



Water World - Fast Facts 07

History

- 1989 Water World opens.
- 1997 Nucleus, the UK's first indoor water roller coaster opens.
- 1998 Annual visitor numbers break through the 350,000 barrier.
- 1999 Mo Chaudry purchases Water World from Rank Leisure for £1.5m
- 2000 Water World embarked on a major refurbishment programme.
- 2000 New restaurant and environmentally-friendly, state of the art plant room opened.
- 2001 Annual visitor numbers break through the 400,000 barrier.
- 2001 Twister, fastest ride in the park, opened by Jonathon Wilkes.
- 2003 Aqua Splash Jungle House opened by the Fast Food Rockers.
- 2004 Investment of £500,000 in new changing facilities. Complete.
- 2004 Plans agreed and phased investment committed to development of a themed café bar, an amusement arcade, expanded retailing facilities and external improvements at Water World. Complete.
- 2006 £10m expansion plans announced for Waterworld.
- 2006 1st phase completed. £2.5m.
- 2007 Master plan finalised for the redevelopment of the 12 acre site. A £60m gross development value project.
- 2007/2008 2 Major new state of the art rides to be launched.
- 2008/09 Subject to planning: start of major expansion for an Urban Leisure Resort.

Interesting Facts & Figures

- ☞ Water World employs 150 includes 1st phase.
- ☞ 60-80 staff are lifeguards (depending on the time of year).
- ☞ The Water World site occupies around 5 hectares.
- ☞ The pools at Water World contain 1,589,000 litres of water at any one time.
- ☞ 70,000 sq ft indoor facility.
- ☞ Water temperature is maintained at a constant 30 degrees Celsius.
- ☞ If laid end to end, Water World's flumes would stretch for 1km.
- ☞ During the Summer season, an average of 2,500 customers use the water park every day.
- ☞ There are 400 free car parking spaces on-site.
- ☞ In excess of 400,000 visitors have been to water World in the last 12 months.
- ☞ Over 6m visitors since inception.
- ☞ On average, 80% of customers travel for over 1 hours to visit Water World.
- ☞ 67% of customers are repeat visitors.
- ☞ 80% of visits result from word of mouth recommendations from friends and family.



- ☞ 40% of visitors arrive in parties of four or more people.
- ☞ Over 90% of all visitors regard their day out at Water World as good or even excellent value for money.
- ☞ Customer research rates Twister, the Space Bowl and Nucleus as the water park's top three rides.
- ☞ Customers spend an average of 3.5 hours per visit.
- ☞ Customers spend an average of £10 per visit.

Financial

- ☞ Gross Profits of around £2m in 2006.
- ☞ Over £6m invested in Water World in the last five years.
- ☞ £10m expansion of WW announced 2006.
- ☞ £60m mixed use redevelopment announced subject to planning permission. Plans to be submitted 2007.
- ☞ Most recently (2006), new front of house development at a cost of £2.5m.
- ☞ £10m economic benefit to the local economy as a direct result of inward tourism.
- ☞ Employment levels likely to rise to 250 when the leisure expansion complete.
- ☞ All private investment.
- ☞ Water World is the only water-based leisure attraction in the UK making money.
- ☞ Debt free business. Positive cash generative.
- **Plimsolls analysis:** of the 350 private and public companies in 2004 Ranked WW in the top 50 across all categories and **2nd in the efficiency index**. The analysis included all the major plc leisure players such as Whitbread to Esporta; Family and private companies such as Blackpool Pleasure Beach, Drayton Manor Park etc.
- **The largest visitor attraction in Stoke on Trent and Newcastle** (Source 2006 LTI) and amongst the big 5 in the Midlands.
- **300,000 of our visitors travel from out of the City boundaries.**
- **Waterworld:**
"A unique water park and one of the very few if not the only successful stand alone water park in the U.K that has been able to trade successfully as a single destination in itself. However the future success will be dependant on a multi faceted link of complimentary attractions to maintain the critical mass and maintain greater customer expectations." **Roger Curry (Board Director World Water Park Association)**