



Altitude Trampoline Park Case Study

Grady Hinchman, Operating Partner
Altitude Trampoline Park
Kissimmee, Florida, USA



Overview

Grady Hinchman opened his Altitude Trampoline Park in November of 2020, just after Black Friday. He notes, “we learned a lot over the past year.” Grady is an operating partner with two others. The partners are planning for “aggressive growth for their young franchise” with another 2–3 more Altitude trampoline park locations in Florida during 2022. He also volunteered “we’re at the top of Altitude franchises. ValoJump is an ingredient to our success.

They had previous experience with Planet Fitness franchises (15 locations), where Grady explains, “we learned a ton about franchising with a strong brand. With Altitude, we wanted to do something we enjoyed versus just doing it for a return on investment.”

They opened an Altitude Trampoline Park because, as he said, “we wanted to bring something to the community they could enjoy. This is active entertainment for a family to do together.”

Their key demographic is kids from 7–17 within 5 miles of the location, but they have a very inclusive approach. “We try to make sure there’s as much value as possible in our price point so families with multiple kids or limited means can join.” They also host corporate events and open up for nighttime hours for teens and young adults. “We want people to be part of this. We don’t rule out anyone.” One unique factor with ValoJump is that it attracts some kids who “only want to play videogames.”

We love the marriage of videogames and active play with ValoJump, there's nothing else like it.

- Grady Hinchman

Why did you choose Valo Motion?

At IAAPA in 2018, the former CEO of Altitude corporate said to check out ValoJump. Grady remembers, "It really caught our attention. We're not just looking for traditional attractions, we look at new attractions to keep kids engaged. We wanted to stay close to the trampoline start, but for us it's not just about buying what's new. We wanted to maintain the trampoline-focused elements and add digital components. We were looking for a sweet spot."

On ValoJump

Grady notes, "We have two ValoJumps and we're very happy with them. We went with ValoJump because we want players to come in and see something new. It's affordable, has a good footprint and it made sense with our attractions." It also really suits their business because of ValoJump's "balance of easy fun and skills, a mom can do it with a 5-year-old. It's really fun for any age."

On standing out from competitors

Grady notes that in terms of competition, there are "lots of brands around" and while "some have everything as an adventure park" they are looking to innovate their approach is clearly different. He proudly celebrates the fact that, "people drive here because of what we offer. "

ValoJump is one of the first things kids do and there's often a line. It's one of the most popular attractions we offer.

- Grady Hinchman

On Valo Motion service

In addition to the games and the product features, Grady said their decision went deeper. "We decided to buy because Valo Motion is there for us in support. They provide examples of best practices, marketing, collateral, signage, social media tools, and tools for implementing leagues – it speaks volumes. Valo Motion has great relationships with their customers."

On the development roadmap

Grady and his partners appreciate that Valo Motion, "laid out a real road map of game development, new features, and ValoLeague." Much like the owners themselves he recognizes that, "Valo Motion is always improving, and they are on the forefront, like us. They are right here with us. Valo Motion is clear about what's next, they are proactive about their roadmap. They are focused on being the best."

