



Best Western Makes Play Pay!

Best Western Cairn Croft adds Soft Play® PlayPark



Soft Play® PlayPark at Best Western

As a 30 year veteran of the hotel business, Fred Cade knew he had to stay on the leading edge of customer service to attract and keep his family oriented guests. With wife Maureen and brother Len, the Cades operate the 165 room Best Western Cairn Croft in the heart of heavily touristed Niagara Falls, Ontario.

After estimating that families account for nearly 50% of their regular guests, the Cades began a makeover for their unique indoor courtyard. This gathering spot boasts a glass roof that brightens a large pool, multitude of trees, and casual seating area.

This fall, the Best Western Cairn Croft became the leader in the chain by contracting with Amusement Concepts to install a state-of-the-art Soft Play® PlayPark!

Soft Play® for families

Soft Play® is the world leader in soft contained play equipment. Familiar in high family traffic locations such as McDonald's and Burger King, Soft Play® has installed over 7,000 colorful, revenue building commercial playparks since 1983. Montreal based Amusement Concepts handles distribution and installation of Soft Play® across Canada.

These PlayParks, created by combining the skills of engineers, toy designers, architects, safety experts and child psychologists, provide an excellent variety of play activities to interest and stimulate kids, in a safe and secure environment built to minimize long term maintenance.

Fred selected a design from the new Aviation Series. "I wanted a park that could fit right into our existing space, and provide the maximum visual impact possible without disturbing our guests".

When asked what he likes best about his new park, Fred said "The park looks great; its overall appearance inside the courtyard is very impactful. The tropical colors blend well with our pool area, and guests are reacting very positively toward the new park".



Best Western Cairn Croft, Niagara Falls, ON

**AMUSEMENT
CONCEPTS**
PLAY • EXPERTS INC.

148 Mozart, Dollard des Ormeaux,
Quebec, Canada H9G 2Z8

TOLL FREE: 800-661-2687

Montreal: 514-696-0950

Fax: 514-696-3178

e-mail: amuse.concepts@videotron.ca

website: www.softplay.com



Easy monitoring by the pool



Visual impact with 3 levels over 16' tall



KidErgy Cobra Copter with moving propeller

Unique features and benefits

This large PlayPark boasts some remarkable features:

- ◆ Patented moving & interactive play elements
- ◆ Play for all ages
- ◆ Large capacity (46 kids in footprint of 12' X 27')
- ◆ Excellent visibility & accessibility - 3 levels rise over 16' high, with 40 viewpoints

Soft Play® designs are the lowest maintenance available, featuring exclusive elements that eliminate vandalism and minimize cleaning, including:

- ◆ Duranet® metal anti-climb net
- ◆ Tuff Skin® coated safety padding
- ◆ Plastic components are bolted AND heat sealed to prevent future gaps.

Range of sizes

- ◆ Standard and custom PlayParks available for spaces starting at 120 sq.ft.

PlayPark marketing & operation

Marketing efforts helping with the success of the PlayPark include:

- ◆ Kids' coloring contest for weekend getaways
- ◆ Lobby poster
- ◆ Newspaper & magazine advertising
- ◆ Guest Birthday registration book
- ◆ Playpark brochure, to be mailed to previous guests

The PlayPark is open during pool hours, 9:00 a.m. - 10:00 p.m. daily. Parents are required to monitor their own children.

Any surprises?

"I didn't realize how much effort was involved in the installation process for a Soft Play®. The installers worked their tails off, were very detailed and thorough. The completed park is very solid and safe".

How does Fred feel about his new investment? "I am very satisfied with the Soft Play® park, very happy with the end result. The park fulfilled all of my expectations and I am looking forward to seeing the response over the winter months".

Next steps

The Best Western Cairn Croft will continue its courtyard improvements with the addition of hot tubs, more comfortable seating, and video games.

With Soft Play® as a powerful marketing tool and a real sensitivity to its strong family market, this Best Western should expect a lot of very happy guests into the new millennium!

Your turn?

Amusement Concepts Play-Experts Inc. is dedicated to adding revenue building play and unique decor to family oriented destinations. Our products and services include

- ◇ Soft Play® PlayParks for ages 3 & up.
- ◇ Toddler play equipment for kids under 3 years
- ◇ Quiet play houses & wall panels for small spaces
- ◇ Standard & Custom table tops & signs, indoor & outdoor
- ◇ Custom Wall graphics, murals, displays & furniture items

For more information or a free consultation and Soft Play® design, please contact Amusement Concepts at:

Toll Free: 800-661-2687

Montreal: 514-696-0950

Fax: 514-696-3178

E-Mail: amuse.concepts@videotron.ca

Questions for Fred Cade? Call the Best Western Cairn Croft at 905-356-1161, Ext. 610.

Visit Soft Play's website to see our full catalogue online: www.softplay.com

**AMUSEMENT
CONCEPTS**
PLAY · EXPERTS INC.

148 Mozart, Dollard des Ormeaux,
Quebec, Canada H9G 2Z8

TOLL FREE: 800-661-2687

Montreal: 514-696-0950

Fax: 514-696-3178

e-mail: amuse.concepts@videotron.ca

website: www.softplay.com