



**GLOBAL EXPEDITIONS, INC.**

**Zip Line Adventures**



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## **Objective & Goal**

Global Expeditions, Inc. wants to introduce you to a new activity, one that could increase revenue, guest count, and market share – year round!

## **Who is Global Expeditions, and what type of courses do they provide?**

*Global Expeditions, Inc.* is a family business that works with a small group of professionals who enjoy sharing their love and sense of adventure with our clients. We believe that wilderness and the solitude it offers is a sacred and nourishing necessity.

Global was created and grew out of a passion to enjoy the wilderness and to maintain the traditions of professional guiding in all environments. Our approach is one of educated respect, patience, awareness, and responsiveness to each unique setting. We are dedicated to enjoying the outdoors in a safe and responsible manner by combining our wealth of experience and seasoned knowledge to provide our guests with an experience dedicated to the discovery of their own personal dream of adventure.

Global Expeditions, Inc. celebrated its 20<sup>th</sup> anniversary in 2009. During the past twenty years, Global has worked for major corporations on film shoots, promotions, activities, and consulting in addition to guiding private parties participating in zip lining, luxury camping, white water rafting, kayaking, rock climbing, backpacking, canyoneering, and much more. It is our dream to work in the outdoors and offer experiences to clients that encourage them to realize how special it can be.

As many of our staff are seasoned rock climbers and mountaineers, zip lines fall into very familiar territory. We have constructed zip lines for photo shoots, corporate promotions, and individual organizations for the purposes of transferring gear and passengers. Currently, we own and operate one course in Montana, with the property having 3 zip lines on it.

Zip lines come in various forms. Speeds range from 1 mph to 100+ mph. Lengths span from 10 feet to 5000+ feet. Each line is constructed to offer a different experience, and safety level. We design courses to be safe, and fun, utilizing industry standard, pre-manufactured personal safety gear. There are companies that choose to design and manufacture their own pulleys and mechanical braking systems, however more liability and risk may fall upon these courses. Using gear from respectable manufacturers such as Petzl, Yates and Black Diamond, we utilize gear that has been established and proven safe from their track record. Each line we build in a course is designed to be operated within the manufacturer's specifications and requirements for the gear that we utilize.

At Global, we pride ourselves in using gravity controlled braking systems. These systems do not utilize complicated braking devices that can encounter mechanical failure, therefore increasing risk, costs, training, and design on "back-up systems" in case of failure. Another design that is used throughout the world is to have the participant brake themselves by applying pressure to the zip line cable as they approach the landing. This approach can result in injuries to the participant's shoulder, hand, or arm.

Our lines are engineered with a particular sag in the line, forcing participants to reach a maximum speed due to gravity and their weight, then approach the landing with a decreasing rate of velocity again utilizing both gravity and their weight. Guides make fine tune adjustments in their final approach speeds to ensure they have an enjoyable and safe landing. Guests are not required to do any more than depart the launch platform independently, stand up after they have landed, and travel between features.

We encourage you to visit our website to see all of our activities and luxury tented camps –  
<http://www.globalexpeditionsinc.com>

## **What is a Zip Line?**

Zip lines are simply cables stretched between two points. Users utilize a pulley (also known as a trolley) and other personal safety gear to travel along the span of the cable.

## **How long have Zip Lines been in existence?**

Zip Lines have been around for decades, having been used in industries such as mining to transfer goods from mine sites to processing plants. Within the last 10 years, the use has increased for high adventure entertainment.

## **Who can Zip?**

Two factors influence the range of participants on a zip line built by Global Expeditions, Inc. The first is their weight. Depending on the course design, anyone from 45 lbs to 300 lbs can zip. The second factor is the participant's physical size, as they must fit safely inside the harnesses. Kids as small as 36" have zipped on our systems, and adults as tall as 6'9" have also zipped. The only physical requirements of a person are that they can climb a hill no steeper than a set of stairs, climb stairs and transfer themselves the necessary distance to, from, and within the course. If desired, the course can be designed as an accessible course to offer the same experiences to those with disabilities. No pregnant women are allowed to zip.

## **Why Zip Lining?**

Our Zip Lines offer a safe activity requiring no additional physical skills than transferring themselves to, from, and between the zip lines. We like to think of it as a "High Thrill - No Skill" adventure! Great successes come to those that are adrenaline seekers and even more so those that are afraid of heights. This activity can be operated year round, in all but a few weather conditions such as whiteouts, extremely high winds, extreme cold, lightning, and any other unsafe condition.

## **Level of Difficulties**

### **● Beginner**

Beginner Zip Lines are in general those with low angles, slower speeds, shorter distances (less than 350 feet), and smaller heights. Trees are generally spaced farther apart, allowing for a more carefree ride. Take-offs are smooth, with minimal drop offs. Landings are dug out to be longer, soft, with lower angles.

### **■ Intermediate**

Intermediate Zip Lines are in general those with varying angles, quicker rides, mid-range distances (350-550 feet), and greater heights. Trees are closer to the lines than found around beginner lines, creating the perception of a quicker ride. Take-offs might be off of rocks, cliffs, or other obstacles making it more intimidating. Landings are shorter, more rugged, and quicker.

### **◆ Advanced**

Advanced Zip Lines are in general those with quick speeds, longer distances (550+ feet), and higher exposure. Trees may or may not be near the lines, depending on if you are flying over or through a canopy. Take-offs generally will be off of high cliffs, out of trees, or other obstacles making it quite intimidating. The ground may or may not rise and fall greatly in relation to the line. Landings may be very short, often in trees, towers, and with high exposure.

### **Will Zip Line installation or operation harm the environment?**

Global Expeditions, Inc. prefers to utilize natural terrain and structures on each of our courses. We locate areas that require the least amount of tree clearing, as we recognize trees remove toxins from the air and provide us with clean oxygen. Trees are used as anchors, utilizing eco-friendly, movable, and adjustable anchor straps. These straps allow the trees to grow up and out at normal rates. The largest impact on the environment will occur from normal foot traffic, and the transportation to and from the course.

### **Are platforms, decks, and other infrastructures needed?**

We prefer to utilize natural terrain, utilizing trees as anchors and the ground as launch and landing areas. Therefore, we will try to locate areas that do not require the installation of infrastructures. We will build out platforms, decks, and other infrastructures if needed, and desired by you. Each added piece of infrastructure will add time and expenses to the construction process, but may be essential for the success of this business model. For any infrastructure plans, engineers and surveyors may be required to ensure you have the most safe product available. Adding infrastructure will increase the construction timeline as well as the financial estimate.

You will need a facility to store the Personal Safety Gear, make sales, and gear guests up and down. A current existing facility that can be shared is a great way to start the Zip Line business.

### **What type of terrain do you look for?**

Ideal natural locations include canyons, creek drainages, or hilly areas. It is also desired to have forested areas to relieve the necessity of installing infrastructures. Stunning views are a must!

### **How will the guests get to the course?**

Many options exist including ski lifts, vehicles, bicycles, skis, hiking, and snowshoeing. Each will be taken into consideration when scouting for the course.

### **How many staff members are required to run the course?**

As few as 3 guides are needed to run a group through a zip line course. If you are operating on snow, you might also have a 4<sup>th</sup> guide to transfer all of the guest's ski gear from the top of the course to the bottom. You will also need a sales team which is already often in place (i.e. ski school sales, other activity sales).

### **Do you train the staff too?**

We do have a staff training for all staff that will be guides on our courses. The required course will cover topics such as safety, customer experience, guiding positions, introduction to rescue and emergency situations, and daily inspections. Select members of your staff will also attend a Lead Guide training focusing on course and employee management, rescues and emergencies.

### **What type of gear do you use?**

Personal Safety Gear from reputable manufacturers such as Black Diamond, Yates, Petzl will be paired with your course design. All equipment has a proven track record, is tested extensively, and used by professionals throughout the world. Each piece is chosen to reduce risk to your program and the guest.

## **Do the participants have to break themselves, or are there complicated systems?**

No, and No. We design our courses to utilize gravity as the initial breaking system. Guides are trained to fine-tune each individual's speed as they approach the landing, requiring the guest to do nothing. The more guests are required to do, the more risk is involved in the activity. Hand breaking for instance may cause injuries to shoulders, while mechanical breaking systems may fail and require a back-up.

## **How much will the course cost to maintain?**

This question depends on the course design, weather conditions, animal activity, and vandalism in your area. The known quantities are the recommended annual inspections of the gear and the course by a trained professional, as well as the recommended gear replacement schedule. Other quantities include trail and infrastructure maintenance. This will be discussed more in-depth after an initial scout of the area.

## **Do you build to any industry standards?**

We are members of the Association for Challenge Course Technology (ACCT) and the Professional Ropes Course Association (PRCA). We construct all of our courses to meet or exceed their standards. We also utilize engineers whenever infrastructure is necessary to provide longevity and safety of your course.

## **What can a course do for me?**

Zip Line courses are still a relatively new development in the entertainment industry. Courses can be operated year round, in nearly all weather conditions, and even at night. Especially during economic downturns, you might be looking for added streams of revenue for your business. There has been an increase in demand for Zip Lines, and this will help to bring you new clientele, returning clientele, and more income.

The idea thus far may sound intriguing, but what about financials and numbers? Zip lines throughout the country offer varying pricing levels to capture the revenue they need to ensure this activity is sustainable. We do not attempt to calculate out potential financials for companies, as too many variables exist without knowing the course details and pricing. Therefore, we can offer you estimated numbers of guests, staff, and pricing. All numbers below are dependent on staffing, departures, and gear limitations.

- Day-time courses reach up to 150 guests per day.
- 24 hour courses can reach over 275 guests per 24 hour cycle.
- Staff requirements:
  - Sales Associates: Minimum 1
  - Guides: Minimum 3
- Pricing levels can range from \$10 for an "introduction" line to \$400 for a full day course.
  - Options exist to offer families, pass holders, etc. discounts.

## **What are financial items to take into account when building a course?**

Insurance, wages, planned inspections and maintenance, gear replacement, marketing, advertising, guest counts, operating season, and price points to name the majority.

## **What other features can I add to increase sales and profits?**

Pairing the course with other activities will help to retain guests. Selling add-on items and trinkets such as t-shirts, water, stickers, hats, etc. will increase your bottom line. We also encourage you to plan special trips throughout the year for marketing purposes: Night Zipping, Full Moon Zipping, 4<sup>th</sup> of July Zipping, 2 for Tuesdays, etc.

## **Installing a Zip Line Course**

Global Expeditions, Inc. will have our team scout the terrain working closely with one of your key staff members. We want a course to be located in desirable areas for you, while still offering an incredible experience for your guests. Once locations have been recognized, a summary report will be composed, and a meeting between our staff and your staff will decide upon the best location taking into consideration all of the variables.

After we decide upon a course location, we will begin planning the course in full, and ordering gear. Once the construction gear has arrived, we will begin the construction of your custom course. We will test each of the features extensively before training, and make any necessary adjustments to ensure you have a safe course.

Training sessions now begin where we work intensely with your chosen guides to train them to operate the course safely, efficiently, and effectively. During the week-long training session, we will also work with the advertising/marketing department, management team, sales team, and host a media day to increase initial publicity in the surrounding areas. Key employees will be requested to train for an additional 3 days to be certified as Lead Guides, to oversee the daily and minute-to-minute operation of the program. Once your staff is trained, our training staff will depart leaving one staff member on-site for the following week to provide assistance, and work on start-up maintenance of the course.

Each feature in your course and all gear will need to be inspected and maintained on a routine basis. We will be available for these necessary inspections and maintenance periods for added nominal costs. Our staff will also be available for future staff trainings, in particular at seasonal change-overs for added nominal costs.

See our Zip Line Phase Plan for a full description of the construction process.

### **Timeline:**

*These times are estimates and can vary per location and course design.*

- 2-3 days scouting
- 1 day meeting regarding the course, options, and approvals
- 14 business days to order and ship gear
- 2 days construction per zip line
- 5 days construction per non-zip line feature (infrastructure, sky bridges, etc.)
- 2 days test and adjusting per 3 features
- 2 days to complete course documentation
- 9 days minimum for staff training
- 1 week of maintenance and supervision

## **Media News**

“Criss-crossing across Middle Road, each zip-line offered a different experience and unique views of Lone Peak. Even I could appreciate being lucky enough to experience this one-of-a-kind perspective of Big Sky.”  
- AMY MAY, *Lone Peak Lookout*

"It's just a new way to enliven the village experience that's out of the ordinary," said Chad Jones, of Big Sky Resort. "For people who are staying here a week, it's something different to do." – *Billings Gazette*

“We had a great time zip lining at Big Sky. What a great way to celebrate our 15 year old's birthday by racing down the mountain, under the canopy of the forest. It was something we all shared for the first time and it was exhilarating! For our family it was worth the travel and cost because of the thrill and the lasting memories- it is one of those memories we will share for years. The views were amazing and the guides were fantastic. We would recommend it to everyone, and we are please to hear you will be expanding next year.”

Thanks for a great experience,  
The Gaetanos, Bozeman

*“Global Expeditions has worked very well with us to develop an experience that is exciting and fun for our guests and fits our terrain and operations. We now have a new activity and revenue stream that would have been challenging to do on our own.” - Mike Unruh, Mountain Manager - Big Sky Resort*



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