

# TIMELESS BOARDWALK

The Timeless Boardwalk is a highly-themed entertainment experience for couples and families to enjoy time together. Mimicking a 20th-century boardwalk attraction, the Timeless Boardwalk features attractions assembled from circuses, traveling fairs, and other roadside attractions. High-tech and retro combined in one immersive experience.



A boardwalk of unique oddities from around the world!



*"Making memories one road trip at a time!"*

## BLAKE FAMILY California

### BIOGRAPHY

The Blakes cherish their Californian lifestyle, with weekends often spent exploring hiking trails, attending local art festivals, and enjoying picnics at the beach. Family game nights are a regular occurrence, where laughter echoes through their cozy home. In the heart of California's sunshine, the Blake family thrives on love, laughter, and the joy of shared experiences. Whether it's a homemade pizza night or stargazing in the backyard, the Blakes believe in creating memories that will last a lifetime.

# TIMELESS BOARDWALK Marketing Mix

### PRODUCT

The Timeless Boardwalk offers an immersive entertainment experience that blends high-tech attractions with nostalgic elements of 20th-century fairs and circuses. Families and couples can enjoy rides, games, and themed events that create lasting memories together.

### PRICE

Pricing should reflect the value of a unique, high-quality experience. Consider offering tiered ticketing options, family packages, and special discounts for early bookings or off-peak visits to encourage more visitors.

### PLACE

The boardwalk is located on the shores of Rossheller Cove, one of the largest lakes in the area. There are scenic vistas of historic downtown Shadowford available along the boardwalk. Nestled in the mountains, Shadowford is a popular destination for travelers looking to escape the city. We are located just two hours from a central metropolitan area, and a great overnight destination.

### PROMOTION

Promote the Timeless Boardwalk through social media campaigns, influencer partnerships, and local community events. Highlight special attractions and events to create buzz and encourage families and couples to plan their visits!