

4 WAYS TO OFFER A NEXT GENERATION PROGRAM

Our industry-leading research reveals four next generation strategies with the power to boost enrollment in your program.

1 Offer Variety & Flexibility

Millennial parents seek out a range of experiences for their kids that fit into a busy schedule.

51%

Percentage of parents who enroll their kids in 3+ camps and classes per year

60%

Percentage of parents who say "fits within schedule" is the biggest challenge

85%

Percentage of parents who prefer recreational and seasonal camps to last 3 months or less

84%

Percentage of parents who want weekly and daily program options

Make it happen:

- + Offer multiple session lengths
- + Make booking easier for busy parents
- + Consider drop-in and pay-per-class options
- + Get parents' feedback on class benefit vs. total time spent

2 Focus on Skills

Parents and kids view camps and classes as an important way to build skills for the future.

2 OF THE TOP 5

reasons parents enroll their kids in activities are for character and skill development

89%

Percentage of kids age 7-17 who spend part of their free time on productive and creative activities, instead of "just hanging out"

Life Skills Tool Box

- Time Management
- Self-Esteem
- Leadership
- Kindness
- Teamwork
- Problem Solving
- STEM
- Art
- Coding
- Health & Wellness
- College Planning
- Financial Literacy

Hot Topics

Make it happen:

- + Emphasize skill-building in communications, marketing and social media
- + Create levels of achievement so kids can feel accomplished
- + Provide staff credentials and testimonials from parents and kids
- + Don't forget to keep it fun!

3 Stand Out to Succeed

As competition in kids' camps and classes keeps growing, it's time to shine a spotlight on your program.

\$22 BILLION INDUSTRY

Camps Revenue

\$18 BILLION INDUSTRY

After School Revenue

ACQUISITION

is the no. 1 challenge for camp directors. In the past two years, camps have added adventure, family, nature and environmental programs to stand out.

90%

Percentage of customers who read peer reviews before purchase

84%

Percentage of customers who are influenced by User-Generated Content

Make it happen:

- + Expand offerings to attract new audiences
- + Create "shareable" social moments—i.e. photo opportunities
- + Incentivize check-ins and posts through prizes, free classes, etc.
- + Highlight online review opportunities to parents

4 Engage Kids & Teens

Now more than ever, kids and teens drive decisions and purchasing power for their activities.

INTEREST

Parents and camp directors agree that child interest is the no. 1 driver for choosing kids' activities.

87%

Percentage of teens who feel they're involved in activity selection

66%

Percentage of kids who name school as a main source of program and activity awareness

TOP 3

teen camp and class consideration factors are friends, price, character/skill development

Make it happen:

- + Market to the whole family, recognizing kids as decision-makers
- + Expand beyond traditional ads and explore opportunities on YouTube, Snapchat, Instagram and Facebook
- + Build connections with schools
- + Consider allowing smartphones in classes and at camp—kids are powerful brand advocates

Camp & Class Manager™

ACTIVE's Camp & Class Manager makes keeping up with the wants of modern families easy.

- + Flexible Program Booking for customized session options (daily, weekly, etc.)
- + Email marketing tool manages strategic lists and communications
- + Convenient integrated text messaging and social media tools
- + Digital Marketing Consultants provide personalized web, social and SEO guidance
- + Digital advertising services through our Consumer Demand Generation programs

Find out how you can become a next generation program with ACTIVE.

Get Started