



clip 'n
climb[®]
INTERNATIONAL

HOW TO **RE-OPEN**
FACILITIES AFTER
COVID-19?



WOULD GUESTS BE WILLING TO ACCEPT CERTAIN LIMITATIONS IN ORDER TO GO BACK TO LEISURE FACILITIES AGAIN?

Clip 'n Climb has carried out a **three-week study**, and asked **leisure facilities guests to give their point of view**, on measures that could be taken within facilities to ensure safety while still maximizing guest experience.

The study was completed by over **700 respondents from all over the world**.

We hope this helps,

The Clip 'n Climb Team

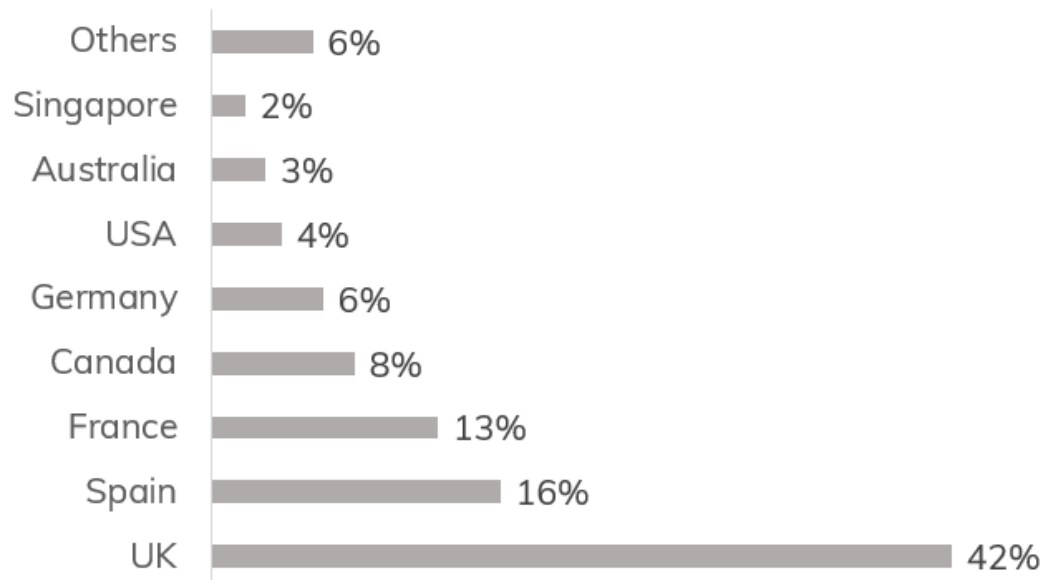


WHO ARE THE RESPONDENTS?

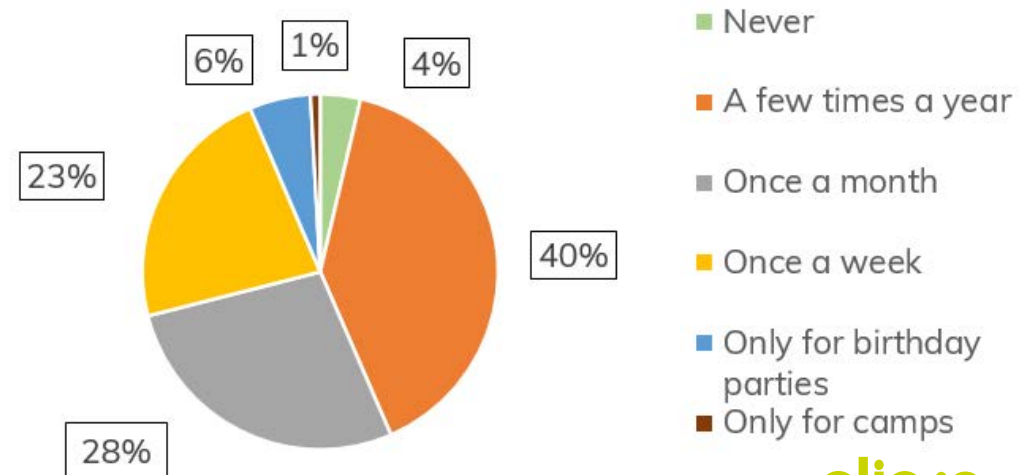
Most of the respondents come from the UK, but **countries from over the globe** are represented which allow a global overview.

The respondents **come on a quite regular basis** (51%)

Where are you from?



How often do you visit an entertainment facility?



WHO ARE THE RESPONDENTS?

The audience surveyed visit leisure facilities:

With family (78%)

With friends (42%)

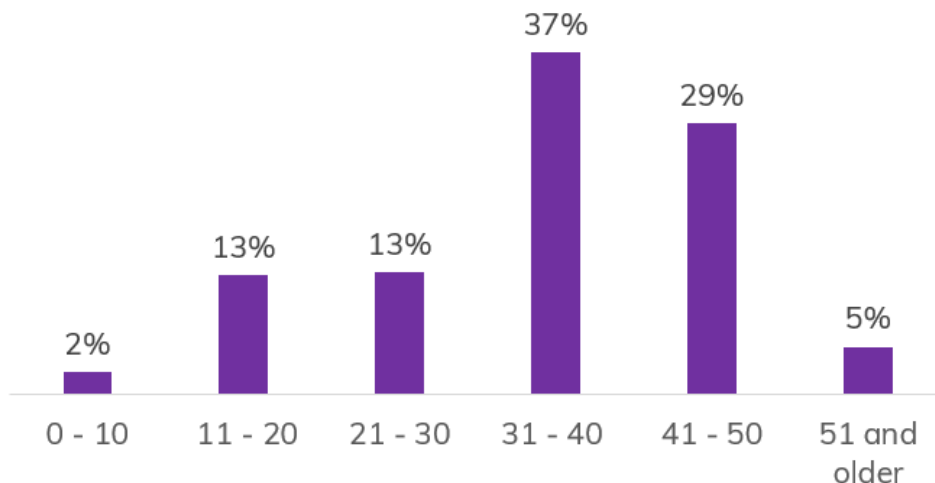
As a chaperone (9%)

On their own (6%)

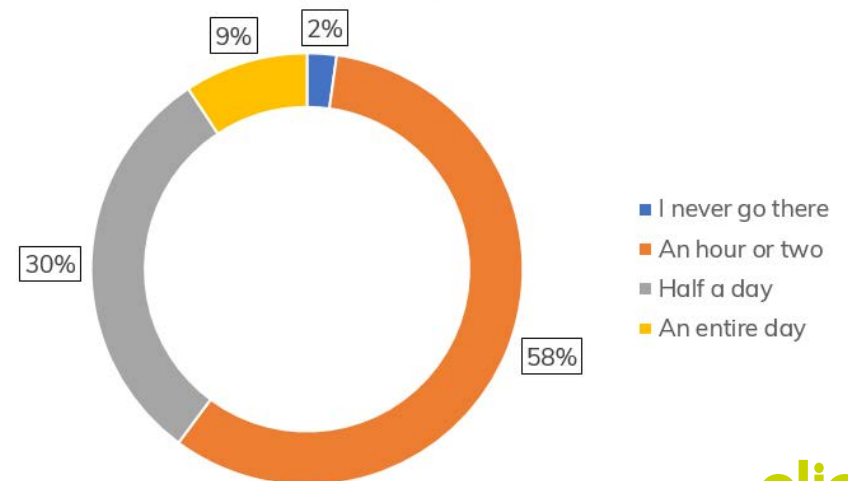
Doing team-building activities (5%)

The respondents tend to come for an **hour or two** in a leisure facility (58%).

How old are you?



How much time do you usually spend in a leisure facility?



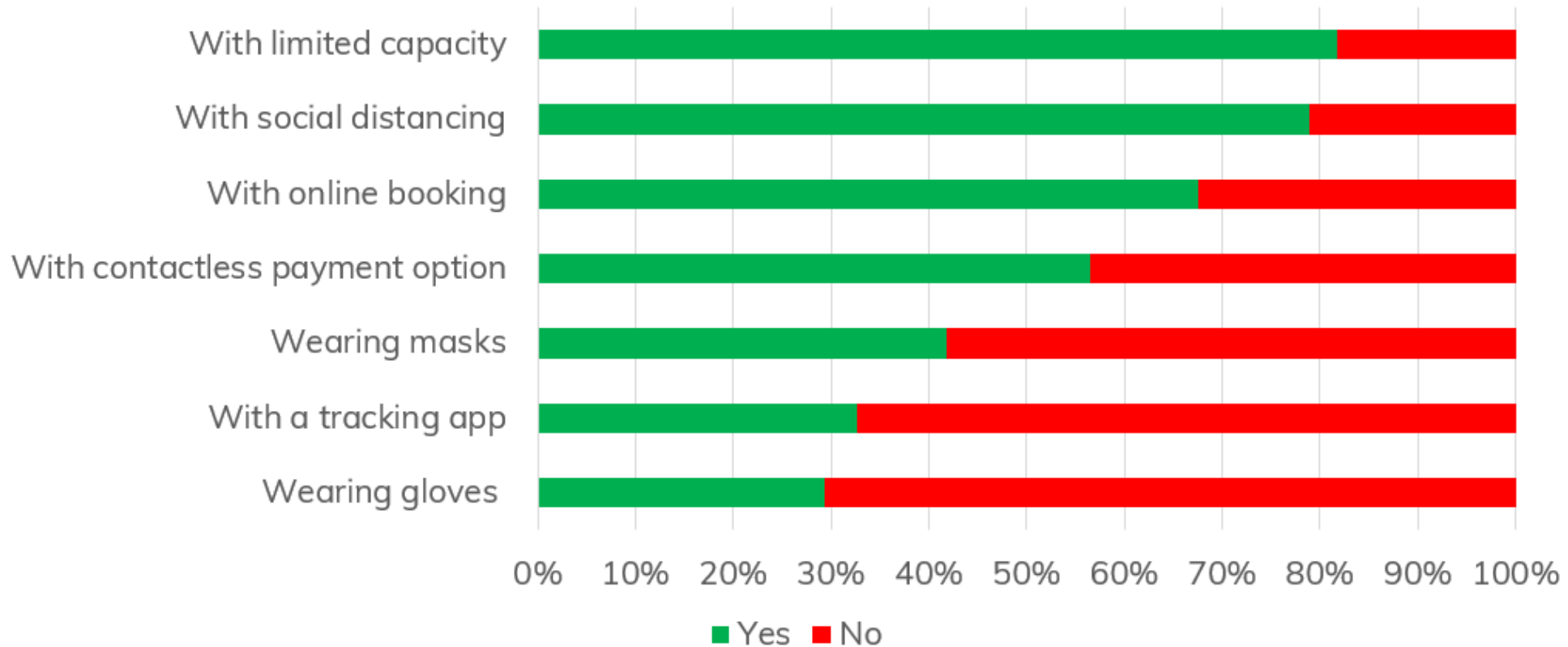
COVID-19 RISK MITIGATION MEASURES

High interest for limited capacity and social distancing (82% and 79%), following by online booking and contactless payment options.

Wearing gloves, a mask or having a tracking app would not encourage guests to come back to leisure facilities. We have noticed that the use of masks is more present in France and Spain, while gloves are not relevant in any country.

69% of respondents were in support of a designated area in the facility to have fun. However, Spanish and German respondents were generally not positive to this suggestion.

Would you be more reassured taking part in fun activities...

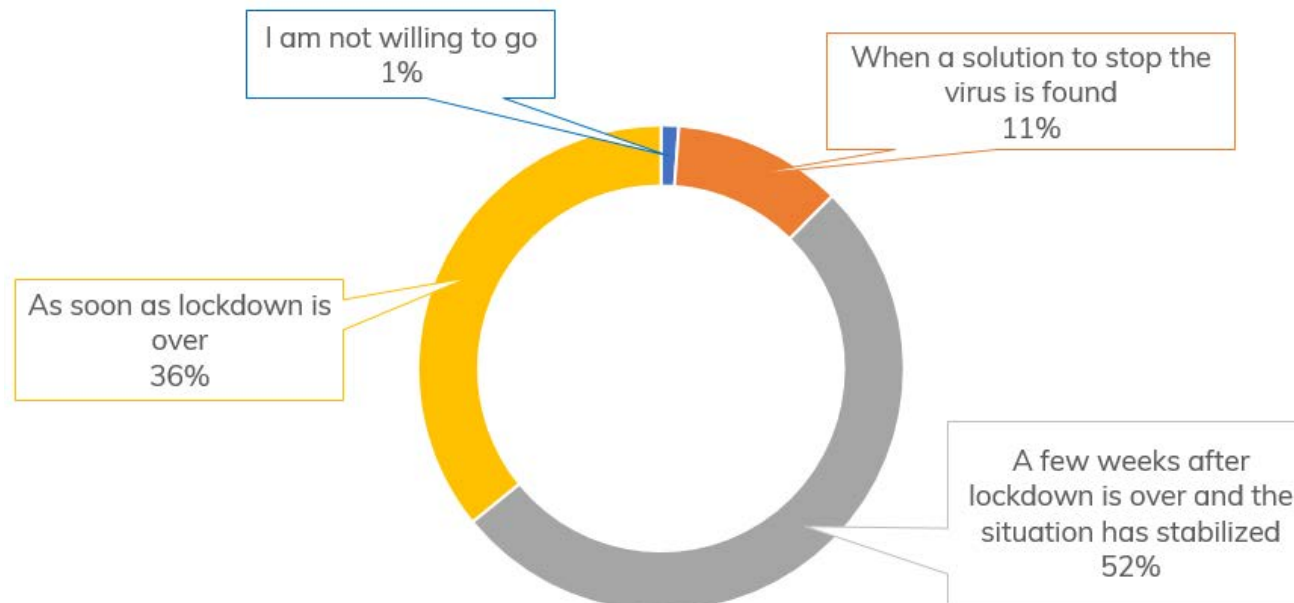


COVID-19 RISK MITIGATION MEASURES

Concerning the period when people will feel confident enough to go back to leisure facilities, 52% stated that they would **wait a few weeks after lockdown is over** for the situation to stabilize. 11% would wait until a vaccine is found.

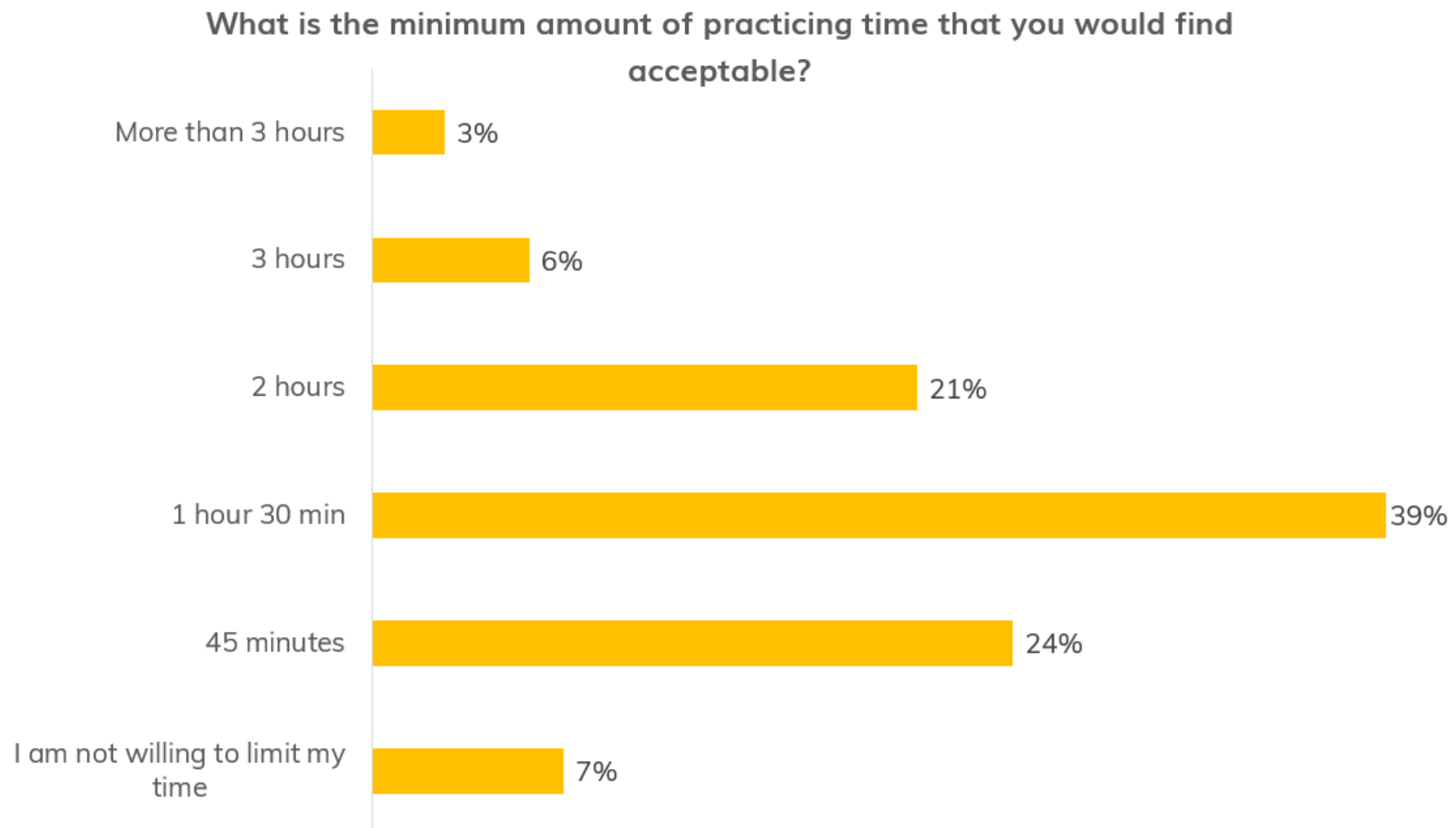
We have noticed that Germany is a country with another vision on this question as **58% of queried Germans were ready to go back as soon as lockdown is over**. We have to take into account that the situation is at another level in this country.

When would you be ready to visit again an entertainment facility?



COVID-19 RISK MITIGATION MEASURES

We also discussed the idea of timeslots and what would be the amount of time within a leisure facility they find reasonable. **2 hours or less is ideal for 84%** of the respondents. In Germany those queried stated that 45 minutes wasn't enough.



BEST PRACTICES

We asked respondents to tell us their ideas on measures that could be implemented within leisure facilities to reassure them.

Take the following list as various suggestions from visitors and hints to get ready!

CLEANING	ORGANISATION	CHECKS	EQUIPMENT
<p>Hand sanitization</p> <p>High hygiene standards</p> <p>Ventilation</p> <p>Communication on the cleaning schedule</p>	<p>Sanitization stations for hands and shoes at the entrance, at the exit and within the venue</p> <p>Streamline process to optimize time in the venue just for the activity</p> <p>Designated waiting area</p> <p>One-way system to enter/exit</p> <p>Stickers on the ground to visualize social distancing</p> <p>Break for cleaning between sessions</p> <p>Rotation in activities</p> <p>Household time slots</p>	<p>Temperature checks</p> <p>List of symptoms to review before the activity</p> <p>Monitoring of staff and guests to make sure everyone respects measures</p>	<p>Equipment sanitization</p> <p>Personal Protective Equipment</p> <p>Funny masks</p>

CONCLUSION



Guests are willing to come back when the situation is stabilized. They are ready to follow rules and be adaptative but expect facilities operators to implement overall social distancing measures and communicate about them.

Guests are willing to wear masks, but would prefer if capacity is not limited.

So, you might have to rethink your schedule and your booking system to make sure everyone can find the perfect timeslot! Having sanitization stations across the facility will be the norm to reassure guests.

As a reminder, the presented results are just a consultation. You can use these as a guide to re-open your doors. It is up to you and your local authorities to make the right decisions.

LOOKING FOR ADDITIONNAL
STUDIES ABOUT LEISURE?



FOLLOW US
TO STAY CONNECTED

SUBSCRIBE TO OUR
NEWSLETTER



#clipnclimb

clip'n
climb[®]
INTERNATIONAL