



SUCCESS STORIES

Club House

NIAGARA FALLS, ONTARIO

NIAGARA FALLS REBUILD MAKES PLAY PAY!

"I thought this wasn't a family market until I got a Soft Play® Clubhouse – now sales are up 30%!"
Mike Katz, Owner/Operator.

With 35 years of McDonald's experience, Mike & Jana Katz knew just how to drive sales for their Thorold Stone Road restaurant - bulldoze it!

This was an aging store in a seemingly aging market. The Katz' made the bold move to shut down & give the city what it needed - a brand new restaurant with a state-of-the-art Soft Play® Clubhouse!

WHAT IS THE CLUBHOUSE?

Real play value - Soft Play® designed a series of new parks that start with an excellent mix of activities - large climbs, great triple spiral slide, obstacles, imagination stops & moving components. The idea is to ensure kids are entertained so they want to return.

Easy to fit, easy to choose - McDonald's now has 2 standard size playplaces (400 & 540 sq.ft.). Four Clubhouse options have matching footprints & get bigger on the upper levels. Every model fits every site. Each leaves room for the circulation & interactive games necessary for your park. You simply pick the model that suits your market based on capacity, budget & the competition!

Unique Clubhouse theming - Sculptured 3D accents turn your park into a fantasy treehouse for wow appeal across a wide age range.





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HOW ARE SALES?

"This was an old restaurant with mature customers. Now it's full of young families. Lobby sales are up 30%, & quiet periods like Sunday afternoon became family rush hour. We max out on seats regularly, which we didn't before. We even kept all our older customers, since the PlayPlace is separated from the main lobby so you see the kids but don't hear them."

WHAT'S THE REACTION...

"Kids love the look, especially the tree" says Katz. "It's a major attraction & an excellent revenue generator for us. The Clubhouse is distinctive & different, even from our other Soft Play® park a few km away."

WHY DID YOU CHOOSE SOFT PLAY®?

"Soft Play®, provided by Amusement Concepts, has given me excellent service over the years, before & after the sale. It's the best value for my dollar & the Clubhouse is a truly unique concept. They always take the time to understand my market & make the best recommendation."

A LITTLE HISTORY...

Soft Play® is the leading park supplier to McDonald's worldwide, & the world's largest producer of this type of play with over 18,000 parks installed since 1987.

ONE STOP SHOPPING...

Amusement Concepts is McDonald's one-stop source for Soft Play® parks, park service, inspections & cleaning, toddler play equipment, safety surfacing, Ronald benches, décor & more.

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