

TAKE YOUR BUSINESS
to NEW HEIGHTS and
BEYOND!



ARBORTREK
CANOPY ADVENTURES

ZIP LINES, CANOPY TOURS & ADVENTURE PARKS

Zip Lines, Canopy Tours & Adventure Parks represent one of the fastest growing markets in adventure tourism and out-of-home entertainment. They blend the novelty of being immersed into the natural environment with the thrill of soaring through the forest, crossing wobbly bridges, and seeing the world from a different perspective.

Emerging from their roots as a tool to study the rainforests of South and Central America, these tours have fast become a favorite family pastime. Since 2005, the number of tours in the United States and Canada has grown steadily year after year. In fact, it is estimated that there will be more than 350 canopy tours and zip line tours, 65 adventure parks, and 45 commercial zip rides in the United States and Canada by the end of 2012. This does not include the estimated 19,000 zip lines and challenge courses found at local schools, summer camps, nature centers, and backyards.

SO, WHAT DOES THIS MEAN?

This means that in 2011, an estimated 3.1 million people participated in commercial tours/rides in the United States and Canada, spending approximately \$200 million dollars. Note: this does not include participation in traditional challenge course programs or private courses.

WHERE IS THE INDUSTRY HEADED?

One need only to look at Costa Rica where canopy tours were first popularized and France where Aerial Trekking Parks (Adventure Parks) were introduced to gain insight. In 2009, the Costa Rican Institute of Tourism (ICT) estimated there to be 175 tours in the country, with a land mass the size of West Virginia, and that 60% of all tourists participated in a zip line canopy tour. In early 2011, the total number of courses was estimated at 375. France, on the other hand, boasts as many as 1,000 aerial trekking parks/adventure parks, although some estimates have been as high as 2,000 courses.



THE Opportunity



TAKE YOUR BUSINESS TO THE NEW HEIGHTS

ArborTrek provides the opportunity for established tour operators, parks, resorts, museums, zoos, and land owners with wooded property or unique terrain located near tourist destinations or in heavily populated areas to enter into the emerging eco-adventure park market with the management experience, systems, and financial backing necessary to be successful.

In turn for a long-term concession and agreement of exclusivity to operate the canopy tours, zip lines, aerial adventure courses and other eco-adventure park activities on the property, ArborTrek will finance the tour and provide the brand, experience, systems, and management oversight needed to design, install, operate and maintain the course(s). A separate company will be created to oversee all of the day-to-day operations, staffing, and basic upkeep, so you don't have to. In some arrangements, the land owner may also contribute capital, access to facilities, infrastructure, and ongoing support. Several partnership options are available including a fixed lease, enhanced lease which includes a percentage share of revenue on an escalating scale, and percentage ownership.





TOP REASONS TO PARTNER WITH ARBORTREK

1. ArborTrek assumes the financial risk and does the heavy lifting leaving you to grow your core business or focus on other things;
2. ArborTrek provides experienced management oversight and guidance to avoid common pitfalls that lead to losses;
3. ArborTrek courses are professionally built by designers with years of experience in the industry;
4. ArborTrek is at the forefront of research in the industry and is constantly evolving to stay ahead of trends, regulations, and standards;
5. ArborTrek offers consistent standards, access to shared national and local marketing efforts, proven staff development systems, reduced overhead due to shared and standardized systems, access to reservation management systems;
6. ArborTrek tours create hype, increase visitation, and win awards; and
7. As part of a larger brand, ArborTrek is working to grow your business on many fronts.



MISSION

Be the premier provider of zip line canopy tours and eco-adventure parks in the U.S. and Canada by 2020.

BUSINESS FOCUS

Design, development, and deliver novel, eco-adventure programs that foster an appreciation for the environment, create lasting memories, and help individuals learn more about and connect with themselves and the people around them.

PRODUCTS

ECO-BASED ZIP LINE TOURS & CANOPY TOURS. A series of tree-to-tree, ground-to-ground, or tower-to-tower traverses, incorporating zip lines, sky bridges, hiking trails, and rappels. The focus is upon guided exploration of the geography and ecology of the area, and tours are highly interactive.

ADVENTURE PARKS/AERIAL TREKKING COURSES. A series of tree-to-tree or pole-to-pole traverses incorporating rope bridges and zip lines with a combination of more physically demanding elements designed to test a participant's agility, strength, balance, stamina and courage.

ZIP RIDES. Long, amusement-park style zip lines for two or more riders, boasting high speeds and thrills.

ADVENTURE CHALLENGE PROGRAMS. A series of ground-based obstacles that present physical, mental, and emotional challenges that invite a group to explore teamwork strategies and demonstrate for themselves the importance of planning, cooperation, and communication.



THE Experience

Educate.
Entertain.
Inspire.



CANOPY TOURS

OVERVIEW

The pinnacle of the ArborTrek brand, zip line canopy tours combine the thrill of flying with friendly guides and a truly immersive environmental experience. It is no wonder zip line canopy tours appeal to such a broad market. A typical zip line canopy tour is comprised of a series of zip lines and aerial walkways that traverse from tree to tree, ground to tree, or tree to ground depending on the local topography. While most of the transfer platforms are located aloft in trees, course layouts often include landing or takeoff at a ground platform and some trail segments. Guides tailor the experience according to the wishes of each group, adjusting the amount of attention given to informative talks on natural history and ecology, or to simply allowing for a purely recreational activity.

DEMOGRAPHICS

- **Market Segmentation:** Young & Free, Middle-Income and Affluent Family, Baby Boomers and Active Seniors
- **Restrictions:** Ages 8 to 98 years; Weight: 70 to 270 lbs

LOCATIONS

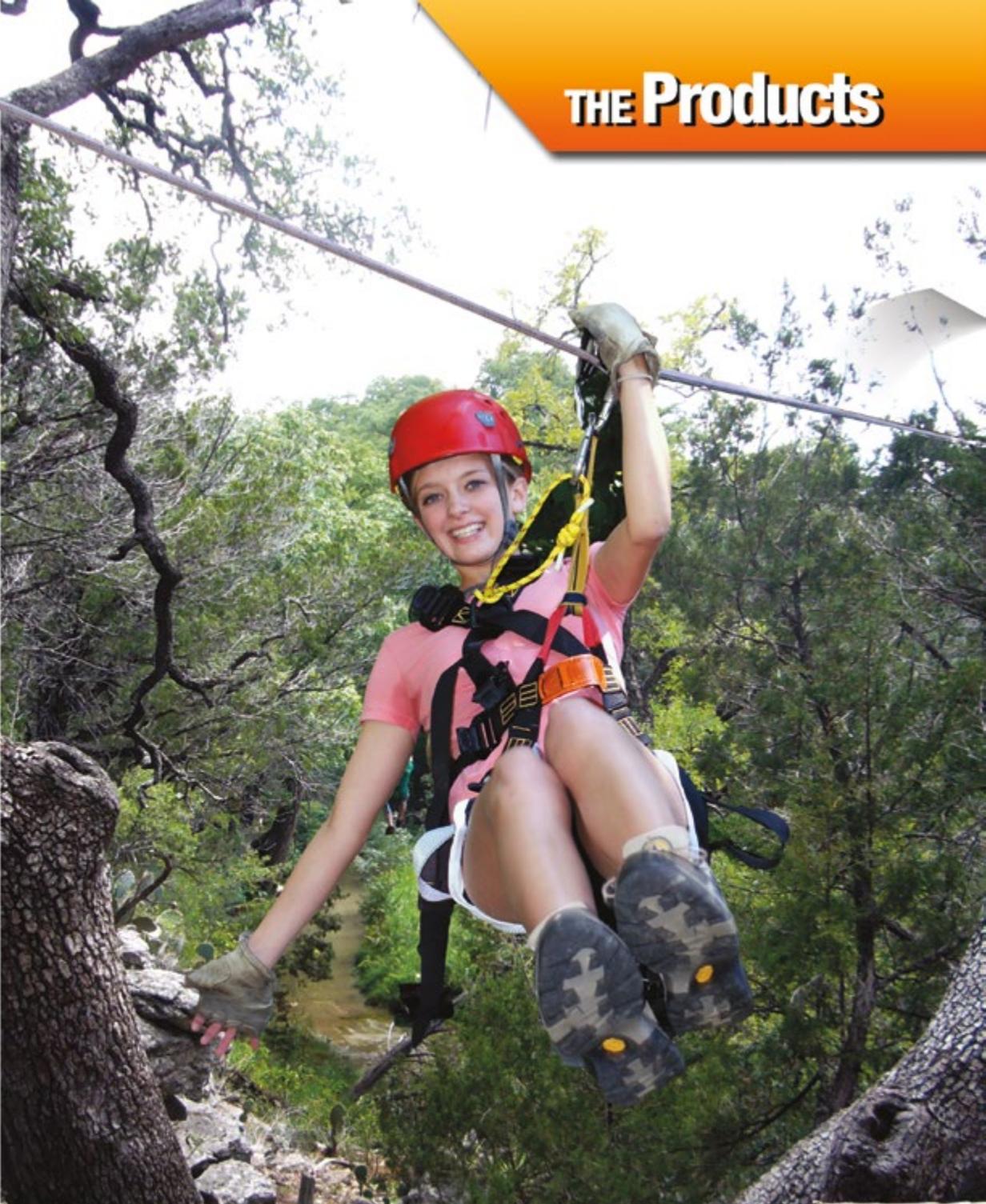
Zip line canopy tours are enhanced by wild places, distinctive topography, and locations of historical and environmental significance. 20-40 acres of healthy, mature woodlands or topographically-interesting terrain with 60 to 800 feet in elevation change are recommended.

TECHNICAL DATA

- **Duration:** 1.5 to 3.0 hours
- **Avg. Price:** \$75 to \$150 (depending on market)
- **Daily Capacity:** 160-364 persons
- **Avg. Annual Attendance:** 10,000 - 30,000



THE Products



ARBORTREK
CANOPY ADVENTURES

ADVENTURE PARKS

OVERVIEW

Slide, balance, jump, crawl, dash, swing or stroll. Adventure parks combine the novelty of being high above the ground with physical challenge. Popular in Europe for many years, adventure parks blend static high ropes course elements with zip lines, climbing walls, bridges, and occasionally via ferrata.

A variety of course models exist, ranging from fully-guided explorations to semi-guided and self-guided adventures. From pole-based courses located at your local zoo or beachfront, to multi-stage tree-based adventure parks that blend challenge elements with the opportunity to explore the wild, the possibilities are nearly endless.

Course designs can be tailored to a range of experiences from outings that require only moderate exertion and allow participants to traverse and explore the canopy to physically demanding and emotionally challenging aerial obstacle courses that beckon participants to return and improve their performance (akin to climbing gyms).

DEMOGRAPHICS

- **Market Segmentation:** Youth, Young & Free, Middle-Income and Affluent Families, Active Baby Boomers
- **Restrictions:** Ages 5+; Weights limits TBD

LOCATIONS

Best suited in mature forests near parking and facilities.

TECHNICAL DATA

- **Duration:** 1.5 to 3.0 hours
- **Number of Elements:** 20 to 150+
- **Avg. Price:** \$20 to \$65 (depending on market and scope of course)
- **Daily Capacity:** 160-800 persons
- **Avg. Annual Attendance:** 20,000+

THE Products



ZIP RIDES

OVERVIEW

Step up, clip-in, and you're off. Zip rides are amusement park thrill rides, pure and simple. They are commonly 800+ feet in length and include two or more descent lines running side-by-side allowing participants to race one another to the bottom.

DEMOGRAPHICS

- **Market Segmentation:** Thrill Seekers, ages 8 and older, 70 lbs or more

LOCATIONS

Zip line rides are generally designed as an add-on to parks or resorts with other attractions. To run as a stand alone event, zip rides must offer a very novel opportunity. Common locations include ski areas, stadiums, event centers, zoos, parks, and urban locations.

TECHNICAL DATA

- **Duration:** 0.25 to 1.0 hours
- **Lines:** 2 to 4 parallel lines, 800' - 5,000' each
- **Avg. Price:** \$20 to \$99 (depending on market and scope of ride)
- **Daily Capacity:** 1 rider every 30 to 90 seconds per line
- **Avg. Annual Attendance:** 20,000+



THE Products



OTHER CONCEPTS

It's no longer just enough to "Wow!" participants with a great experience. Today's travelers have ever more demanding schedules and higher expectations of tour outfitters. They're looking for a one-stop-shop for adventure.

Our other concepts are designed to supplement programming, provide diversity, and keep guests coming back. The following are just a few of the concepts we have experience in implementing:

- Adventure-based teambuilding
- Experience-based training and development
- Adventure races/team competitions
- Tree Climbing
- Rock Climbing
- Giant Swings
- Off-Road Segways
- Free Falls/Jumps
- Mountain Biking



THE Products



ArborTrek is a company built of talented people who are passionate about exploring the natural world, empowering others, and providing individuals, small groups, and families the opportunity to share an unforgettable adventure together. More importantly, we're passionate about growing businesses.

HISTORY

Inspired by emerging opportunities in the eco-adventure market and frustrated by the limited role of a design/build vendor, Michael Smith launched ArborTrek Canopy Adventures' flagship operation at Smugglers' Notch Resort in Vermont in November 2010 with the goal of being the premier provider of zip line canopy tours and adventure parks in the U.S. and Canada by 2020.

While ArborTrek is a relatively new company the experience and systems behind ArborTrek are rooted in the success and growth of many of the top tours in the U.S. and Canada. ArborTrek has uniquely positioned itself to capitalize on the growing eco-adventure trend by providing the opportunity for established tour operators, resorts, public parks and land owners with wooded property to enter into the market with the financing, design, installation, training, and management experience necessary to be successful. ArborTrek is currently seeking locations in the Northeast, Mid-Atlantic, Midwest, and Southeastern United States, Ontario, and the Caribbean.

For a complete list of tour locations and projects, please visit our website at www.arbortrek.com.



LEADERSHIP

Our core business team is drawn from a variety of fields, including business management, finance, marketing, risk management, challenge courses, zip line canopy tours, corporate training, outdoor leadership, and more.

MICHAEL R. SMITH, PRESIDENT

As the President of ArborTrek Canopy Adventures, Michael is dedicated to providing high-value, small group and family experiences that foster an appreciation for our natural world, inspire and rejuvenate the mind, and educate communities on the value of wild places. Michael brings more than 19 years of experience in the challenge course industry as a facilitator, designer, builder, manager, trainer, and business consultant and holds a BA in Wilderness Leadership from Prescott College in Arizona and Masters of Training and Development from Oakland University in Michigan . He has worked with numerous Fortune 500 companies as a business consultant, authored and published climbing guides, worked as a Chief Field Instructor for the Outward Bound School, and managed a web design and marketing company. Through his work as an eco-adventure park builder and consultant, he has helped to design and launch 14 zip line canopy tours in the United States and one in Ontario, Canada, and has consulted with dozens of other aerial adventure course operations on business planning, feasibility, staff development, and marketing.

MICHAEL A. BEBER, CHAIRMAN

Michael provides financial and related insight and support to the ArborTrek team. Best known as a forensic accountant, Beber possesses more than 25 years of significant experience in developing market-leading intelligence and risk/data management businesses for major corporations from his years as a strategic and operating executive with companies including Kroll, one of the leading risk consulting companies, Marsh and McLennan, the world's largest risk manager, MidOcean Partners, a leading middle market private equity firm and, most recently, Altegrity, an international investigations and security company. Beber's love of zip line canopy tours and entrepreneurial pursuits led him to Mike Smith, one of the most recognized leaders in the industry where they forged their mission – to build ArborTrek into the premier provider of eco-adventures in the U.S. and Canada.

ARE YOU READY TO TAKE YOUR BUSINESS TO NEW HEIGHTS?

email msmith@arbortrek.com or
Call (248)481-2568)

GET Started



ARBORTREK
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TRAVEL+
LEISURE

APRIL 2012 - LISTED AS ONE OF THE
"WORLD'S COOLEST ZIP LINES"

Outside

JUNE 2012 - ADVENTURE ADVISOR BLOG LISTED
ONE OF THE BEST WILDERNESS
ZIP LINE TOURS IN THE U.S.

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