



Wheel Fun Bike Tours

Self Guided Bicycle Tours



WFR continues to be a great value in family entertainment. We have historically found that when consumers are cutting back, we offer a less expensive entertainment and amusement alternative and rentals do well. In the final quarter of 2008, all counter seasonal WFR territories (in Florida & Arizona) experienced revenue increases, with WFR Ft. Myers leading the way with growth exceeding 60%. Though these may be uncertain times, this is not a time to cut back on advertising. WFR Central is not just optimistic; we are bullish and expect 2009 to deliver solid revenue growth.

Last month's Rolling Along offered a short term return on investment, low risk, low overhead way to increase revenue and profitability by focusing on adding Share-Rev locations. This month we offer another way to increase revenues with little investment and relatively little work on your part (because WFR Central does most of the work).

Self Guided Bicycle Tours won't fit all WFR locations but will add additional top line revenue for most, bringing a higher average per transaction rate than rentals. These pages outline the steps to put a Guided Tour in place. Depending on the level of response, WFR Central may not be able to create tours for all franchisees/locations in time for the upcoming season, so send your requests in quickly as these will be handled on a first come first served basis.

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Creating The Tour



Here is how it works:

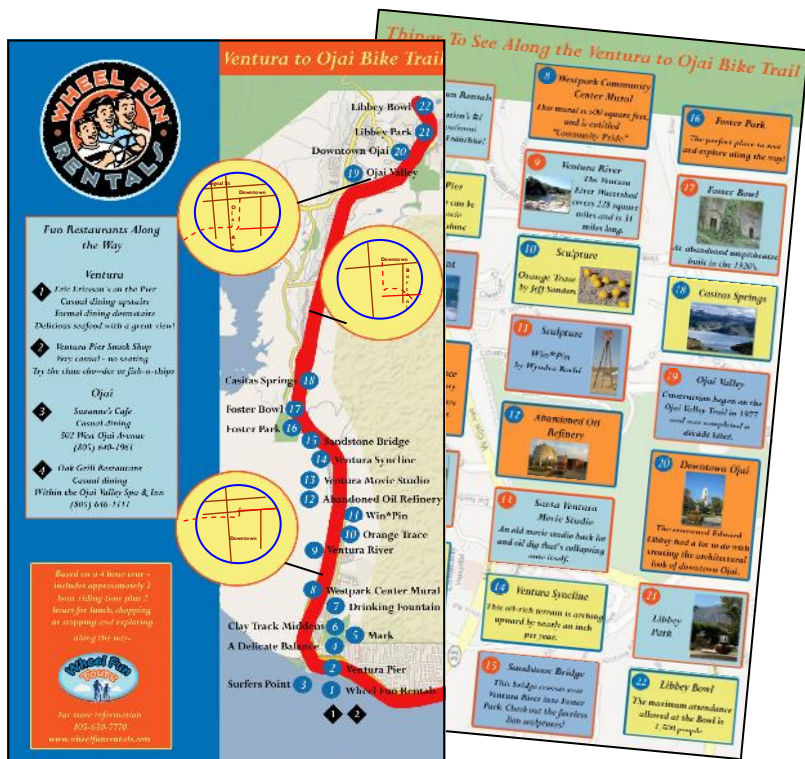
After a brief discussion with you (you'll need to have completed a small research assignment), WFR Central will create a bicycle tour starting from your WFR location. This will result in a Points Of Interest sheet with map and riding instructions.

We will also create a **Bicycle Tour** webpage and a **Cycles & Prices** webpage that will be linked to your WFR location webpage. Rounding out your Tours webpage will also be a link to the Map/POI.

Depending on your location, you may have one or more tours lasting from 2 to 3 or 4 hours. The rental transaction is standard, customers simply come up and rent a bike tour, you will have a reservation system in place, at least for Sundays and holidays.

Insurance for Self Guided Bicycle Tours is no different from standard bicycle rentals.

Pricing will be similar or a slight premium over your standard rental rates.



Riding Map and Point of Interests

Logo handlebar bag
around \$20



What you'll need:

- 🚲 An assortment of bicycles to include mountain or cross/city bikes, 24" child's bikes, tandems and Tag-a-longs. You might also consider adding road bikes and recumbent bikes (Note: it is important to assure that you have a mechanic adept at tuning multi-speed bikes).
- 🚲 Front bicycle bags with Wheel Fun Tours logo.
- 🚲 A commitment for a small print ad campaign and brochure.
- 🚲 A commitment to do a "ground proof" to assure the tour instruction, map and points of interest all make sense.
- 🚲 Print and laminate the POI/tour maps.

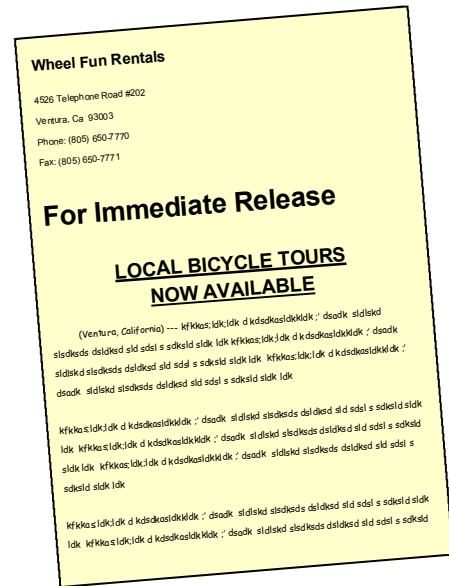
The handlebar bag, mounted on your bike fleet, promotes the tour at your WFR location.

Total budget for the above should be a few thousand dollars and potentially less, depending on your current fleet of bicycles (extended payment terms are available through Schwinn & Giant).

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Promoting the tour

WFR Central will create your **Bicycle Tour** webpage, linked to your current location page, including links, meta tags & keywords.



WFR Central will create and distribute a press release to local publications, news outlets, your CVB, Chamber, etc.



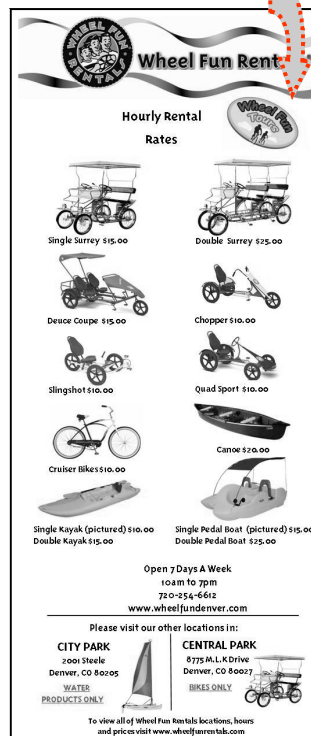
To help customers find locations with tours (and rentals) we have created an interactive Google map.

Visit our WFR Central Ventura Pier location webpage to view live tour website.
<http://www.wheelfunrentals.com/listlocations/34>



4x9 Rack Card, 4 color cardstock, glossy - \$215 for 2,500 pcs or \$299 for 5,000 pcs.

Rental rate flyer & print ad update



Print ad template