



**WALLTOPIA**

ACTIVE ENTERTAINMENT;  
**THE KEY TO EXPANDING ALPINE TOURISM**



## *STATE OF THE MARKET*

- Ski resorts are highly weather dependent
- The most dedicated generation of skiers is retiring from the sport
- The new generations of skiers are becoming “more casual”

Visits of baby boomers, the most dedicated generation of skiers have declined by 15% in the last 10 years. According to Rob Katz, the CEO of Vail Resorts ***“The most important thing to keep baby boomers coming back is to make sure their kids want to come back - and their grandkids”***

**ATTRACTING KIDS AND YOUNGER VISITORS  
IS A CORE SEGMENT FOR THE SKI INDUSTRY**

The **millennials** now command **\$1.3 trillion** in annual consumer spending. Despite this, according to the NSAA stats for every boomer that retires from winter sports two millennials are needed to make up for the revenue lost. The **millennials are focused on experience** and going home with a story. This drives them to choose to participate in various activities and adventures rather than skiing.

**DIVERSIFICATION OF EXPERIENCES IN THE RESORT IS  
KEY FOR ATTRACTING MILLENNIAL CUSTOMERS**

According to recent studies, the Alps could lose nearly 70% of their yearly snow cover by the year 2100. **In the US alone, a lower than average snowfall winter can result in \$800 million dollars of unrealized revenue.**

**SUMMER OPERATION CAN LOWER CASH DRAIN WITH  
30% AND INCREASE REVENUE BY 12,5%**

# THE RESORT OF THE FUTURE

**SUMMER OPERATION AND NEW ACTIVITIES**

**TARGET LARGE DIVERSE GROUPS**

**FOCUS ON VISITORS' EXPERIENCE**

# WHY ACTIVE ENTERTAINMENT?

**YEAR ROUND OPERATION**

**NEW EXPERIENCES**

**MAIN REASON FOR SUMMER VISITS**

**APPEALS TO A WIDER  
RANGE OF CUSTOMERS**



# WHY ACTIVE ENTERTAINMENT?

**APPEALS TO WIDE A  
RANGE OF CUSTOMERS**

**THRILL & ADRENALINE SEEKERS**

**PHYSICALLY ACTIVE PEOPLE**

**KIDS AND YOUNG ADULTS**

**FAMILIES LOOKING FOR QUALITY  
TIME TOGETHER**





## THE TREE COURSE



## ROLLGLIDER



## ROPES COURSE



## CLIMBING WALLS



## ADVENTURE HUB



## ADVENTURE ZONE



# THE TREE COURSE

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*Featuring a striking design and obstacles varying in difficulty and style, The Tree Course is set to become an anchor summer attraction of any resort.*

**ANCHOR ATTRACTION**

**STRIKING DESIGN**

**GATHERING POINT**

**VIEWING DECK**



# THE TREE COURSE

## OPERATIONAL DETAILS

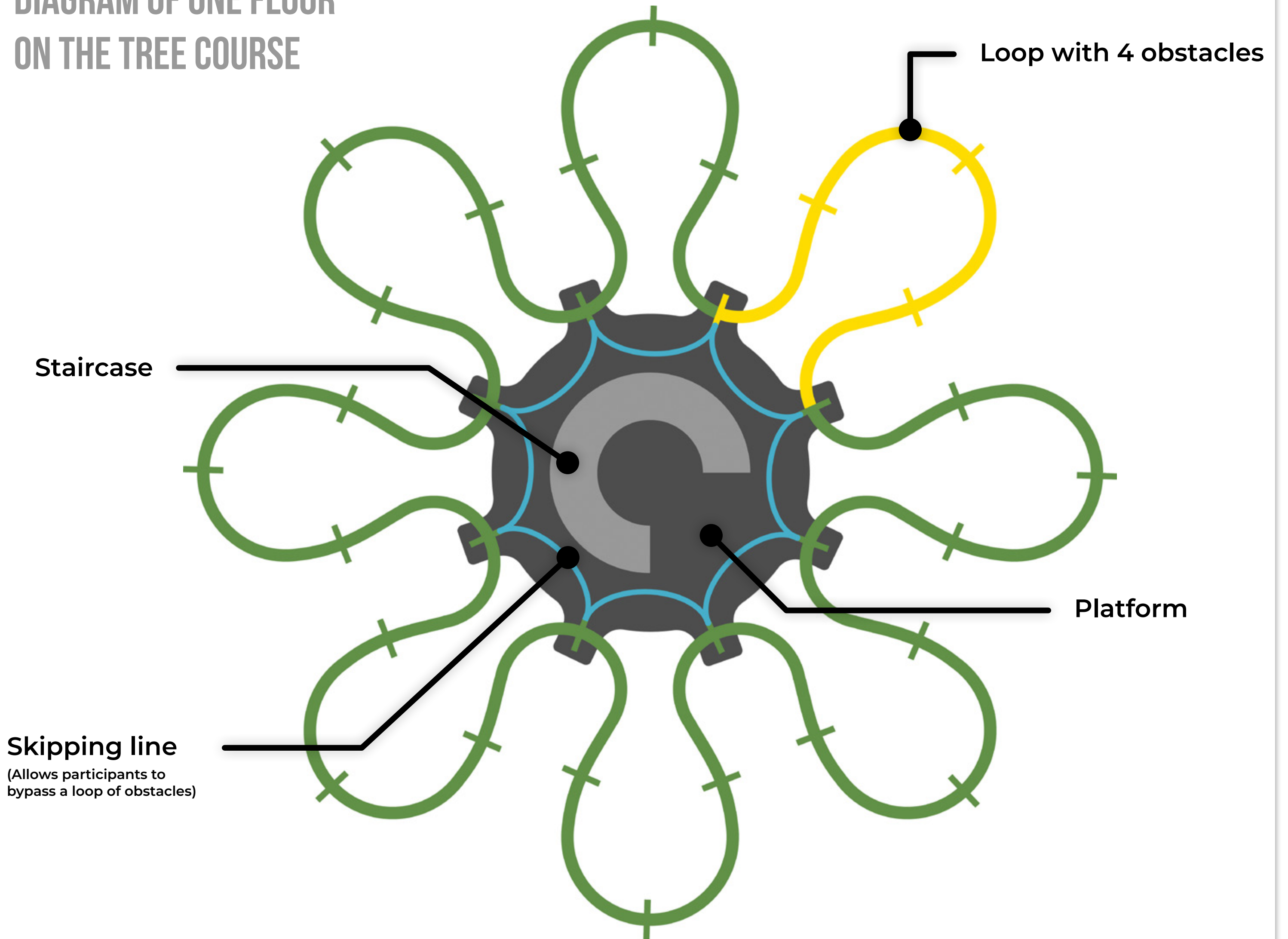
**CAPACITY: 244 PPL**

**4 OPERATORS**

**FOOTPRINT: 80 M<sup>2</sup>**

**MODULAR STRUCTURE: 1 - 3 LEVELS**

DIAGRAM OF ONE FLOOR  
ON THE TREE COURSE



# ROLLGLIDER

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*The Rollglider is an exciting attraction that delivers the feeling of flying. The twists and turns it makes around the forest provide an unmatched experience craved by thrill-seekers and nature lovers alike.*

**UNIQUE FLYING EXPERIENCE**

**SUPERIOR TO ZIP-LINES**

**CAN BE SUSPENDED TO TREES**

**PANORAMIC OR EXTREME VERSION**



# EXTREME ROLLGLIDER

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*The Extreme Rollglider is a gravity propelled roller-coaster attraction that delivers the feeling of flying with an excitingly high speed.*

**THRILLING EXPERIENCE**

**ANCHOR ATTRACTION**

**SPEED UP TO 50 KM/H**



# PANORAMIC ROLLGLIDER

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*The Panoramic Rollglider is a slow aerial ride designed for sightseeing and observation which allows the riders to immerse themselves in the forest scenery.*

**FAMILY EXPERIENCE**

**SEAMLESS INTEGRATION**

**SPEED UP TO 11 KM/H**



# ROLLGLIDER

## OPERATIONAL DETAILS

**CAPACITY: 120 PPL/H**

**2 OPERATING PLATFORMS**

**2 OPERATORS**

**AUTOMATIC RETURN OF TROLLEYS**



# ROPES COURSE

*Our Ropes Course challenge flexibility, balance and strength in a thrill-boosting way, while ensuring maximum safety.*

**FAMILY-FRIENDLY**

**OVER 100 OBSTACLES**

**CONTINUOUS BELAY LINE**

**DURABLE & WEATHER-RESISTANT**





# ROPES COURSE

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**ADD-ON: ZIPLINE**



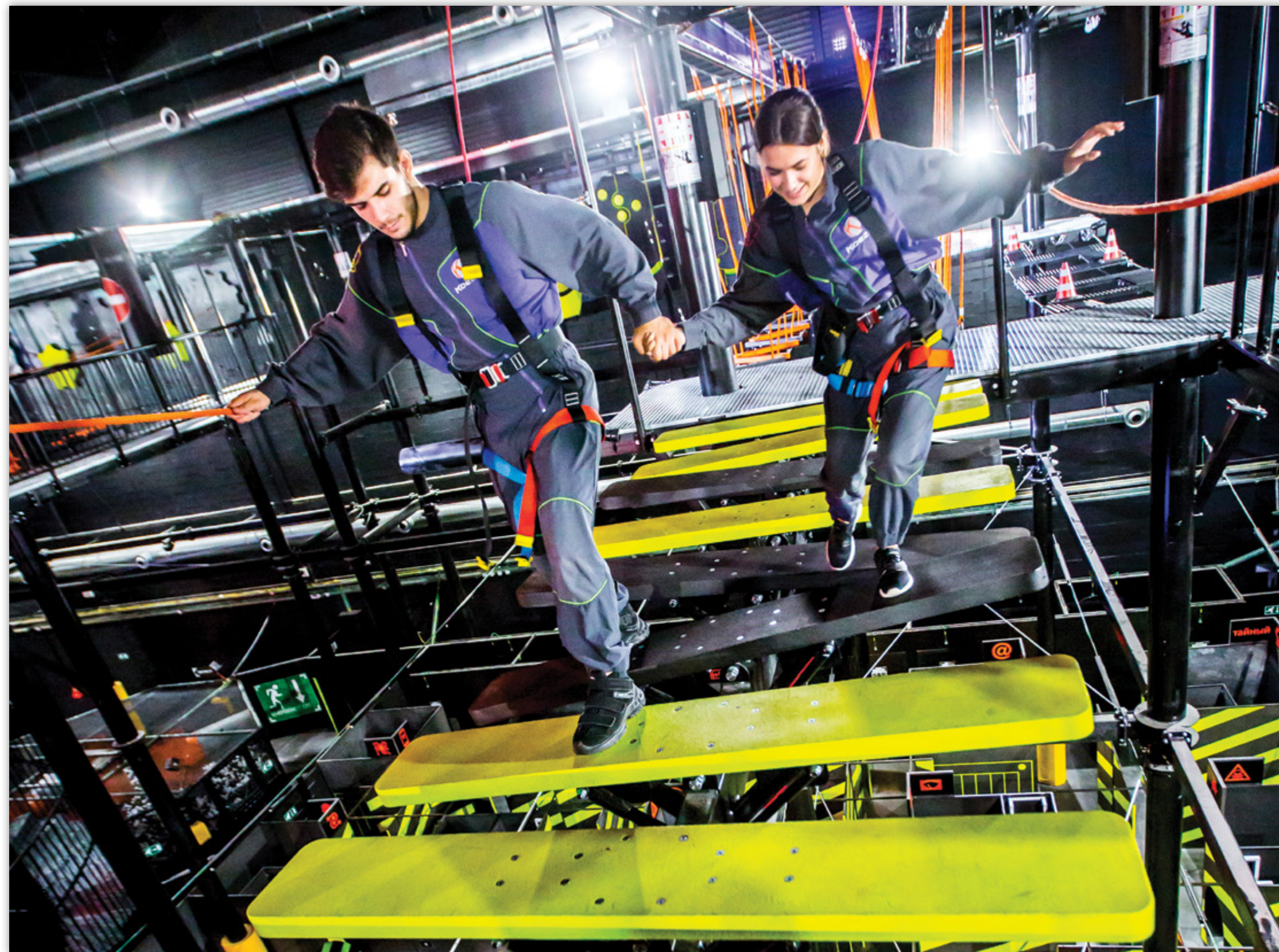
**ADD-ON: FREE FALL DEVICE**



# ROPES COURSE

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**LINEAR LAYOUT FOR PAY-PER-VISIT MODEL**



**MULTI-DIRECTIONAL FOR HOURLY PAY MODEL**



# ROPES COURSE

## OPERATIONAL DETAILS

**MODULAR STRUCTURE**

**CAPACITY: 26 PEOPLE PER LEVEL**

**1 OPERATOR PER LEVEL**

**FOOTPRINT: 155 M<sup>2</sup>**



# CLIMBING WALLS

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*Climbing is growing rapidly as the sport is becoming more and more appealing to the general public.*

**GROWING IN POPULARITY**

**FLEXIBLE CONSTRUCTION**

**HIGHLY DURABLE**

**INDOOR & OUTDOOR OPTIONS**



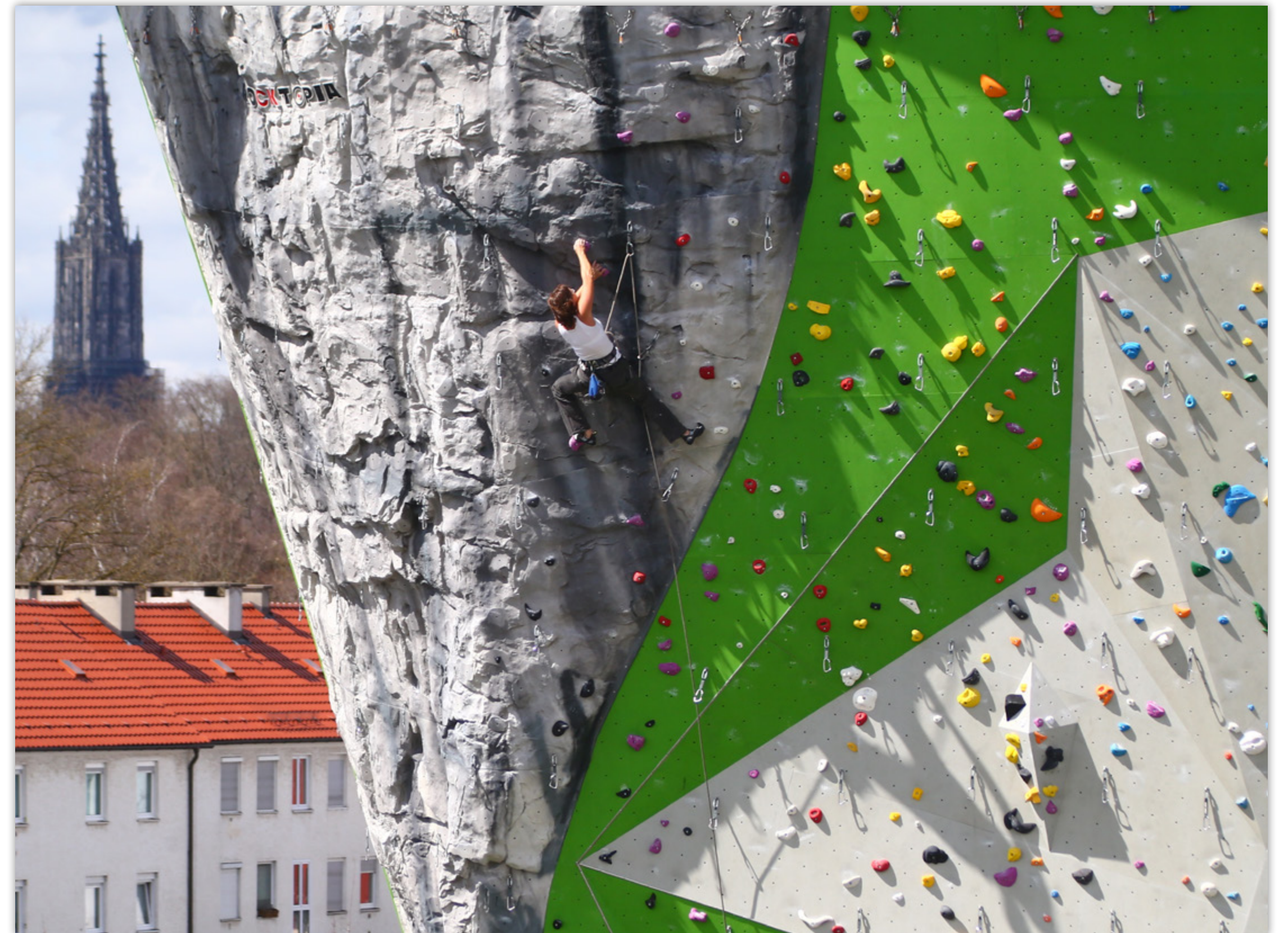
# CLIMBING WALLS

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## BOULDERS FOR UNHARNESSED CLIMBING



## GEOMETRIC OR ROCK-REALISTIC SURFACES



# ADVENTURE HUB

*An attraction combining many activities in one structure, the Adventure hub can quickly become a focal point of any resort during the summer*

**ANCHOR SUMMER ATTRACTION**

**EASILY THEMED**

**DIVERSE EXPERIENCES**

**SUITABLE FOR ALL AGES**



# ADVENTURE HUB

## OPERATIONAL DETAILS

**CAPACITY: FROM 100 PEOPLE**

**OPERATORS: 2-4  
DEPENDING ON ATTRACTIONS**

**FOOTPRINT: FROM 500 M<sup>2</sup>**



# ADVENTURE ZONE

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*The Adventure Zone is designed to appeal to the innate desire of climbing and exploration. It allows children to create memorable experiences in the forest environment.*

**DESIGN APPEALING TO KIDS**

**SUITABLE FOR  
CHILDREN OF ALL AGES**

**UNHARNESSED ACTIVITIES**





# ADVENTURE ZONE

## OPERATIONAL DETAILS

**CAPACITY: STARTING  
FROM 60 PEOPLE**

**OPERATORS: 1-2  
DEPENDING ON ATTRACTIONS**

**MODULAR ELEMENTS**



# WHY WORK WITH WALLTOPIA?



MORE THAN **1800** **PROJECTS**  
IN **76** COUNTRIES ON **6** CONTINENTS

**LET'S TALK ABOUT YOUR PROJECT!**

Contact us at: **adventure@walltopia.com**  
or visit: **www.adventure.walltopia.com**

**WALLTOPIA**

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