

Playland Attendance *

YEAR TO DATE AS OF:

7/21/13

7/22/12

<u>Non-Resident</u>	Price	Attendance	Gross Revenue		Price	Attendance	Gross Revenue
Ride All-Day	\$30	41,063	\$ 1,231,890.00		\$30	54,991	\$ 1,649,730.00
Junior	\$20	9,048	\$ 180,960.00		\$20	13,059	\$ 261,180.00
Spectator	\$10	20,220	\$ 202,200.00		\$10	24,698	\$ 246,980.00
<u>Resident</u>							
Ride All-Day	\$25	40,227	\$ 1,005,675.00		\$25	33,818	\$ 845,450.00
Junior	\$15	7,220	\$ 108,300.00		\$15	9,792	\$ 146,880.00
Spectator	\$0	27,238	\$ -		\$0	31,075	\$ -
<u>Season Pass SALES</u>							
Non-Resident	\$95	647	\$ 61,465.00		\$95	809	\$ 76,855.00
Resident	\$80	2,375	\$ 190,000.00		\$80	2,966	\$ 237,280.00
Spectator Non-Resident	\$35	98	\$ 3,430.00		\$35	119	\$ 4,165.00
<u>Season Pass REDEMPTIONS (from Sales)</u>							
Non-Resident	\$0	2,030	\$ -		\$0	2,810	\$ -
Resident	\$0	6,582	\$ -		\$0	8,317	\$ -
Spectator Non-Resident	\$0	228	\$ -		\$0	275	\$ -
<u>Other</u>							
Promotional	\$0	6,102	\$ -		\$0	7,144	\$ -
Group Rider	\$20	27,869	\$ 557,380.00		\$20	30,906	\$ 618,120.00
total:		187,827	\$ 3,541,300.00		total:	216,885	\$ 4,086,640.00

***PLEASE NOTE:**

Revenue figures are calculated based on FULL PRICE of item and DO NOT take into account:

- 1) credit card discount fees
- 2) use of coupons
- 3) various prices available to groups
- 4) discounted evenings & other promotions

Net Revenues will be based on reconciliations completed at end of season.

Season Pass Revenue figures are based on SALES.

Season Pass Attendance figures are based on REDEMPTIONS from those SALES.