

Playland Attendance *

	2013			2012		
	Price	Attendance	Gross Revenue	Price	Attendance	Gross Revenue
<u>Non-Resident</u>						
Ride All-Day	\$30	80,536	\$ 2,416,080.00	\$30	106,233	\$ 3,186,990.00
Junior	\$20	18,423	\$ 368,460.00	\$20	24,473	\$ 489,460.00
Spectator	\$10	38,222	\$ 382,220.00	\$10	43,795	\$ 437,950.00
<u>Resident</u>						
Ride All-Day	\$25	87,856	\$ 2,196,400.00	\$25	70,913	\$ 1,772,825.00
Junior	\$15	15,957	\$ 239,355.00	\$15	19,814	\$ 297,210.00
Spectator	\$0	53,929	\$ -	\$0	58,882	\$ -
<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	3,423	\$ -	\$0	4,748	\$ -
Resident	\$0	11,409	\$ -	\$0	14,098	\$ -
Spectator Non-Resident	\$0	382	\$ -	\$0	354	\$ -
<u>Other</u>						
Promotional	\$0	21,872	\$ -	\$0	11,921	\$ -
Group Rider	\$20	58,060	\$ 1,161,200.00	\$20	78,068	\$ 1,561,360.00
total:		390,069	\$ 7,021,980.00	total:	433,299	\$ 8,071,565.00

***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**.