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Generating Additional Revenue with PowrPlay A Flip Out Somerset Case Study

Background

Jeremy Appiah, Owner of **Flip Out Somerset**, was facing the same challenge most trampoline park site operators. *'How do I keep regular customers engaged so they return, whilst also attracting new ones?'*

The one-word answer: **Gamification**.

Following the success of his trial of Rugged's **BattleBaskets**, Jeremy was keen to gamify other areas of his park. With the **popularity of football** continuing to grow, thanks to the Lionesses' Euro win and the 2022 men's FIFA World Cup, PowrPlay was the obvious upgrade for Jeremy.

The High-Tech Soccer Solution

Jeremy upgraded the **underused** and typically **high-injury zone dodgeball court** with Rugged's PowrPlay® interactive football target system. They replaced trampolines with an enclosed football arena, including artificial grass, custom graffiti art and a viewing platform, creating a compelling PowrPlay arena with **reduced injury risks**.

Overview

Flip Out Somerset thought outside the 'penalty' box when they installed Rugged Interactive's **PowrPlay®** football targets.

By introducing new **Soccertot-style sessions**, the park has increased their appeal and birthday party bookings.



New Revenue from Soccertot-style Sessions

Jeremy has used PowrPlay® uniquely to **generate new and additional revenue streams**.

Flip Out Somerset now offers Soccertot-style Sessions, runs competitions and tournaments, and hosts unique football parties.

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We believe it is vital to continually rejuvenate our park, so it doesn't become dated and customer interest challenged. Moving with the times and integrating innovation is essential, and PowrPlay provides the perfect solution.

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Additional Growth Has Come From:

- ⚽ Higher **visitor numbers** during the day / quieter times
- ⚽ Customers booking **2-hour sessions** instead of 1-hour sessions
- ⚽ **Longer dwell times**
- ⚽ More football themed **parties**
- ⚽ Football **competitions** and **tournaments**
- ⚽ Increased food and drink sales
- ⚽ **New demographic** reached – football fan, toddlers, teenagers

We're thrilled that we can support Jeremy to continually integrate new and emerging innovations into his park. All of which are helping to grow the park's **popularity, reach and revenue**. The addition of PowrPlay has been a huge success, and we're excited to hear what Jeremy thinks of next!

