

# REOPEN GUIDELINES



INTERNATIONAL  
ASSOCIATION OF  
TRAMPOLINE  
PARKS

The International Association of Trampoline Parks (IATP) has developed the following guidebook for you to utilize as a checkpoint as you begin to reopen your parks following the Coronavirus (COVID-19) shutdown. This guide is only to assist you with the issues you need to consider when reopening. Following the guidelines of your local health officials is critical for the health of your guests and your employees.

We understand the numerous challenges facing our industry. The health and safety of park team members and guests is a top priority for the IATP. We will continue to work together to provide resources and education to ultimately help you provide positive guest experiences at your parks. The IATP does have a variety of products available on our website at member discounted prices. Should you have specific needs that are not addressed we are available to assist you. Please contact us at 1.717.910.4534 or [info@indoortrampolineparks.org](mailto:info@indoortrampolineparks.org).

## EXTERNAL AGENCIES COMMUNICATION:

### CONTACTING BUSINESS PARTNERS & AUTHORITIES ARE KEY

Identifying your key business partners is necessary to be certain that all of your t's are crossed and your i's are dotted to ensure a smooth reopening.

- Have you communicated with your landlord your plans to reopen?
- Have you made the call to your insurance broker?
- Have you coordinated details with your vendors for orders, deliveries and other items?
- Connect with finance partners, banks, and investors to provide updates regarding your reopening strategy

Our ability to reopen will be prescribed by the government. This process will vary from area to area and different countries as well as regions or states will have different requirements to full-fill to ensure the indoor attraction industry will reopen. Be certain to pay close attention to information being provided by your local governments. If the IATP can assist you we are here to help!

## INTERNAL TEAM MEMBER COMMUNICATIONS:

### COMMUNICATE TO MAXIMIZE EFFICIENCIES

**Always remember the 5 C's - Clean, Communication, Care, Cashless and Contactless**

- Communicate new policies, procedures and protocols to your management team. The IATP has developed the Healthy Park Checklist to assist with this effort. All guidance is based on CDC recommendations
- Develop your plan to educate and train team members on new policies, procedures and protocols based on your local authorities' recommendations and requirements.
- Do you need to recruit new team members?

- Be sure to conduct updated training for existing team members and new team members.
- Did you furlough employees? If so, understand what steps are necessary to remove them from furlough and getting them back to work
- Be certain all necessary documentation and communications have transpired with your HR support and payroll

## GUEST COMMUNICATIONS:

### WAYS TO ADVISE ON YOUR RE-OPENING DATE

Ideally you want to have advance notice for announcing your reopening. This will vary from state to state and location to location as local politics will determine how and when you will reopen. As soon as you get the “green light” guest communication will be key. Here are some suggestions to help get the word out that are cost effective:

- Advertise on your social media channels
- Blast emails to all on your contact list
- Have team members make phone calls to those in your membership programs
- Do a press release! The IATP is here to help if you need help assistance crafting your message
- Bulk mailings for your area providing re-opening date along with things you are doing to provide positive guest experiences! Providing a promotion is always a WIN!
  - 1- Most TV and radio news outlets have an assignment editor or managing editor to contact directly
  - 2- Send press release a couple days before open
  - 3- If you are doing a local fundraiser, stress that in press release
- Consider if paid advertising on radio or TV is desirable

Something we refer to as the “Sandwich Communication Method” is a great way to be sure to hit the households in your demographics. This is an effective proven method to get your message out. Provide 3 contacts to your targeted groups. These can be in the form of email, phone or mailing, but the key is to have 3 contacts within a 45-day window.

Other areas that will require your consideration:

- Be sure to update your hours of operation on your website, social media channels, on your door and phone messages. Don’t forget to include information regarding capacity, and other procedures you are implementing, or anything that is required by your local authorities. Be sure to encourage online bookings and payment online to minimize in park contact.
- Re-activate those guests who have memberships! This is the time to offer incentives, as well as go above and beyond for those who support your business through membership programs.



## WHAT TO MESSAGE

Messaging should be upbeat and optimistic, but also always emphasizing how much your park is doing to ensure you are taking the appropriate measures to reduce the spread of germs. This messaging should be used over and over on social media with photos and videos on the steps you are taking to ensure positive guest experiences. "Rinse and Repeat"

### Messaging for previous and cancelled guests

Guests who visited your park prior to shutting down may be concerned about points of contact during their previous visit that are now heightened cleanliness concerns. This is an opportunity to share with your audience any new procedures in place, but it is just as important to communicate pre-pandemic procedures that give assurance that sanitation has always been a top priority for your employees and guests.

When possible, retrieve any data that you can use to brag about cleanliness scores in areas where they are particularly high, and use this as a part of your regular communication. By showing guests that your mystery shop scores in 2019 reflected a 95% cleanliness score, for example, you demonstrate that your guests have always ranked cleanliness favorably.

Tying in your existing high standard for cleanliness with new procedures in place will offer even further assurance. Be sure to include notices about additional sanitation procedures, more frequent cleaning in points of physical contact, and any additional measures such as requiring employees and guests to masks, if applicable.

You have the opportunity to communicate these messages in an entertaining fashion, as you would with any other marketing initiatives. Involving your employees in this process by creating videos, staging photos in pre-opening cleaning, and leveraging your existing social media audience will allow you to stress these important messages without coming across as bland. Consider this to be the equivalent of your airplane safety video; airlines who have gone above and beyond to create an entertaining video have resulted in a substantially higher rate of engagement and resonance of the message.

Lastly, your messaging should exude the hospitality nature of your business. Emphasize the message to your guests that you've missed entertaining them, cannot wait to welcome them back through your doors, and that you are eager to deliver the superior experience you always have while keeping their safety and health as a top priority.



## Messaging for cancelled parties

Guests who were unable to hold birthday parties at your park, and particularly those who were forced to cancel their events should be among the first with whom you communicate, even while remaining closed. This communication should stress empathy and emotion, not just for having lost the business, but for not having the opportunity to share in their celebration. While standard templates can be created for mass distribution, it is also recommended to tailor custom messages, at least customized based on varying age groups of your birthday party demographic, along with messages to their parents, indicating your mutual disappointment in being unable to host the party.

Depending on the nature of your reopening and your demographic, this may be an opportunity to offer to host a belated birthday party. If demand is initially low for new bookings, guests whose parties were canceled are the best starting point for outreach, as they likely still have interest in having a party at your park. If you are introducing discounts, promotions, or incentives for booking parties, be sure to include these in your outreach to guests who were required to cancel.

Any messages to parents of guests with cancelled birthday parties should stress your wider message of previous cleanliness standards along with new procedures being put in place. Discuss how parties have been reorganized if applicable, if group sizes are being limited, reservation times are being staggered, or if party rooms and other designated spaces are being retrofitted for physical distancing (less seating, more space between chairs, party host monitoring flow in and out of the room, etc.).

### EXAMPLES:

*Make a video of how your park will now disinfect the surfaces. Have someone completing the process as another person describes what they are doing and what type of disinfectant they are using. This would be also a good time to tell parents how often you will now be disinfecting.*

*Emphasize that in another video to reassure parents that surface areas will be regularly cleaned during the day. Keep these videos short though! You may also want to use this type of video as people enter the park to reassure them that you are doing everything possible to Bounce Back and Provide Positive Guest Experiences!*

*Take photos of the additional measures you've added such as extra hand sanitizing stations or plexiglass dividers. Emphasize online bookings and contactless payment systems.*

*Make a video with one of your court monitors who will explain how you will be adding more social distancing at your park, through efforts such as capacity restrictions and/or six-foot separation between jumpers.*





## PARK CLEANING & MAINTENANCE:

### SEAMLESS OPERATIONS ARE KEY

Each locality or region will likely have specific requirements in place regarding facility sanitation, and general public use. As advice is issued, we will continue to update our information. We recommend you stay up to date with the advice and regulations issued by your local health authorities.

## THINGS TO CONSIDER FOR YOUR PARK:

### MAINTENANCE

- Full court inspections complete according to your company requirements
- Park repairs are all complete

### PRE-OPENING SANITIZATION

- Hand sanitizer and park cleaning materials available and in stock
- Implement a deep clean prior to opening. Anti-viral treatments by external agencies are available
- Drain and clean any water systems as suggested by Legionella prevention guidelines.
- Take showers out of use where applicable

### DAILY SANITIZATION

- Implement a high percentage alcohol hand sanitizer for use on arrival, departure and during your guests visit to promote on-going awareness and reduce excuses for frequent hand sanitizing.
- Opportunities for sponsorship by various product providers may exist in an effort to defray your costs
- Increase the number of trash cans/bins throughout your park
- Increase the daily cleaning to include criteria for monitoring and cleaning for office equipment and commonly used items

## OPERATIONS

- Take consideration to how you schedule your staff
- Only new socks should be worn
- Disable all public water fountains and sell only bottled water. Beverages in disposable cups only.
- Where water fountains are a legal requirement ensure single use cups and hand sanitizer are available
- Take lockers out of action
- Be sure to allow for social distance with all arcade game placement
- Stop admission for anybody with flu/cold like symptoms with entrance messages and online campaign. Consider temperature checks on entry
- Pre-plan group use in separate zones
- Develop social distancing plan to implement, including reducing capacity and how to manage park movements. Calculate capacity based on the actual indoor area that guest can utilize
- This will vary based on local health authority recommendations, but where applicable have team members wear masks and gloves
- Mask orders might also be required for your guests. Check with your local health authority
- Disinfect commonly used items like basketballs and dodgeballs
- Consider limiting sales to only contactless and online pre-bookings
- Encourage pre-purchased jump slots and membership to cut down on site transactions

## FOOD & BEVERAGE SUPPLIERS/CAFÉ OPERATIONS

- Get in touch with your distributor to schedule food and merchandise deliveries
- Be certain to schedule all refuse pickups
- Restock food and supplies and use single-use utensils and disposable products
- Discard all expired produce or donate the food items to charity now, if possible
- Inspect kitchen facilities and equipment
- Don't forget to properly sanitize vending machines
- Be sure that all refrigerators and freezers are at appropriate temps
- Ensure stringent food preparation systems in line with official local guidelines
- Remove all communal items such as condiments, juice jugs, milk etc
- Reduce the seating in the café areas and create smaller break out areas to reduce gatherings within the area



## ADDITIONAL RESOURCES

### Hand Washing

<https://www.who.int/docs/default-source/inaugural-who-partners-forum/who-interim-recommendation-on-obligatory-hand-hygiene-against-transmission-of-covid-19.pdf>

### Distancing

<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html>

### Disinfectants

#### EPA

<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

#### CDC

<https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility.html>

## IMPORTANT NOTE: DISCLAIMER FOR IATP COVID-19 REOPENING GUIDE

The International Association of Trampoline parks (IATP) is the global trade association representing indoor trampoline and adventure parks. We are a nonprofit organization, tax exempt under Section 501(c)(6) of the United States Internal Revenue Code, and dedicated to meeting the needs of our members globally. This Reopening Guideline is intended to provide information to those in the industry and other interested parties and to assist in reopening trampoline and adventure parks in light of the COVID-19 pandemic. The purpose of this guide is to provide information and should not in any manner be considered a best practice for the trampoline and adventure park industry.

Users of this guide should not rely upon or construe the information as legal, or other professional advice and should not act or fail to act based upon the information in this guide without seeking the services of a competent legal or other professional.