

Frankie's Fun Park

Guest Profile Report

10/5/20 to 10/4/21

Prepared By:

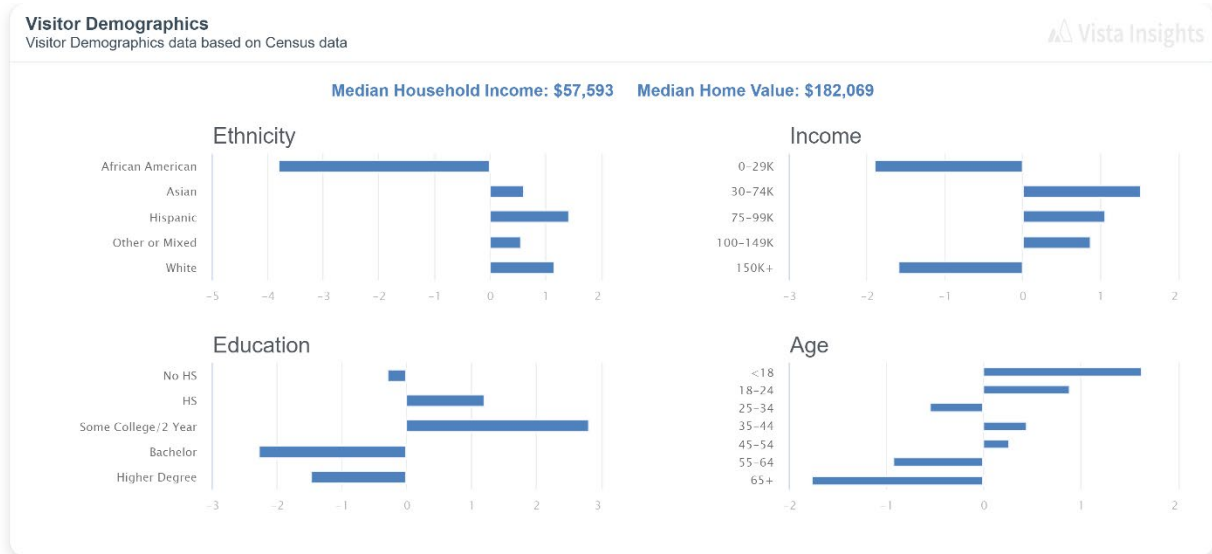
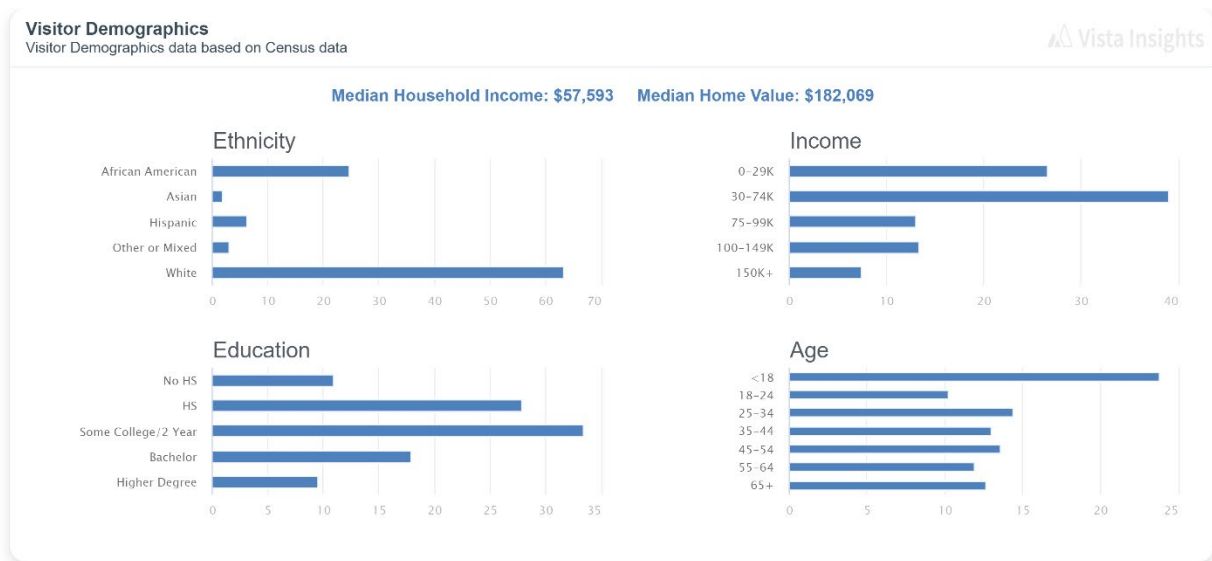


More Visits,
One Click at a Time

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The data for this report was generated utilizing mobile device geo-location technology. If a visitor utilized an app during their visit that “pinged” their location, their information was captured.

The following demographic data indicate the Park draws from a predominately white and Black area, with lower education and income levels, and relatively even age distribution. This data suggests the Park performs best among non-Black ethnicities, with high school or some college education, with income between \$30,000 and \$149,999, and ages less than 25 and between 35 and 54.



Visitors are more likely to visit AT&T Stores, Bath & Body Works, Sport Clips, H&M, and Hooters. These organizations represent strong promotional partners or stores from which to try to acquire visitors.

Visitors are "x" times likely to visit the following brands

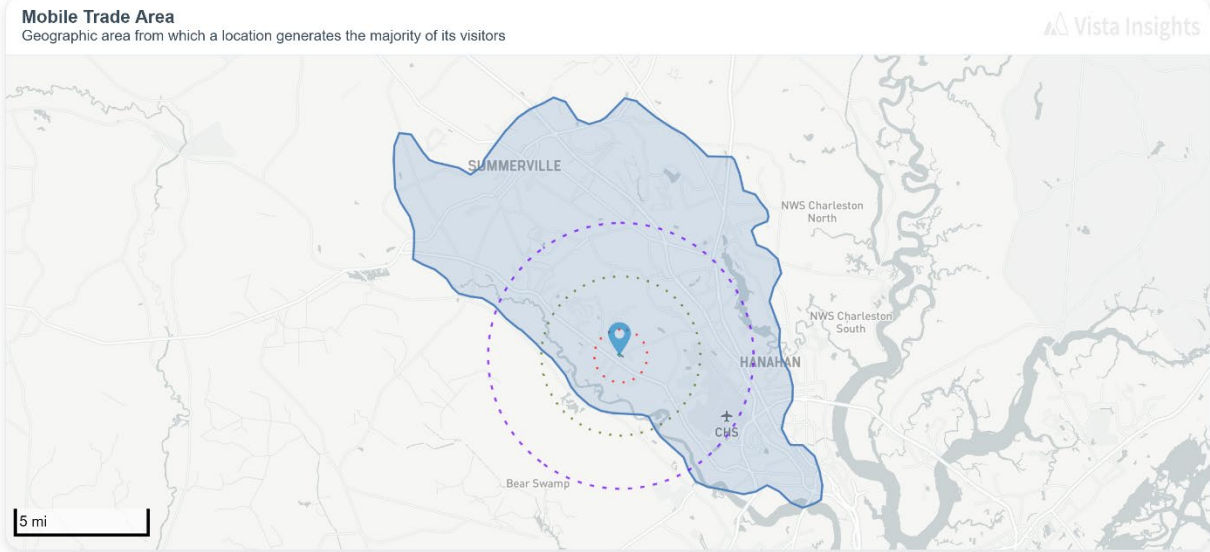
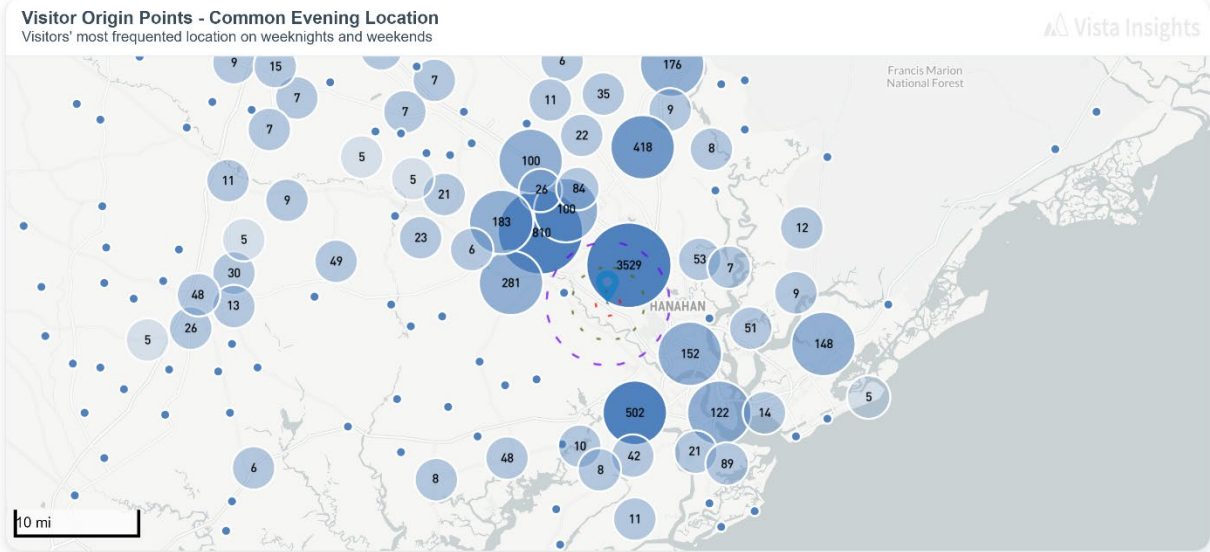
Affinities to retail brands are compared to the general community and can inform retail opportunities



Affinities

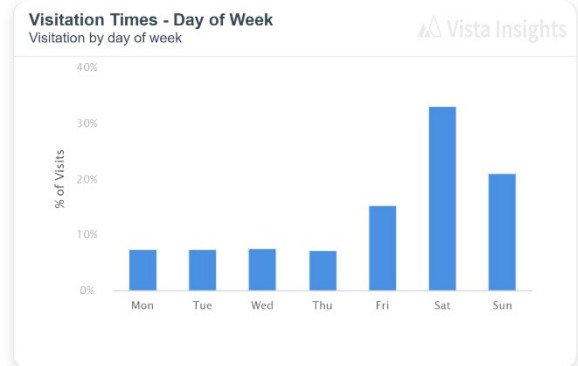
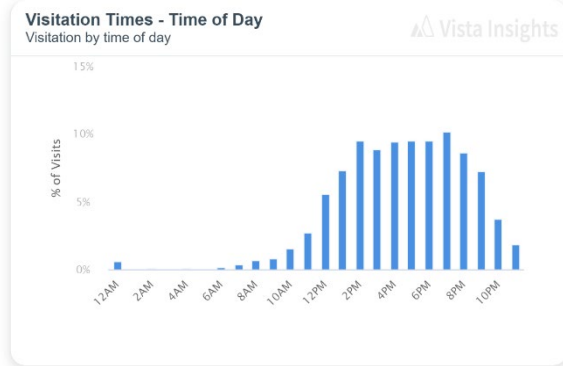
X more likely to visit	Category/Brand	Sub-sector
2.72 x	AT&T Stores	Wireless
1.40 x	Bath & Body Works	Cosmetics and Beauty Supplies
1.38 x	Sport Clips	Hair
1.32 x	H&M	Clothing
1.14 x	Hooters	Casual Dining
0.94 x	Raising Cane's	QSR
0.92 x	Smokey Bones	Casual Dining
0.84 x	Ross	Discount Stores
0.76 x	TreadQuarters	Auto Services

Most visitors are from the local market but do spread across the region.

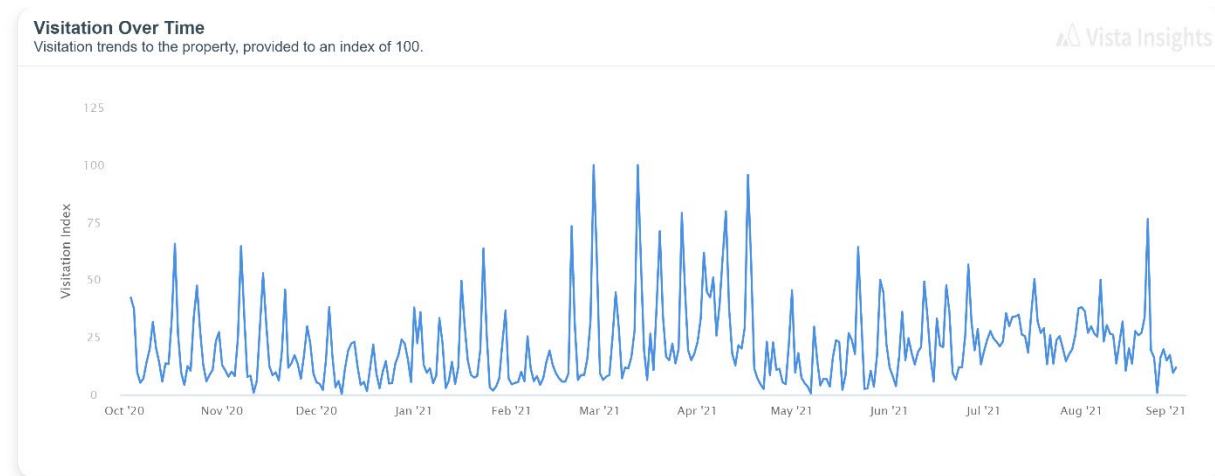


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The most commonly visited times are between 2pm and 8pm on Saturdays. Steps should be taken to diversify visitation by offering discounts or promotions to visit during times with lower visitation levels.



Visitation is consistent throughout the year, which is positive.



Frankie's Fun Park Google Rating is 4.4, which indicates the experience is positive.

Frankies Fun Park
5000 Ashley Phosphate Rd., North Charleston, SC

4.4 ★★★★★ 2,098 reviews

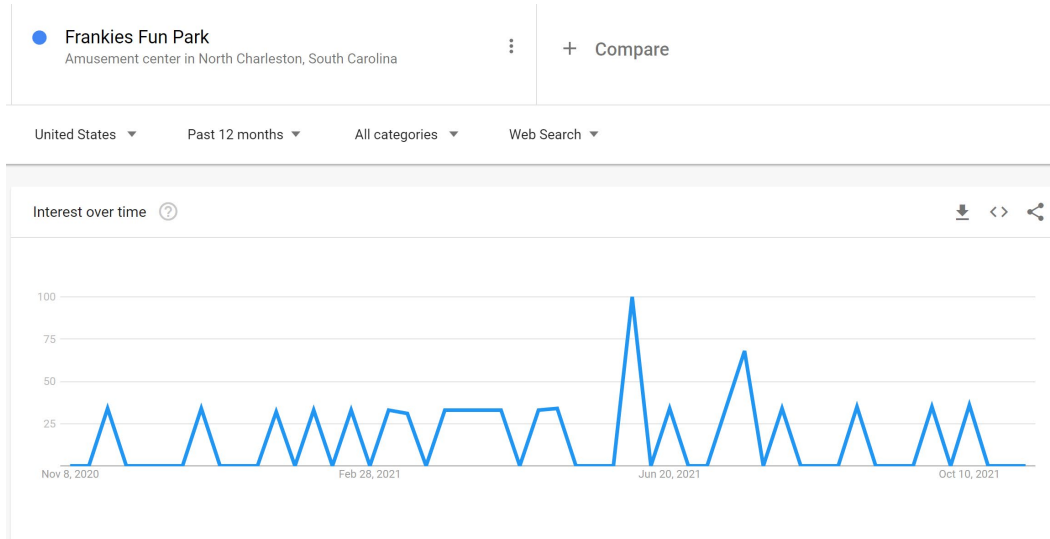
People often mention

All mini golf 132 go carts 126 arcade 96 batting cages 51 +6

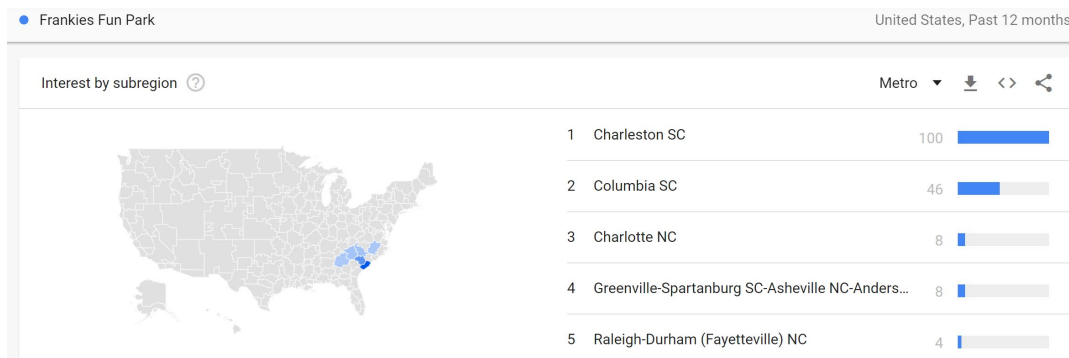


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An analysis of Google Trends reveals awareness was highest the week of June 6. Interest in Frankie's fluctuates significantly throughout the year which suggests interest is based on variables like the weather. Increasing advertising awareness could increase stabilize interest throughout the year.



Interest is highest within the Charleston market, but interest from the Columbia market is also high. This suggests advertising campaigns should include Columbia.



Other topics of interest include driving ranges.

