

Playland Attendance *

YEAR TO DATE AS OF:

8/11/13

8/12/12

<u>Non-Resident</u>	Price	Attendance	Gross Revenue		Price	Attendance	Gross Revenue
Ride All-Day	\$30	58,577	\$ 1,757,310.00		\$30	76,156	\$ 2,284,680.00
Junior	\$20	13,035	\$ 260,700.00		\$20	17,659	\$ 353,180.00
Spectator	\$10	28,135	\$ 281,350.00		\$10	32,165	\$ 321,650.00
<u>Resident</u>							
Ride All-Day	\$25	59,987	\$ 1,499,675.00		\$25	45,185	\$ 1,129,625.00
Junior	\$15	10,872	\$ 163,080.00		\$15	13,109	\$ 196,635.00
Spectator	\$0	39,504	\$ -		\$0	41,956	\$ -
<u>Season Pass SALES</u>							
Non-Resident	\$95	663	\$ 62,985.00		\$95	835	\$ 79,325.00
Resident	\$80	2,392	\$ 191,360.00		\$80	3,017	\$ 241,360.00
Spectator Non-Resident	\$35	100	\$ 3,500.00		\$35	127	\$ 4,445.00
<u>Season Pass REDEMPTIONS (from Sales)</u>							
Non-Resident	\$0	2,668	\$ -		\$0	3,564	\$ -
Resident	\$0	8,715	\$ -		\$0	10,626	\$ -
Spectator Non-Resident	\$0	299	\$ -		\$0	325	\$ -
<u>Other</u>							
Promotional	\$0	12,410	\$ -		\$0	8,331	\$ -
Group Rider	\$20	37,980	\$ 759,600.00		\$20	48,221	\$ 964,420.00
total:		272,182	\$ 4,979,560.00		total:	297,297	\$ 5,575,320.00

***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**.