



Big Air Trampoline Park Case Study



Dustin Pelletier, Franchise Owner
Big Air Trampoline Park
Spartanburg, SC / Greenville, SC / Branson, MO

Overview

Dustin Pelletier owns three franchise locations of Big Air, a growing U.S. chain of indoor trampoline parks. He has two ValoJumps in one of them and in the two others he has one ValoClimb in each. He started 5 years ago and opened his 1st Big Air in Spartanburg, SC, the 2nd once a few years later in Greenville. The 3rd location is in Branson, MO. He gets all of his equipment from Fun Spot, including ValoJump and ValoClimb.

Dustin prides himself on making each of his Big Air locations “a great place for a family friendly atmosphere.” He thinks

the key to their business is “a good variety of attractions and good customer service, hospitality, and food.”

The Big Air locations attract kids aged 6–13, but Dustin is quick to note, “the target guests are the kids, but our real target is mom. The kids may have a great time, but we cater to mom just as much, if not more. We offer comfortable seating, Wi-Fi, good food, clean bathrooms, parking lots, and well-lit areas. It’s a really good retail space. We are very intentional about making mom happy, so she’ll bring the kids back.”

The Valo Motion products are well made, just well done. They are exactly what we were looking for.

- Dustin Pelletier

Why did you choose Valo Motion?

Dustin and Big Air were one of the early adopters of Valo Motion. When he opened their Greenville location in 2018, theirs was the first ValoClimb in the area. Always on the lookout for new products and attractions, Dustin discovered the Valo Motion products through Fun Spot. He appreciated that the products are “self-contained and ready in the box”, because “we just set them up and they work.”

On the games

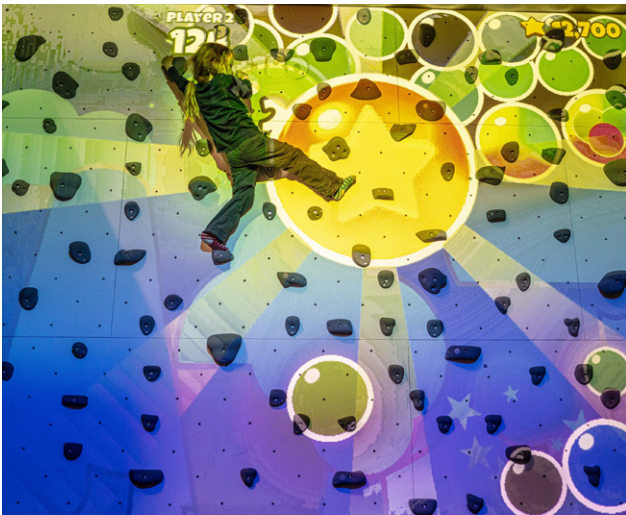
Dustin says it best, “We LOVE the product. A lot of companies say they come out with frequent games, but Valo Motion actually do. I love the new games and new modes that come out. There’s a cool variety of games and having multiple levels make it fun.

On ValoJump

The Valo Motion product fits in with his business and his other attractions. “ValoJump doesn’t take up a lot of space, we added it to a part of our main court that wasn’t being used fully. And it’s really gotten played, he says, “ValoJump usually has a line of people who want to do it.”

We got ValoClimb because we wanted to WOW our customers.

- Dustin Pelletier



On ValoClimb

They also really like ValoClimb. "We like the games on ValoClimb", noted Dustin. "It is so cool that you could climb on a rock wall and be a part of the game at the same time"

On Valo Motion service

For a business owner who stresses, "our service in everything needs to be top notch", Dustin has been impressed with Valo Motion Service. He expressed, "The Valo Motion Service is good, we can either resolve issues ourselves or they can remotely. They are on top of it, and they care."

On standing out from competitors

According to Dustin, "having products guests haven't seen before helps us, these attractions differentiate us from our competitors."

How do the guests feel?

When guests play the Valo Motion products, Dustin can tell they are having a great time. He observes, "a lot of laughter, a lot of people are playing and having a good time. Adults crack up and love it too. You get some healthy competition going on and people want to have a rematch."