

A NEW WAY TO HAVE FUN AT YOUR ACTIVITY CENTER!



A Segway PT Tour delivers an additional revenue stream to your business.

When you add a tour you're positioned to:

- » Offer customers a new and exciting tour adventure as an alternative to other activities
- » Affordably and quickly implement a tour that will appeal to a new customer segment
- » Utilize your existing infrastructure (hiking trails, as well as walkways or pathways) and easily introduce a new activity
- » Improve your staff's mobility and productivity -- they'll travel across the property 3x faster than walking, without fatigue, while promoting your PT Tour
- » Take advantage of financing programs and have the opportunity to recoup your initial investment of 10 PTs, in as little as one year.

If you're interested in test riding a PT, arranging for a complete product demonstration, purchasing units or launching a tour on your property, simply respond to this email and we'll be in touch about the next steps.

"The tours sold out every day, with 1,100 customers taking part during the first season."

– Greg Goddard

General Manager, Gunstock Mountain Resort, NH
As quoted in SAM Magazine - 'Know Before You Go'



IMPLEMENTING A PT TOUR: MOST FREQUENTLY ASKED QUESTIONS



Q1: What equipment do I need to launch a Segway PT Tour?

- » Segway PTs
- » Front Handlebar Bags - These are a "must have" for guests to carry their camera, water, purse etc. The flat front was designed to accommodate signage and advertise your tour.
- » Accessory Bars - The bar is designed to hold other accessories, and tour guides often use it as a training aide.
- » Comfort Mats - Your tour guides will appreciate the extra cushioning on their adventure. Although the bumps are part of the fun, these mats help minimize fatigue.
- » Spare Wheel Kits - Flat tires don't happen very often, but if they do, you'll have spare wheel kits on hand for a quick swap.

Q2: How many units does a typical Segway PT tour launch with?

- » Most new tours launch with 10 PTs. This number of units allows for a group of 8 tour takers to be flanked with a guide in the front and spotter in the back. We generally recommend a guide/rider ratio of no more than 1:6, assuming an experienced guide and a beginner to intermediate route.

Q3: What kind of trails should I build my tour around?

- » We recommend that guides look for firm dry ground with no obstacles that is smooth enough to provide clearance for the PT's base. Start with paved walkways, hard-packed dirt paths and scenic walking trails. Trails that have modest hills will delight your guests and reduce the possibility of traction loss.

Q4: What type of revenue expectations should I have?

- » We have consistently seen that a tour operator, who properly manages and proactively promotes their tour, can earn approximately a 10% return in the first year, on an initial investment of 10 Segway PTs.

Q5: How do I take the next step and learn more about the process of adding a Segway PT Tour to my property?

- » We've worked closely with many existing areas to implement PT Tours, and we're happy to help in any way we can. If you've never experienced the Segway PT, we'll visit you, provide a demonstration and even explore your property with you to find the best tour route.