Design for success to capture the family & children’s market

by Randy White, CEO

White Hutchinson
Leisure & Learning Group

Kansas City, MO
816.931-1040
www.whitehutchinson.com

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We are consultants, designers & producers of location-based leisure & learning venues

- Family entertainment centers
- Children’s discovery play (edutainment) centers
- Family eatertainment facilities
- Adventure play gardens (playgrounds)
- Child care facilities
- Recreation/fitness projects
- Agritainment facilities
Featured
In this issue

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2. Change is sweeping the restaurant industry, leaving most LBEs in the dust
3. ADA guide for hiring persons with intellectual disabilities
4. Environments that make you say wow while you chow
5. New data on home-schooling
6. The gender challenge
7. Foundations Entertainment University
8. Eating out is in
9. Fisher-Price teams up with Royal Caribbean
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12. The business plan: the roadmap for success
13. Welcome our newest staff member
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15. New clients

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What is family-friendly?

A destination that:

1. meets the wants, needs, values & tastes of the family, both kids and adults
2. exceeds their expectations
3. makes them want to return
4. has them rave about it to their friends
What is the family & children’s market?

- Parents accompanying children
- Grandparents accompanying children
- Stay-at-home moms with preschoolers
Types of visiting families

- Parents with young children (0 - 8 years)
- Parents with children 2 - 12 years
- Parents with children 8 - teens
- Parents with children 0 - teens
<table>
<thead>
<tr>
<th>Age Group</th>
<th>Age Range</th>
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<tbody>
<tr>
<td>Infants</td>
<td>up to 10± months old</td>
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<tr>
<td>Older Infants &amp; Toddlers</td>
<td>10± months - 23± months</td>
</tr>
<tr>
<td>Two-year-olds</td>
<td>24± months - 35± months</td>
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<tr>
<td>Preschoolers</td>
<td>3± years - 5/6 years</td>
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<tr>
<td>Early Grade Schoolers</td>
<td>6/7 years - 8/9 years</td>
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<tr>
<td>Tweens</td>
<td>9/10 years - 12± years</td>
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<tr>
<td>Young Teenagers</td>
<td>13± years - 15± years</td>
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<tr>
<td>Older Teenagers</td>
<td>15± years - 17/18 years</td>
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</tbody>
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AGES OF PLAY

- Infant
- Toddler

Age ranges:
- 2-5/6
- 6/7-8/9
- 9/10-11/12
- 12/13
Basic children’s age groupings for play & entertainment

Toddlers & 2’s (strollers)
3 - 7/8 year-olds
8/9 - 11/12 year-olds
Tweens & teenagers
Family households with children

In 2003 - 25,626,000 families with children

- 60% with children >12 years
- 39% with children 6-11 years
- 37% with children >6 years
- 33% with children >5 years
- 22% with children >3 years
The vast majority of family visits consists of parents with children 12 years and younger.

At some agritainment facilities:
40%+ of children >4 years
Stay-at-home moms

- 29.6% of all married-couples with children >15 years
- 35.4% of all married-couples with children >6 years
- 60% have incomes $40,000+
- In many suburban areas, 40%+ of all married-couples with children >6 yrs
Stay-at-home moms with preschool children can be high repeat customers.
Women are the majority market—they control 83% of all product purchases and 92% of all vacation decisions.

Market research has proven time and time again that the primary thing women want, as people and consumers, is relationships. They want to understand what a brand stands for on the whole and whether the brand's image, philosophy and/or ethics are in sync with their own.
Today’s stay-at-home mom

- No Harriet
- 2/3’s preschool moms are Generation Y
- May have already succeeded at a career
- Helicopter mom
- High expectations
Market feasibility
Market Area Factors

- Length-of-stay (scale and mix)
- Spending per hour
- Drivetimes (varies by market)
- Competition (direct & indirect)
- Natural & psychological barriers
Concentric circle versus true market areas
<table>
<thead>
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<th>True Amoeba Shaped Market Areas</th>
<th>Traditional Concentric Circle Approach</th>
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<tr>
<td></td>
<td>Primary Market</td>
<td>Secondary Market</td>
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<tr>
<td>Population</td>
<td>110,300</td>
<td>189,500</td>
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<tr>
<td>Median Family Income</td>
<td>$42,800</td>
<td>$41,200</td>
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<td># Families with $50,000 + Incomes</td>
<td>10,900</td>
<td>18,000</td>
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<td># Children 2-9</td>
<td>11,300</td>
<td>20,800</td>
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<td># Adults with College Degrees</td>
<td>15,900</td>
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Key Market Indicators

- Number of families with children
- Number of children by ages of play
- Growth of # of children
- Average family incomes
- Family income distributions
- Market distribution of family incomes
- Educational attainment
- Stay-at-home moms with preschoolers
- Socio-economic/lifestyle of children families
- Distribution of target market by drivetime
Percent of 2002 Expenditures by Income Quintile

Quintiles of Household Income

- Lowest
- 2nd
- 3rd
- 4th
- Highest

Legend:
- All Out-of-Home Entertainment
- All Food Away-From-Home
Annual attendance
X
Per capita expenditures
=
Annual revenues

70,000 x $12 = $840,000
Type of revenues

- General admission & attraction fees
- Food & beverage
- Birthday parties & celebrations
- Other groups
- Field trips
- Sleep-overs (lock-ins)
- Day camps
- Classes & workshops
- Retail
- Sponsorships
- Advertising
<table>
<thead>
<tr>
<th>Guest Category</th>
<th>Annual Attendance</th>
<th>Admission &amp; Event Per Caps</th>
<th>Food &amp; Beverage Per Caps</th>
<th>Games Per Caps</th>
<th>Retail Per Caps</th>
<th>TOTAL Per Caps</th>
<th>Admission &amp; Event Revenue</th>
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<td>3,197</td>
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Per Caps for Events Below Are In Addition to Food & Beverage, Game, and Retail Included in Bundled Admission Price of Each Events

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Admission pricing

- general admission - adult & child
- membership
- birthday parties
- groups
The family marketing equation

1. Mom is in the driver’s seat
2. The children are sitting next to her as the navigators, and
3. If the husband is along, he is sitting in the back seat paying the bills (poor dad!)
The big issue today is capturing a share of:

Disposable

versus

Disposable
The agritainment marketing advantage:

for parents:

  nostalgia
  outdoors
  fun for children
  educational for children

for children:

  fun
  animals
A family agritainment brand

- keep it ‘farm’ authentic - that’s your brand
- tell your story
- not too slick
- avoid upfront technology
- the appeal of the outdoors, nature & animals
Parent (mom) friendly features:

- Security (abductions)
- Clean & sanitary
- Safe
- Fun for child
- Restrooms
- Shade
- Visibility
- Seating
- Food & beverage
Restrooms

• child size & height sinks
• children’s toilet
• dedicated diaper changing
• clean & bright
• room for strollers
• family restroom
Shade
Making it work for children
Children’s boredom

- Caused by a mismatch between what children have the ability to do and what they are expected to do
- Enjoy themselves when their skills match the task
- If challenged beyond their ability, become anxious and often claim boredom as defense
- If not challenged enough - they become bored or find inappropriate challenging behavior
- Need to create varied and graduated challenges
Age appropriate play

Toddlers & 2’s
3 - 5 year-olds
6 - 8/9 year-olds
Tweens
Teenagers
The family together
Children read environments differently than adults

Adults see the environment as the background for events

Children look for the environment’s affordances - what the environment “affords” them to do - how they can interact with it
Children’s ‘misbehavior’ is usually the result of improperly designed environment
Children want to be empowered
They want to feel competent

Anthropometrics is very important
Anthropometric issues

- height
- reach
- eye level
- seating
- step height
- restrooms
Wayfinding

Young children don’t read
Developmentally appropriate play

• pleasurable
• hands-on/participatory
• self-directed
• imaginative
• non-goal directed
• spontaneous
• open-ended
• free of imposed tasks or adult-imposed rules
Laws & regulations

Americans with Disabilities Act (ADA)
Consumer Product Safety Commission (CPSC)
American Society of Testing Materials (ASTM)
Health department
State ride regulations
Other governmental laws and regulations
ADA Guidelines & Rules affecting play & recreation facilities

ADA Accessibility Guidelines for Buildings and Facilities

ADA Accessibility Guidelines for Buildings and Facilities; Building Elements Designed for Children’s Use

ADA Accessibility Guidelines for Buildings and Facilities; Recreational Facilities (this includes playgrounds and petting zoos)
CPSC Handbook for Public Playground Safety

Model Law on Public Play Equipment

Height of equipment
Fall zone around equipment
Safety surfacing
Head & finger entrapment
Strangling hazards
Age zoning of play equipment

Infants & toddlers

2-5 year-olds

Early school age
Safety surfacing

- Engineered wood fiber
- Poured-in-place rubber
- Rubber tiles
- Pulverized rubber

Sand, gravel and wood chips do not meet ADA accessibility requirements
This does not meet safety requirements

not commercial playground equipment & no safety fall zone
Children love animals

Young children feel a natural kinship with and are drawn to animals, especially baby animals.

Children instinctively interact with animals.

Children > 6 years - 80% of their dreams are about animals.

90% of characters in preschool children’s books are animals.

Dominate appeal is to children 2 to 7 years-old.
CDC research on E. coli infections in 2000 at two farms

Findings:

• contact with cattle
• activities promoted hand-mouth contact - nail biting, purchasing food
• animals not in separate area
• lack of convenient handwashing
Safety with animals

1. no cattle

2. animals in separate area away from food & beverage, play areas, etc.

3. handwashing with soap & running water at exit of animal area with signage

4. signage at entry to facility
SAFETY TIPS

NAME OF FACILITY has created the following rules in compliance with suggestions from the Center for Disease Control to protect you and your family. Please note that harmful bacteria may be present in animal areas.

- Wash hands with soap and water upon leaving the animal area or touching animals.
- Supervise young children while washing their hands.
- Do not eat or drink in the animal area or before washing hands with soap and water.
- Please put away baby bottles, pacifiers, and children’s toys before entering the animal area.
- People of high risk such as pregnant women, the very old, the chronically ill and those with compromised immune systems should avoid animal contact.

Thank You
SAFETY TIPS

AFTER LEAVING ANIMAL AREAS OR TOUCHING ANIMALS
WASH YOUR HANDS

Supervise young children while washing.
Use SOAP and WATER.
RUB hands together for 20 seconds.
WASH back of hands, lower forearms, wrists, between fingers and under fingernails.
DRY hands with a clean paper towel.
Niche markets

1. Families  (*adults with children >13*)
2. Children  (*adults with children >9*)
3. Stay-at-home moms  (*with children >6*)
4. Birthday parties  (*children 2 - 8/9*)
5. School field trips
6. Groups
Families (adults with children >13)
Things the entire family can do together
Food & beverage
• No facility is too small to not have food service.

• Food & beverage is an essential component of group socialization.

• Food & beverage can drive visits and frequency as much as, if not more than, entertainment.

• Food & beverage increases length-of-stay, per capita expenditures, market draw and profits.

• A well designed and managed food & beverage operation can generate a 40+% profit after deducting COGS and labor.

• Ban the words “snack bar” and “concession” from your vocabulary. Think café, bistro and restaurant instead.
• The public has high expectations for food & beverage and their expectations are rising every day.

• The public’s food tastes are becoming very sophisticated.

• Having fun and health food do not necessarily go hand-in-hand. People no longer ‘cheat’ when dining out.

• Parents’ and children’s food and beverage preferences are often different—to succeed, you need to satisfy both.
Today’s food issues

• low calorie
• low fat
• low/no trans-fats
• low carbohydrate
• low/no sugar
• high fiber
• whole grain
• portion size
• allergies
• fresh
• natural
• artisan
• handcrafted
• have it my way!!!!
Kid friendly eats & treats

- eye appeal, colors
- dipping
- hand-held
- bold flavors
- more cosmopolitan palate
- fun
- don’t dumb down with silly names
- feel in control, competent
Kids are eating healthy
Stay true to your brand with ‘farm’ food
Children are biologically wired to play

Play is nature’s way of programming children with a pleasurable activity that teaches them about the world around them and how to become a part of society.
Characteristics of developmentally appropriate play

- Highly pleasurable
- Process-oriented, non-goal directed
- Child-initiated and self-initiated
- Activity of the mind, the imagination
- Free of imposed tasks or adult-imposed rules
- Hands-on, participatory
- Open-ended
One of the unique qualities of developmentally appropriate play is that it has high repeat appeal. Children create their own play script. The scripts constantly change, so the play is different every time.
Open-ended with continually changing play scripts
Imaginative Pretend Play

“Just a minute, Mommy! We’re on final approach!”
The high repeat appeal of children’s play makes it a powerful attraction.
Fishing
Water tables
Water Playground
Feasibility & design by White Hutchinson
12-year client