indoor park business has seen explosive growth in the last few years. As per Businesswire, the global trampoline market stood at US\$1.2 Billion in 2020 in the US.

Moreover, the global trampoline park market is expected to bypass the \$4.1 billion mark by 2027. If we talk about the US, in 2020, the nation accounted for over 39.6% of the global market size. These stats are enough to motivate anyone to start a trampoline business, but it may not be that easy.

Though the benefits of a trampoline indoor park business are endless, you need to consider a lot of things before you begin one. After reading this article, you will know if the trampoline park business is a good choice for you or not.



Benefits of a Trampoline Park

Here is a brief outlook of the pros of the Trampoline indoor park business!

01

Wide scope of audience

A trampoline park is not limited to just kids, but it is for people of almost all ages. People of all ages can go to a trampoline park and have fun as long as their body permits.

02

Diversity of activities and attractions

Trampoline parks are not just about jumping around on a trampoline. There are other activities like dodgeball, foam pits, basketball, etc., which will attract people of all ages. By having such diversity, you ensure that your target market remains engaged with your business.

03

Excellent return on investment

A trampoline indoor park is kind of a one-time investment for you as long as you take good care of it. For example, if you are keeping servicing your topmost priority, your indoor trampoline work will yield great ROI.

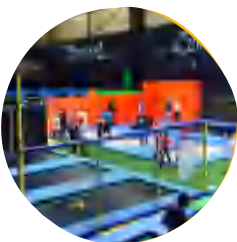
Critical Skills and Personal Characteristics to Run a Trampoline Indoor Park!

Running a trampoline indoor park is not just about investing mindlessly and hoping for solid revenues without any attention to detail. There are various skills and personal traits that need mastering to get the most out of your indoor park.



Zeal for adventure

Well, the very first trait you need to have is a passion for the activity. If you love to jump and show off your acrobat skills on a trampoline, you are surely fit for the business. As long as you are not enthusiastic about it, you should.



Communication skills

No matter which business it is, having excellent communication skills ensure that you can resolve any issue that comes your way. When you have a Trampoline indoor park, things are bound to get chaotic, and in such a case, having outstanding communication skills will help you sort out the mess quickly.



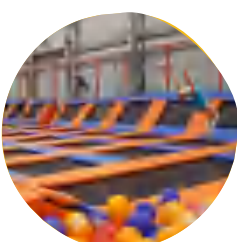
Leadership skills

Trampoline indoor parks need someone who can take charge and be a leader when needed. This business centers around managing people and having good communication to make sure that everyone knows what is going on. You should be able to give clear instructions so that there is no confusion.



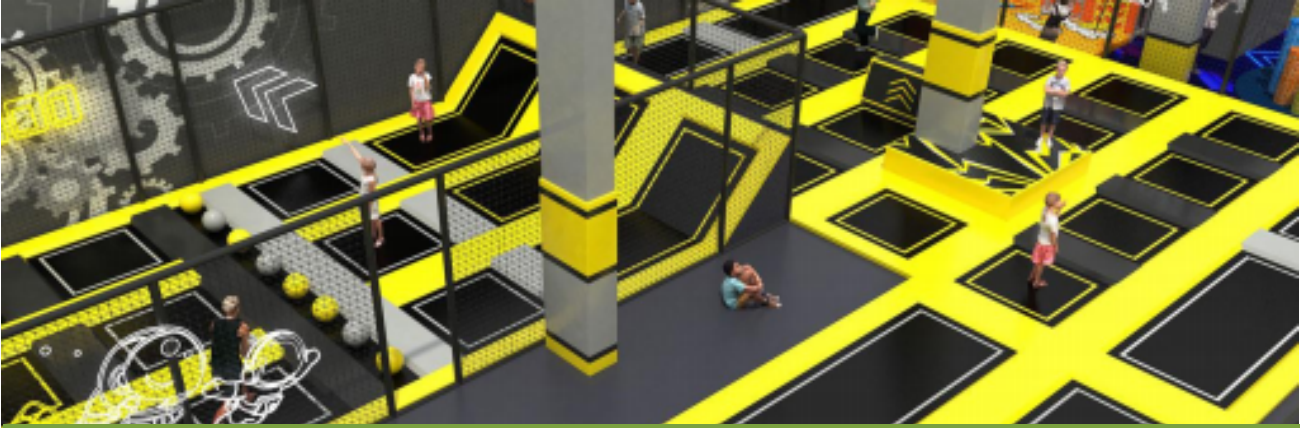
Organizational skills

A Trampoline indoor park needs to be organized at all times as it can get pretty hectic. From keeping track of bookings to managing the staff, there are many things you need to stay on top of. If you are not an organized individual, this business is not for you.



Marketing skills:

Marketing skills are a must in any business, and Trampoline indoor parks are no different. You need to be able to market your venture efficiently so that people are aware of it and want to come and visit. There are various ways to market a Trampoline indoor park, and you need to be creative in order to stand out from the rest.



Whether Trampoline Park the best investment for you?

01

The relevance of sports and active lifestyle

In the busy world of today, the need for physical activities is imperative. A person who has the ability to think this way and improvise on his idea can successfully run a trampoline indoor park business.

02

Customer safety is as important as your business

Trampoline indoor park is all about safe activities that everyone can enjoy. Therefore, if you have the knowledge about the activities and aim to make customer safety your main priority, you are good to go.

03

You love maintaining an active lifestyle

If you are not active enough in your fitness, you cannot motivate others to be fit. However, beginning a trampoline indoor park business is an ideal choice if you are involved in working out via physical activities.

04

Understand that playing is for adults too

Playing is not just for children; it is for adults too. If you yourself enjoy trampolines, it is obvious that you will require a section for adults in the park.

05

You want to earn good money

Last but not least is the overall revenue. It is pretty obvious that if you don't see potential in the idea, you won't invest in it, and the Trampoline indoor park is a great idea for making good money.

02

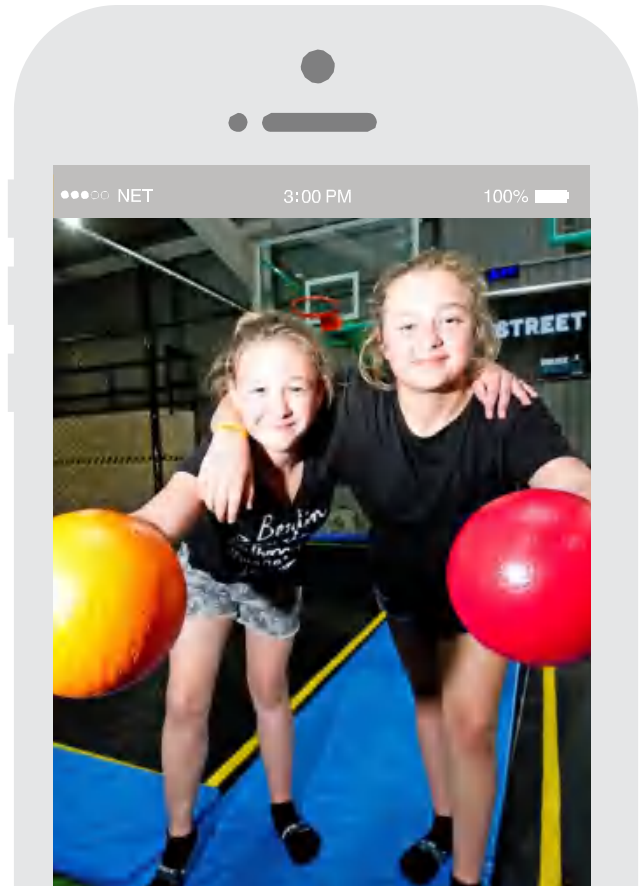
START WITH MARKET RESEARCH



Start with market research

There is no business you can start without having previously researched your target market. You need to know if you have competition, who your target customers are, and how big the market is that you want to cover.

"Trampoline park market research reduces risks and increases quicker ROI."



This means that you should start with good old market research, defining and knowing your target audience, and calculating the return on investment and earnings estimates and profit.

Market research will give you the best insight into whether it is the right time and place to start your new business with trampoline parks. By doing good market research for your specific industry, you will reduce the risk and increase chances for a quick return on investment and profit.

In the beginning, it is very important to define who your customers are and determine the size of the market, the needs, and habits of your audience that you can fulfill.

1.WHO IS YOUR IDEAL TARGET?

First of all, you will need to research your demographic market to determine exactly who your customer base is and how big your specific market is. **You can look at younger customers, middle-aged or even older people. Fitness freaks? Athletes? Most trampoline parks target users between the ages of 5 and 25 or 10 to 30 years.** Also, you should count on that there will be **at least two types of users in your target group:**



TERMS AND CONDITIONS

those **who will plan one visit** for fun for themselves, their family, or the company and a one-shot special occasion



PAYMENT SYSTEM

and another kind, those who **will come to your trampoline park regularly**, using the park as their fitness activity.



YOUR TEAM

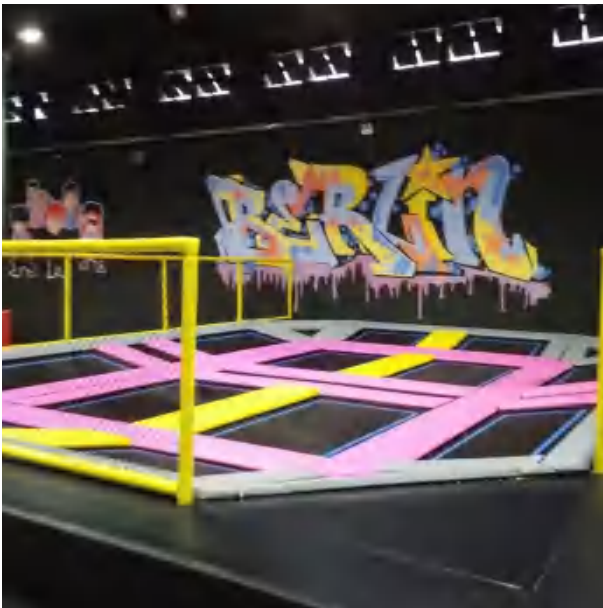
Eventually, if you plan to open a park in a larger city, you can count on the **third type of visitors, those who will be jumping “professionally”**, that is, as a sports activity and competitively

Now that you've just realized how big, different and exciting the target group of trampoline parks can be, let's move on.



2. WHO IS YOUR TRAMPOLINE PARK COMPETITION?

Don't be afraid of the competition! Your competition will make you better and more competitive, you just have to get to know them well.



By learning as much about them as you can, you will find out all their good and bad points. This will make it easier for you to make your strategy - it will also mean that your "trial time" will be shorter and there'll be fewer errors and troubles. That is why you will be able to quickly dominance in the offering and fulfill all your clients' expectations. Finally, having competition in your environment, business or industry will make you imaginative and different. And that is always the first sign of success.

"Good competition helps you to achieve more!"



03

WRITE DOWN A
BUSINESS PLAN

Write down a business plan for your trampoline park

Like it or not to do some extra work, writing a business plan is not really an extra: it's an essential work!

A good business plan is the best way to make good business. First of all, because by answering basic and specific questions, you will see all aspects of your future business. Moreover, a clear plan is critical to the success of your new business. This will help you map out the specifics of your business and uncover some unknowns.

Let's go over the most important questions that your new business faces:



STEP 1

How much is this going to cost me?



STEP 2

What are the estimated costs of the equipment and on-going supplies?



STEP 3

How long do I have to wait to break even?



STEP 4

What are the insurance costs?



"A clear plan is critical to the trampoline park business. Without plan it's just a wish."

01

THE STARTUP COSTS

A custom-made trampoline park has its own startup costs. The starting amount is mainly for the location with basic infrastructure and the purchase of trampoline equipment and accessories.

These costs include:

- **Renting or constructing a hall.**
- **The purchase of the park equipment** and creating an imaginative and useful conceptual design.
- You should consider also to include a restaurant or bar where visitors can refresh themselves, celebrate birthday parties or other events.
- The construction of **a visitor parking places.**

The price will always vary depending on your geographical location and the activities you plan.

02

THE RUNNING COSTS

After starting a business, there will be other costs. These running costs cover things like:

- **Rent (if you rent)**
- **Utilities**
- **Maintenance**
- **Insurance**
- **Marketing**
- **Labor costs**

among other costs.

So, try to answer all these questions as accurately as possible, to get a real picture of how much it will cost you to start a business and maintain it.

03

ESTIMATE COST OF THE ON-GOING EQUIPMENT AND SUPPLIES

For a good projection of costs, you need to calculate and recalculate the costs that await you on a regular base while doing this awesome business.

Let's look at the on-going quality equipment for your trampoline park:

- **Trampoline flooring**
- **Foam pit**
- **Basketball hoops**
- **Basketballs and dodgeballs**
- **Climbing walls**
- **Trampoline socks**

Among other on-going costs.

04

WHEN TO EXPECT THE BREAK-EVEN?

Generally, a trampoline park is **expected to make a profit within one year or less**, so that's good news!

Of course, that depends on many factors, including your investment and where and when you grow your business.

Yet, the secret to the success of trampoline parks is the holy trinity: **the greater the investment - the faster breakeven - the greater the profit afterward.**

05

WHERE CAN YOU MAKE MONEY IN YOUR TRAMPOLINE PARK?

Everybody understand that an trampoline park business makes money **by selling tickets for entrance**. But there are also other opportunities:

- **Selling equipment** (e.g. specialized jumping socks)
- **Selling refreshments** at an accompanying restaurant or bar
- **Selling merchandise**, which includes T-shirts, hats, and socks,...
- Organizing birthday celebration parties for visitors - where everything is meticulously planned by the trampoline park staff, which guarantees a carefree experience for parents.
- Connecting with nearby **primary and high schools** to include **sport days** and **sport education lessons** in their offer. All these activities represent a lucrative market for every trampoline park owner and can add up to **additional revenue**.

To cut the long story short: **while the startup costs for a custom-made trampoline park might be high, so is the profit pretty much potential.**

"Trampoline parks usually get to break even within one year or less."



06

ESTIMATED INSURANCE COSTS

An important operational cost that you should never overlook is your trampoline park insurance cost.

All businesses, regardless of industry, face the risks that insurance coverage should cover. There are different policies you should get, in order to protect your business.

Some of the risks you have to have in mind:

- **Injuries**
- **Damage to property**
- **Medical payments**
- **Legal Defense and Judgment**

In planning and running a trampoline park business you need to have **the coverage for the highest possible liability exposure**, which is usually when an accident occurs and someone gets hurt.



04

DESIGN YOUR

TRAMPOLINE PARK



Design your trampoline park

Now we are going more specific and you will love this part of the planning: designing!

The design of your trampoline park is something you will pay particular attention to. Your park will most likely be custom made, according to the size and shape of your space.

1. HOW BIG SHOULD A TRAMPOLINE PARK BE?

There is no standard on how big a trampoline park has to be. You should keep in mind, that the size of a trampoline park should coincide with the number of visitors planned (capacity).

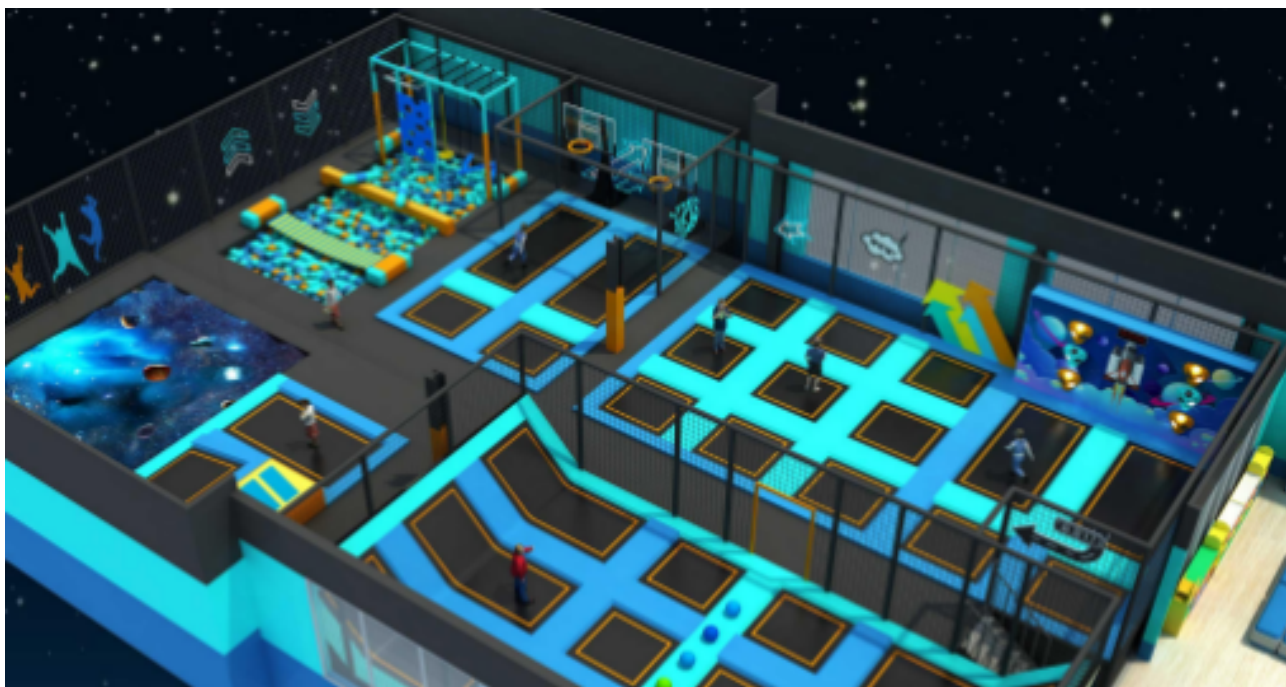
In Europe the average size of trampoline park is between 500 and 2500 square meters and in USA around 1000 square meters.

It's recommended that a trampoline park should occupy at least 1500 square meters of space and the ceiling should be at least 7 meters high, measured from the highest point of the barrier at the floor, to the ceiling. You can also build a smaller park, but then you need to pay even more attention to the creative concept and design of the park.

Basically, the jumping field itself should take at least 80% of the total squares of the entire park. After all, this is the main source for your income and visitors' happiness. And the rest must be an additional accompanying space for the reception, coffee bar, dressing and changing rooms and bathrooms. Which, of course, will be physically separated from the jumping room.

2. FIND THE RIGHT PARK MANUFACTURERS!

Trampoline parks are no longer just a collection of trampolines. Modern trampoline parks are complex objects, creatively conceived concepts consisting of a variety of park modules from classic trampolines modules to climbing walls, ninja modules, ziplines and different digital interactive modules.



"A good manufacturer will not only sell you a trampoline park, but he will be your best partner during its design and construction."

In any case, you should participate in the design, but leave the professional layout and architecture to the experts. You need licensed suppliers and builders, and experts to provide you with an attractive, durable, quality and safe park.

There are many different manufactures of trampoline parks, that differ in their offers and willingness to take that "bonus" step. However, it would be best for you to choose a manufacturer that offers you a full range of services. In addition to purchasing equipment and building the park, it is important that you also receive:

- expert advice on location suitability,
- assistance with trampoline park design,
- engineering,
- turnkey execution
- spare part supplies and servicing.



05

CHOOSE THE

BEST LOCATION



Choose the best location

A good location is a key component of the successful operation of your trampoline park. Without it, your trampoline park will be less competitive; as a consequence, much fewer visitors will be attracted by it.



"Only when absolutely all factors related to the location have been considered you can actually start with planning and construction of your trampoline park."

When choosing the trampoline park location, numerous factors must be considered:

- **The density of the population**, for example, is a very important one. We recommend that the population in a 10-minute radius around the trampoline park amounts to at least 250,000 visitors, while the population in a 30-minute radius around the park should amount to at least 500,000.
- **Accessibility of the location** of the trampoline park is also important. **The road infrastructure** must be arranged, and the location must also be **accessible by public transport**.
- It is a good idea to have the trampoline park in **the vicinity of restaurants, shops, schools, public institutions and other infrastructure** that will provide a sufficient flow of visitors.

- Another very important point that you need to take into account when selecting the location is parking space. It has to be large and spacious enough.
- **Before deciding on a location (hall), you need to make sure it is suitable for the park.** Trampoline parks belong to the category of amusement parks or similar entertainment facilities. For these facilities, construction permits must generally always be obtained.



You already know that the hall needs to be spacious and tall. If you are not going to build a custom building, what do you think of an old, abandoned industrial buildings? Many successful trampoline businesses are open in such spaces.

Of course, you should also think about **the price**: a location that is more attractive, accessible and closer to shopping malls, will be more expensive than space in the old industrial zone.

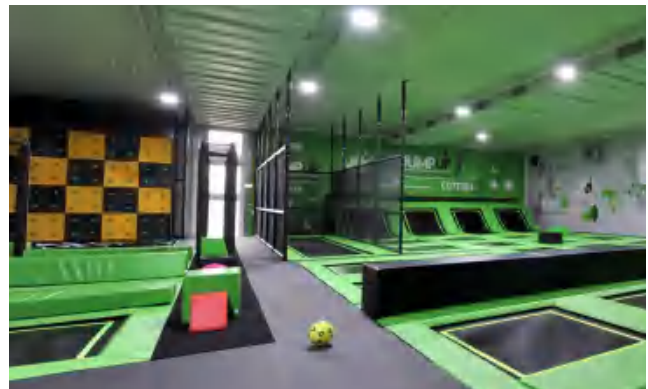
A photograph of an indoor trampoline park. A person in a white t-shirt and blue shorts is captured mid-air, performing a backflip. They are wearing blue sneakers and have orange accents on their shorts. The trampoline has a blue mat and a black border. In the background, several other people are watching or participating. The ceiling is high with exposed wooden beams and industrial-style pendant lights. The overall atmosphere is active and recreational.

06
PROMOTE
AND
MARKET
YOUR
TRAMPO-
LINE PARK

Promote and market your trampoline park

We have reached the creative stage of your new business: marketing trampoline parks and related events.

Trampoline parks are attractive to a wide audience, however, you need to focus your marketing activities on different types of users and on a different age.



To accurately target different demographics, you may decide to maintain multiple different programs throughout the day.

Ideas for different events:

- **Fitness activities for adults**
- **Sports preparations and sports competitions**
- **Beginner groups for the youngest**
- **Birthday and anniversary celebrations**
- **Team building**
- **Family fun**
- **Sport days and sport education lessons for primary and high schools**

In relation to these events, you can focus on and interact with your target audience with all these different offers.

1. DEFINE YOUR MARKETING CHANNELS

While it goes without saying that your trampoline park is a stand-alone service that brings customers back by wanting more, trampoline parks can surely benefit from other creative techniques that customers will acquire and, most importantly, retain.

Trampoline parks should look for any opportunity to place their business on the radar of their potential customers. Since trampoline parks are considered a unique experience, your new trampoline business should consider incentives for customers to bring them to their door.

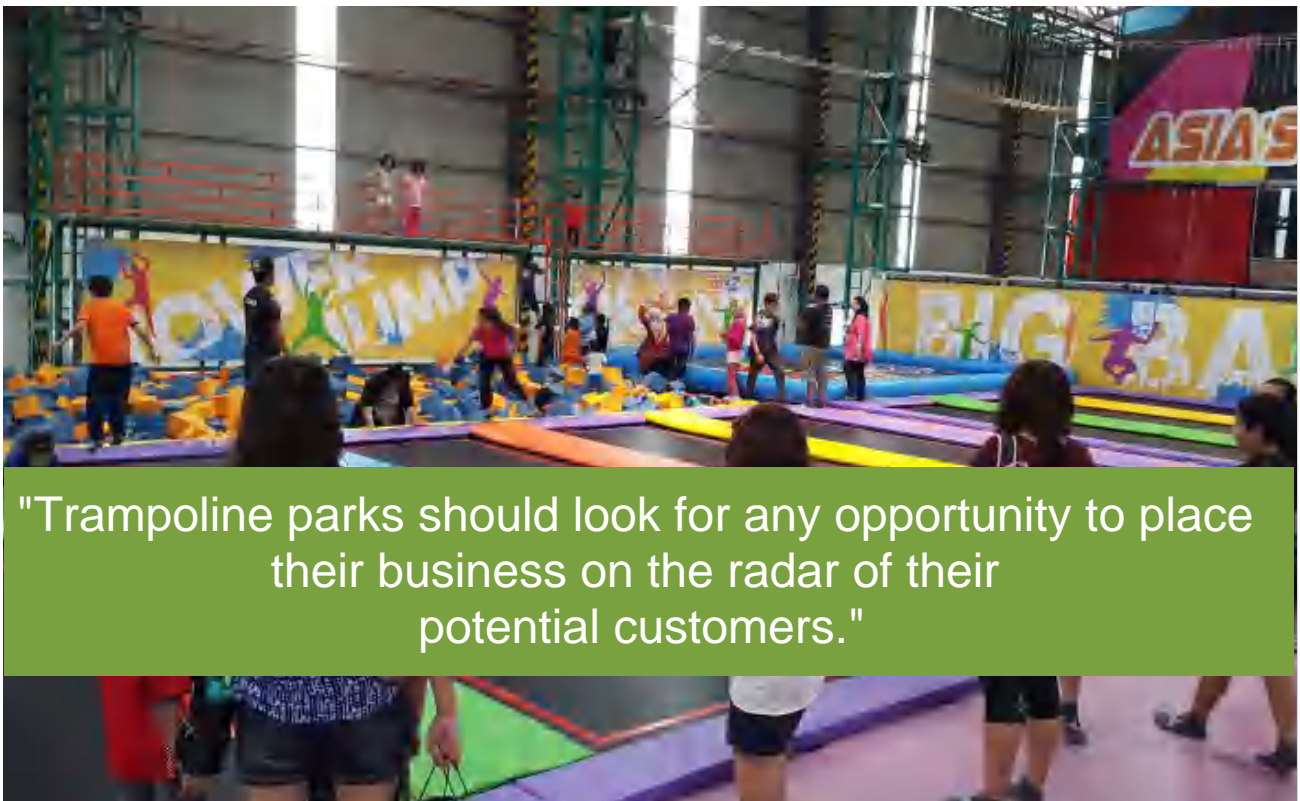
Some ideas to consider and use:

- **Special event packages**
- **Membership and loyalty program**
- **Discounts for the first time visitors**
- **Fitness programs and classes**
- **Sport competitions**
- **Affiliate programs**

Let's look at the other ways to promote your trampoline park:

- Putting up **signs** and **flyers** throughout the neighborhood
- **Hand out brochures**

Give away **discount coupons (online and offline)** to inspire people to check out your trampoline park for the first time.



2. ESTABLISH AN ONLINE PRESENCE

For example, you need to define the marketing channels while being online and reap the benefits of online representation.

The following channels are extremely suitable for promoting your business:



YOUR WEBSITE WITH SIMPLE ONLINE BOOKING / TICKETING PLATFORM AND CLIENT PORTALS

When people want to find a place for leisure and entertainment, they will probably first look online. To promote yourself and convert visitors to customers, create an attractive and useful website, make them book or buy tickets online and offer them a loyalty program with attractive rewards for returning customers, families and groups.

SOCIAL MEDIA E.G FACEBOOK, INSTAGRAM AND YOUTUBE

Social networks are an ideal channel to promote such an attractive service. Video and photography provide countless opportunities to present trampoline entertainment as an irresistible and attractive way to have fun. In addition, you will talk, talk, talk to your future clients on social networks and it's a good thing for your business.

DIFFERENT CROWDSOURCING REVIEW SITES LIKE TRIPADVISOR

People will evaluate and review your service all the time and you should be prepared for it from the beginning. Register as a business owner on reputable sites and get in touch with visitors who rate you right away.



07

TAKE CARE OF
THE LEGAL ASPECTS

The legal aspects

Every business has its own legal specifics. In the country of your business, you will, in accordance with local regulations, register a company, open a bank account, register taxes, and do the insurance mentioned above. Don't forget to register your brand name!

However, a trampoline park is a complex business that is made up of a number of crucial legal elements that support the business. So, to limit risks, make sure well in advance that you have fulfilled all legal requirements. This is of vital importance before you start.

Here's a checklist of a few specifics you shouldn't forget:

1. OBTAIN NECESSARY PERMITS AND LICENSES

Operating a trampoline park may require some permits and certificates. Be aware of all licensing requirements and permissions your business must have before it becomes operational.

01

SELLING FOOD

If you sell food, you will need permits and licensing and will have sanitary controls. All businesses serving food are required to pass a health inspection.

02

MUSIC LICENSING

In order to play music in a business setting, as many trampoline parks do, you need to get permission from the license holder. Usually, it is possible to obtain a general license allowing you to play music owned by a large catalog of artists and recording studios.

03 LIABILITY

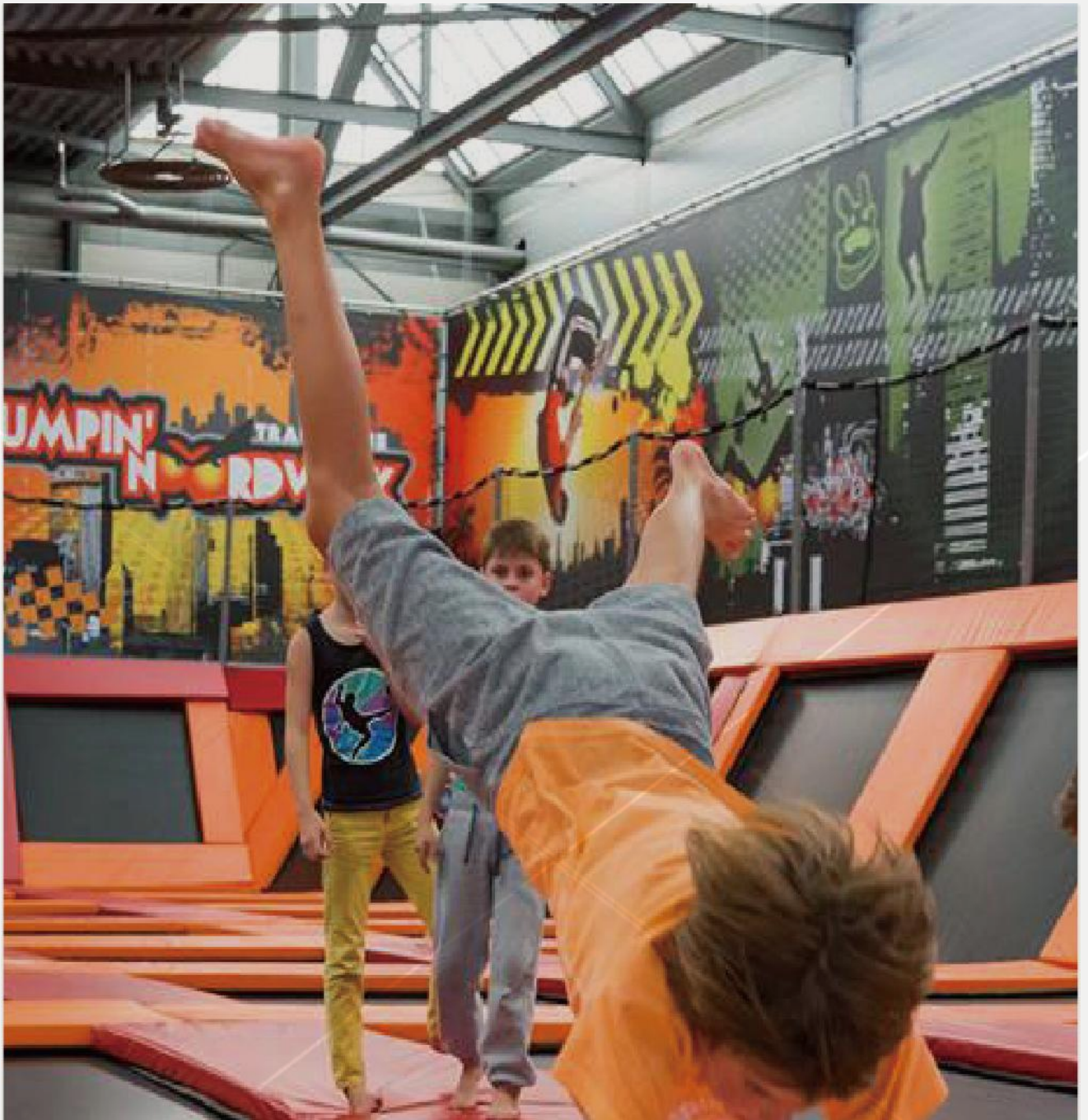
Disclaimers and release of liability are necessary because consumers will be in a high-risk environment and participate in intense physical exertion. For this reason, it is best to acquire park equipment built by industry standard. You should also have all the necessary permits before opening.

04 LABOR SAFETY REQUIREMENTS

It is important that you comply with all safety laws and regulations: The most important thing is to provide workers with all safety measures, including pre-service training

To avoid penalties and the unnecessary stress, be sure to keep yourself informed of local laws and obtain all necessary permits and licenses. These may vary from place to place, so go for more information on what is needed in your area to your city, town, or county office.





08

LAUNCH AND GROW
YOUR TRAMPOLINE
PARK BUSINESS

Launch and grow your trampoline park business

The trampoline park opening ceremony is the icing on the cake of all your previous efforts!

After months of preparation, dust and sweat, the launch of a trampoline park facility is finally on the calendar.

STEP 1



The **opening ceremony** should be preceded by **marketing and PR activities, cooperation with local sports clubs, celebrities and influencers, contacts with business partners and friends.**

STEP 2



It is up to you to decide if your personal guests' list will be present at the opening or whether the opening ceremony will be fully open to the public. Of course, opening a park is just one day event and right after that, your business starts operating.

STEP 3



"Don't forget to nurture good press relations, use all marketing channels, plan a marketing budget and enjoy. You just became the owner of one of the more profitable and un businesses in the world!"

STEP 4



After launching, let your business take off. Provide the **best service and experience to all your customers** so they can come back and even inform their friends and family about your business. **Word of mouth** is one of the best ways to grow.



09

EXTRASFREQUENTLY ASKED QUESTIONS



Frequently asked questions

Here are some extra questions you may ask yourself on this exciting journey:



1. How many employees do you need to operate a trampoline park?

The number of employees depends on the type and size of the trampoline park and the level of services you choose to provide to your customers. . But you will surely need **cashiers, maintainers, and demonstrators, as well as animators, birthday party hostesses, security employees** as well as others if your park offers additional attractions.

Every employee must be **appropriately qualified** and understand **how trampoline parks operate**. Also, all employees must be made aware of all safety instructions and know-how to react in the event of any injuries or essential assistance that must be provided for visitors. You also need to take into account the **rules in terms of how many employees are necessary for a certain number of visitors, and how many employees are required to carry out specific activities and programs**. The right staff will have a major impact on the good and, above all, safe operation of our trampoline park.



2. How to keep customers coming back?

To get new customers at the door, the trampoline park, offering truly new experiences, will do this task usually with ease. However, it may be difficult to get visitors who have never been to a trampoline park to sign up for several sessions at a time and come back for more.

That is why it's so important to offer different programs, challenges, group adventures, and different fun packages that will be enough challenging and engaging, to make your visitor crave for more and to regularly come back.

One simple trick to make customers come back again and again is **reward system** (every fifth arrival free of charge, discounts on drinks, accessories ...)



3. What does a typical day at an trampoline park look like for the staff?

Especially at the beginning of operating the business, the staff welcomes guests, explains how to enjoy trampolines safely and responds to guest requests. They can help serve guests and give a personal touch to the business.

Another important task is taking care for the security of visitors. When not communicating with guests, the business operator usually

spends time planning and managing staff, inspecting and repairing equipment, and promote the business.



4. What skills and experiences can help you build a successful trampoline park?

Park operators don't need any special training before opening a trampoline park, but they must have strong communication skills, good customer service skills and decent general business skills.

Although not necessary, trampoline park operators may plan to undergo training and provide certificates for the technical maintenance of the parks. This can increase the efficiency of the company's operational work.



5. How does an trampoline park make money?

A trampoline park business make its revenue with selling a tickets. Significant part of income comes with:

- organizing birthday parties,
- selling equipment (such as special jumping socks)
- selling refreshments,
- selling other merchandising products (T-shirts, hats ...).

Good opportunity is also to connect with nearby primary and high schools to organize sport days and sport education lessons for them.

All these activities represent a lucrative market for every trampoline park owner and can add up to additional revenue.



10 TAKE-HOME KEY POINTS



Take-home key points

Start of a new business can always be a challenge. Especially in trampoline park business, which is very complex. This is why you need to have a good partner in your new business journey, who guides you through all the complex processes - from the beginning to the opening of the trampoline park and then on. This guide is a complete, step-by-step checklist for opening your new trampoline park without any big troubles. On your way from the initial idea to the grand opening, this guide will help you to identify the following key points:



1. Defining yourself as a trampoline park business owner



2. Market research essentials



3. Creating a business plan for a trampoline park business



4. Tips for designing a trampoline park and identify proper park equipment supplier



5. Finding an ideal location for your trampoline park



6. Marketing and promotional activities of trampoline park business



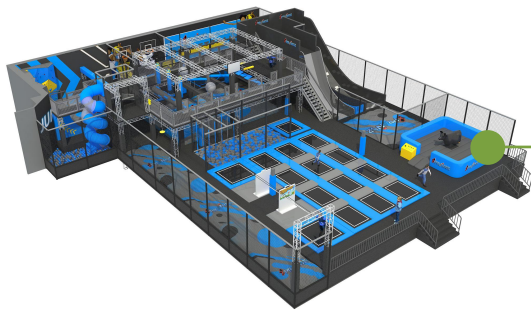
7. Legal aspects of the trampoline park business to pay particular attention to



8. Launching tips for opening and growing your trampoline park business

How can we place an order of indoor Trampoline?

Send us floor plan -- Design -- Order Confirm -- Sign contract -- Pay deposit -- Production -- Pay balance -- Loading -- Delivery.



Production
(20-30 days)



Installation
(20-25 days)



Order placed



Shipping and Clearance
(45-60 days)



Opening

The whole process takes about 3-4 months



Dreamland
playground

Zhejiang ZhongSheng Amusement Equipment was started to improve the quality and well being of play in the industry since 2014. We comply with the international safety standard such as ASTM in USA, EN in Europe, CSA in Canada, AS in Australia and BS in UK. We focus on details and quality more. We believe quality makes business longer.

If you have additional questions, need advice, or you are looking for a reliable manufacturer, we are here for you!

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