



# HIGHLANDS AERIAL PARK

Scaly Mountain, NC



# Quick Facts for Highlands Aerial Park

- **Business Inception (start date):** 12/1/2012
- **Number of Employees:** 25-30
- **Estimated Annual Revenue:** \$1M
- **In What Business Sector Are You Classified:** outdoor recreation
- **Target customer or Consumer:** Multigenerational. Families. Kids
- **Who Are Your Competitors:** Anyone vying for discretionary dollars! No direct competitors in our market

# What is Highlands Aerial Park?

Ziplining and Outdoor Experiences located just outside of Highlands, NC on Scaly Mountain.

- Received the 2020 TripAdvisor Travelers Choice Award
- Top 10% of Attractions in the World
- Top 3 Outdoor Parks in the US
- Top 20 in Zip Parks in the US



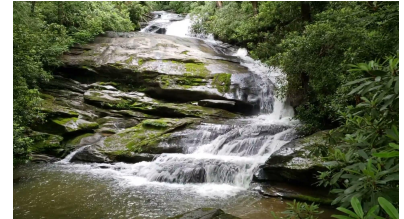
# What they do:

Provide recreational activities that includes: Ziplining, Hiking Trails, Tree Climbing, Kubota Tours and a Giant Swing.

Ages 4+ - a variety of activities for the entire family  
“Multigenerational”

Provides Team Building Experiences

Kurt Damron - Manager, ran a automobile paint franchise business. Has a Business Administration degree.



# How STEM Utilized

Pulleys, Pulleys and more Pulleys... the use of a ziplining system requires knowledge and understanding of physics and how it can be used to create an effective ziplining experience.

Technology & Scheduling - understanding different and various technology softwares that are used in scheduling, marketing, database use and implementation.

Marketing - utilizing and implementing algorithms that define characteristics and demographics of target market.

Science - study of trees and plants on site; all employees are CPR and first aid certified.

## Ways to use in Classroom:

Provide a resource to students on how this particular industry and business can create job opportunities in our area.

Provide students with information regarding the various soft skills that all employees should possess

Leadership Development Opportunities that employers are looking for