

World Waterpark Association

As you position your waterpark for success, WWA is committed to being your most important asset. Here's a summary of what we can offer you.

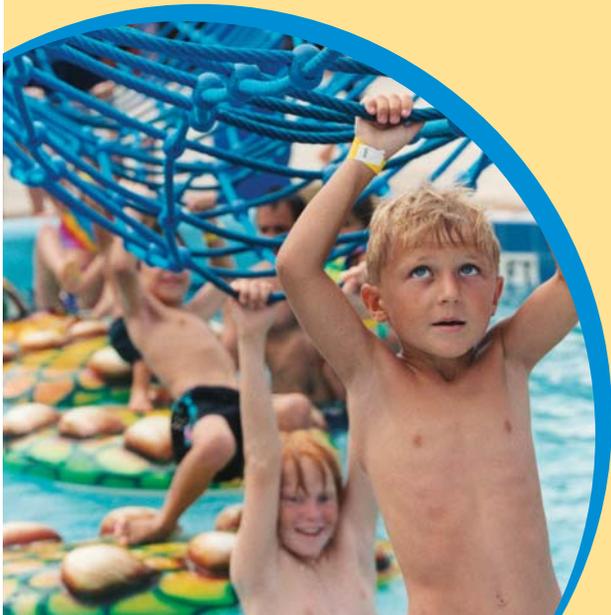
Web sites for members and consumers

Waterparks.com directs consumers to member waterparks around the world. Only WWA members get a direct link to connect guests with their park's Web site.

Waterparks.org gives members all the info they need in one place, from learning about the annual convention to searching the Article Archives.

World Waterpark Magazine

The official magazine of the World Waterpark Association! Published 10 times a year, this publication—exclusive to WWA members—provides special insight into the specifics of the waterpark industry that you can't find in other, less specialized publications.



The value of contacts we've made over the years and the information that's been exchanged can't be measured.

-Jim Basala, Deep River Waterpark



High-tech partners

- **Convergence:** WWA's partner in promoting the benefits of interactive marketing to WWA members.

- **Outpost Broadcast Communications:** WWA's partner in offering members customized waterpark TV commercials at a more affordable cost compared to shooting a commercial from scratch.

Discount savings

Substantial savings are available to members through specialized discounts WWA has arranged with numerous business partners:

- **Airborne Express** offers WWA members preferred pricing on a full suite of domestic and international shipping services.
- WWA members receive special discounts when shipping less-than-truckload (LTL) freight with **Roadway Express**.
- **DHL Ship Ready** allows WWA members to ship overnight with no weight limits, no billing hassles and low flat rates.
- **Hertz** provides WWA members with the best rate for their rental needs at the time of reservation.
- WWA members can save up to 45 percent with **Menlo** for airfreight that needs to be there overnight.
- **Paymentech** offers WWA members preferred rates and no transaction or conversation fees on Visa/MasterCard and no monthly minimums.
- **Thrifty** provides discounts plus membership in Thrifty's Blue Chip Express Rental Program that speeds you through the rental process.
- **Yellow Transportation** offers members special pricing and a range of service options.



Networking opportunities

• Annual Symposium & Trade Show.

Scheduled for Walt Disney World in Orlando, Oct. 18-22, 2006, the WWA convention continues to be the exclusive showcase for the waterpark industry. With more than 50 seminars and nearly 120 industry experts, this educational event is the premier learning experience for new and veteran industry pros.

- **WWA Groups.** WWA Groups is a private online community for sharing and exchanging information.

- **WWA Committees.** WWA Committees are small groups of waterpark professionals who are committed to improving the industry as a whole.

- **Hotel/Resort Task Group.** This Task Group involves industry experts and others who have a specific interest in the fastest growing segment of the waterpark industry.

- **ASTM Task Group.** This Task Group takes an active role in ensuring that the water leisure industry's interests are kept at the forefront when discussions involving standards that affect the waterpark industry are under development by ASTM.



From the first time I attended a WWA conference, I knew I'd found the greatest resource for my career.

-Judith Leblein, Water Technology Inc.



waterparks.org



Promotional publicity

Nearly every day, some member of the press calls the World Waterpark Association to ask for information on the waterpark industry. Here are some of the media outlets that have publicized information derived from WWA:

- ABC Radio
- *Amusement Business* magazine
- *Amusement Today* magazine
- *Aqua* magazine
- *Aquatics International* magazine
- Associated Press
- *Attractions Management* magazine (United Kingdom)
- *Calgary Herald* newspaper (Calgary, Canada)
- Canadian Broadcasting Corp.
- *Chicago Tribune* newspaper (Chicago)
- *Cincinnati Enquirer* newspaper (Cincinnati)
- *Cincinnati Post* newspaper (Cincinnati)
- CNN
- *Commercial Appeal* newspaper (Memphis)
- *Contra Costa Times* newspaper (San Francisco Bay area)
- *Crittendon Hotel/Lodging News* magazine
- *Democrat & Chronicle* newspaper (Rochester, NY)
- *Des Moines Register* newspaper (Des Moines, Iowa)
- *Erie Times-News* newspaper (Erie, Pa.)
- *Family Fun* magazine
- *Fortune Small Business* magazine
- *Fort Lauderdale Sun-Sentinel* newspaper (Fla.)
- *Fort Worth Star-Telegram* newspaper (Fort Worth, Texas)
- *Fresno Bee* newspaper (Fresno, Calif.)
- *Houston Chronicle* newspaper (Houston)
- Landscape Online, the Web site for *Landscape Architect & Specifier News*, *Landscape Contractor National* and *Landscape Superintendent and Maintenance Professional* magazines
- “Living in Style” cable TV program
- *Los Angeles Times* newspaper (Los Angeles)
- *National Geographic Kids* magazine
- Nippon (Japan) TV News
- *Orlando Sentinel* newspaper (Orlando, Fla.)
- *Parents Press* magazine (San Francisco)
- *Play Meter* magazine
- *Pool and Spa News* magazine
- *Recreation Management* magazine
- *Resort + Recreation* magazine
- The Travel Channel cable TV
- *The Washington Post* newspaper (Washington, D.C.)
- World News Tonight with Peter Jennings

How WWA helps you!

Marketing support

- Customized TV commercials
- Consumer Web site
- National Water Safety Week
- Summer Safety PSA kit
- Template Brochure/Birthday Party Mailer Program
- Brochure Printing Service
- Wave Review Awards

Educational assistance

- Annual Symposium & Trade Show
- World Waterpark Magazine
- International Symposiums in the UK and Spain
- WWA Committees
- WWA Task Groups
- WWA Online Communities
- Web sites for members and consumers
- PSAs to consumers
- Specialty publications

Specialized publications

- World Waterpark Magazine
- WWA’s Buyer’s Guide—revised annually!
- The Development & Expansion Guide—revised annually!
- Considerations for Operating Safety—newly updated!
- Leisure & Lodging—a supplemental issue devoted to indoor waterparks

Members-only award competitions

- Wave Review Awards: These recognize the best and most creative marketing and promotional efforts in the waterpark industry.
- SWIM! Awards: These recognize Superior Waterpark Innovation and Motivation in the critical area of employee training and supervision.

For more information, contact WWA at:
(913) 599-0300 • Fax: (913) 599-0520 •
wwamemberinfo@waterparks.org

World Waterpark Association

Membership Benefits

