

## Playland Attendance \*

YEAR TO DATE AS OF:

**8/25/13**

**8/26/12**

<u>Non-Resident</u>	Price	Attendance	Gross Revenue		Price	Attendance	Gross Revenue
Ride All-Day	\$30	73,135	\$ 2,194,050.00		\$30	93,923	\$ 2,817,690.00
Junior	\$20	16,490	\$ 329,800.00		\$20	21,768	\$ 435,360.00
Spectator	\$10	34,676	\$ 346,760.00		\$10	39,037	\$ 390,370.00
<u>Resident</u>							
Ride All-Day	\$25	77,250	\$ 1,931,250.00		\$25	58,273	\$ 1,456,825.00
Junior	\$15	14,162	\$ 212,430.00		\$15	16,832	\$ 252,480.00
Spectator	\$0	48,568	\$ -		\$0	51,160	\$ -
<u>Season Pass SALES</u>							
Non-Resident	\$95	665	\$ 63,175.00		\$95	835	\$ 79,325.00
Resident	\$80	2,394	\$ 191,520.00		\$80	3,025	\$ 242,000.00
Spectator Non-Resident	\$35	102	\$ 3,570.00		\$35	127	\$ 4,445.00
<u>Season Pass REDEMPTIONS (from Sales)</u>							
Non-Resident	\$0	3,122	\$ -		\$0	4,159	\$ -
Resident	\$0	10,299	\$ -		\$0	12,381	\$ -
Spectator Non-Resident	\$0	355	\$ -		\$0	346	\$ -
						0	
						0	
<u>Other</u>							
Promotional	\$0	13,936	\$ -		\$0	9,917	\$ -
Group Rider	\$20	48,821	\$ 976,420.00		\$20	60,374	\$ 1,207,480.00
total:		<b>340,814</b>	\$ 6,248,975.00		total:	<b>368,170</b>	\$ 6,885,975.00

### **\*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.