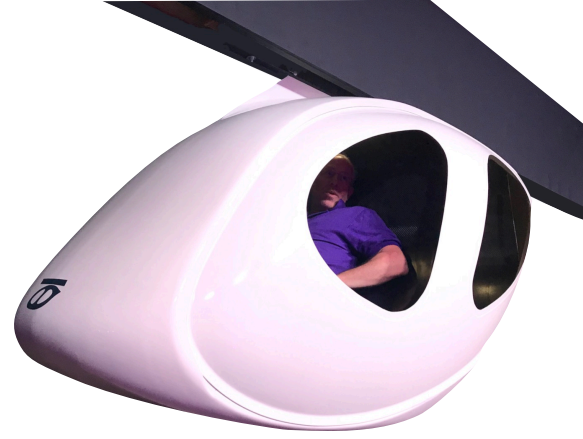


Jericho Mountain Podway

Ridership-Revenue Study

2020-10-06



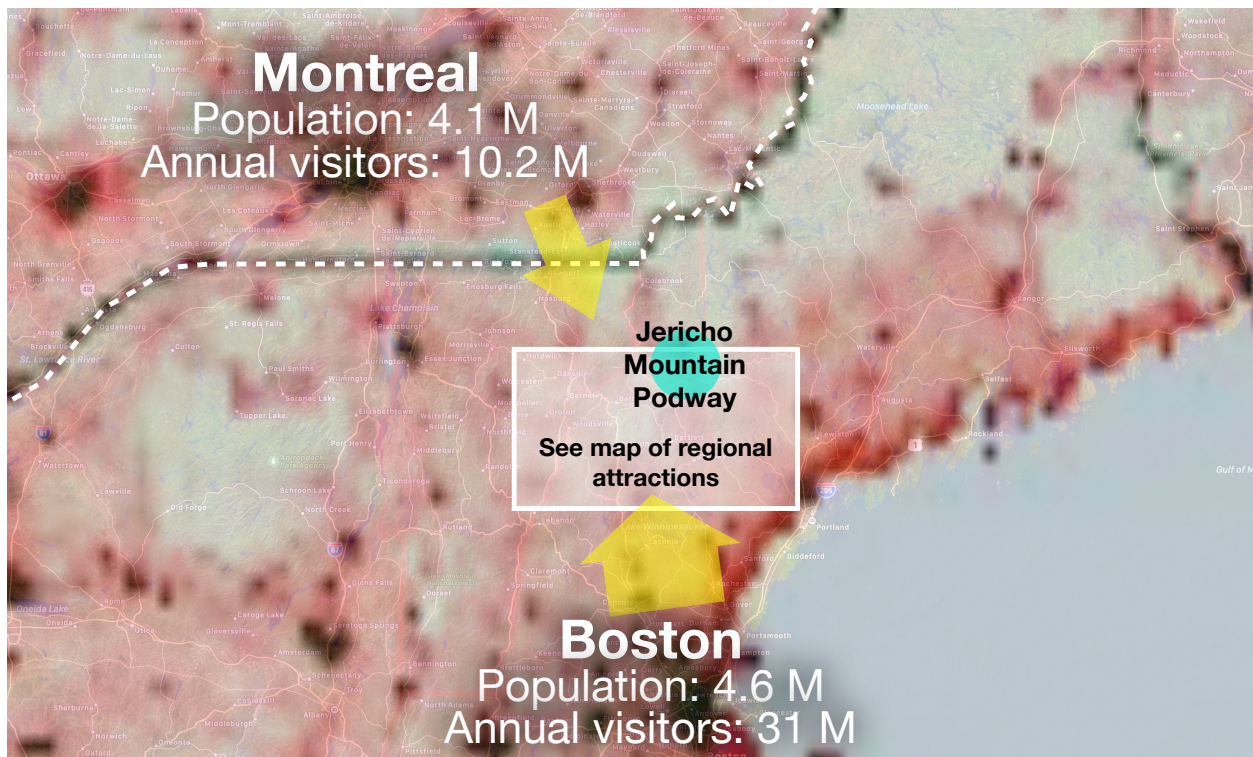
Expected Annual Ridership	89,343
Expected First Year Ridership	26,803
Average price per round-trip:	\$10-15
Expected Annual Revenue from Tickets	\$893,425 @ \$10/ticket
	\$1,340,138 @ \$15/ticket



Where do visitors come from?

The vast majority of tourists who visit Jericho Mountain will arrive in a personal car. A small percentage of visitors will arrive via Berlin's airport. There is no regional bus service or public transit. Berlin lies midway between two large metropolitan areas: Boston and Montreal. The next largest cities in the region include Manchester (pop.: 400K), and Portland (pop. 500K).

Population Density Map



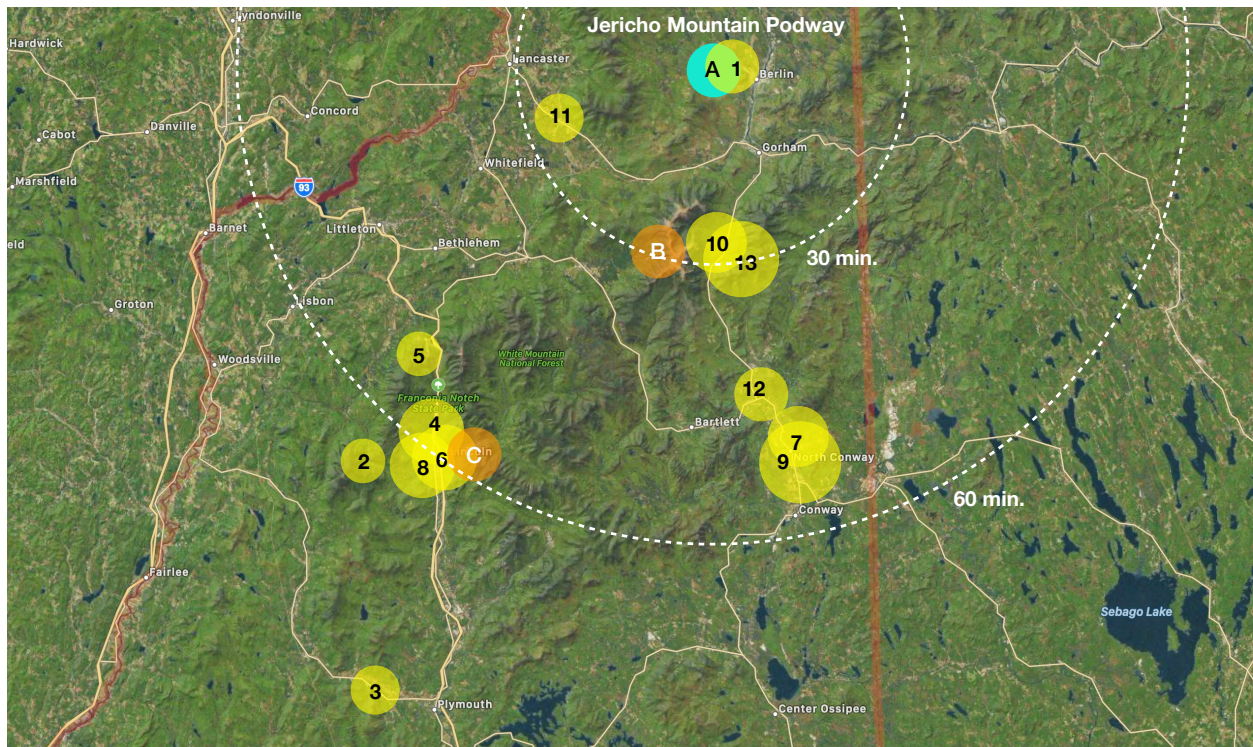
Regional Attractions: Where do people visit?

The region to the south of Berlin is a popular destination for tourists in summer and winter. 13 selected attractions are shown in the table below.

	Attraction	How far (min)	Ticket Price
1	Jericho Mountain State Park	0	Free. \$500 for ATV rental
This state park has 1,000 km (620 miles) of ATV-friendly trails. The park offers trail riding for ATV, UTV, trail bike, and snowmobile enthusiasts, as well as camping, swimming, fishing, canoeing, and picnicking at Jericho Lake. https://www.nhstateparks.org/visit/state-parks/jericho-mountain-state-park https://en.wikipedia.org/wiki/Jericho_Mountain_State_Park			
2	Lost River Gorge	66	\$20
A ¾ mile boardwalk is your path through the gorge. https://www.lostrivergorge.com			
3	Polar Caves	90	\$23
Polar Caves is an outdoor nature attraction located in New Hampshire's White Mountains offering educational experiences and adventure-themed caving. https://www.polarcaves.com			
4	Whale's Tale Water Park	60	\$39 for day
All-day water park. https://whalestalewaterpark.net			
5	Cannon Mountain Tramway	55	\$19
An 80-passenger cable car brings visitors to the 4,080-foot summit of Cannon Mountain in under ten minutes. At the summit, you'll find spectacular scenic walking paths, a 360 degree observation deck, a cafe, bar and restrooms. https://www.cannonmt.com/things-to-do/attractions/tram			
6	Alpine Zipline	60	\$89 for day
Multiple zip lines (up to 1000 ft) with speeds up to 45 mph. https://alpinezipline.com			
7	Cranmore Mountain Resort, Scenic Chairlift	52	\$15
Accessible by a quick scenic chairlift ride (1300 m) to the summit, the Meister Hut features spectacular views of the Moat Mountain and Presidential Mountain Range, plus Gifford's Ice Cream and the Valley's only satellite Tuckerman Brewing Tasting Room. https://www.cranmore.com/Summer-Fall-Parks/Attractions-Rates/Scenic-Chairlift-Summit-Meister-Hut https://www.cranmore.com			
8	Hobo Railroad	60	\$19
Enjoy Old-Fashioned Train Rides. 80-minute round-trip train ride. 2 trips per day. Length: 11 km. https://en.wikipedia.org/wiki/Plymouth & Lincoln Railroad https://hoborr.com			

	Attraction	How far (min)	Ticket Price
9	Conway Scenic Railroad	60	\$27
11 miles. 1 hour trip. https://www.conwayscenic.com			
10	Mt. Washington Auto Road	48	\$?
Steep 12.2 km road for cars. 4,618 ft rise in elevation. https://en.wikipedia.org/wiki/Mount_Washington https://en.wikipedia.org/wiki/Mount_Washington_Auto_Road			
11	Santa's Village	30	\$36 for day
Christmas-themed amusement park for families with children up to 12 years old. https://www.santasvillage.com			
12	Storyland	42	\$37 for day
Family-friendly rides and attractions, enjoy interactive shows and meet your favorite storybook characters. https://www.storylandnh.com			
13	Wildcat mountain: Gondola	18	\$17
Wildcat Express Scenic Gondola. Scenic Chairlift Rides Hikes, Waterfalls in Summer. Length: 2040 m (6700 ft); Speed: 4.86 m/s (fast) https://www.skiwildcat.com			

Map of Regional Attractions





JERICHO MOUNTAIN

Fly on a Solar Podway
Wind Turbines up close
View amazing sunsets

Powered by
100% Renewable Energy

ATV Trails

WORLD'S ONLY
Jericho Jetpack™

Stunning views of
Mount Washington &
White Mountains

JERICHO MOUNTAIN

Renewable Energy
Park & Podway

Open every day • Year round
Open Sunrise to Sunset
Free parking • No schedule
Wheelchair accessible
Available for small and large events
Family Campground
ATV • Hiking • Picnics

JERICHO MOUNTAIN
Renewable Energy Park & Podway
www.jericho mountain.com

www.jericho mountain.com

Berlin, New Hampshire

White Mountains
NEW HAMPSHIRE
New Hampshire
LIVE FREE

Why would people ride the Jericho Mountain Podway?

Tourist activities at Jericho Mountain Podway

Leaf Peeping

Many people visit New Hampshire in the fall to experience the beauty of the changing colors of the leaves.

https://en.wikipedia.org/wiki/Autumn_leaf_color

Wind Turbines

People have few opportunities to see a wind turbine at a close distance. People are attracted to wind turbines because of their huge size, graceful movements, clean power, and elegant beauty. Jericho Mountain Podway could promote a "Touch a Wind Turbine" experience.

Sleigh ride to Santa's House

During the Christmas season, a special area could be setup for children to visit Santa and his elves. The pods could be decorated to resemble Santa's sleigh to enhance the experience.

Sunrise and Sunset

People are attracted to the natural beauty of a colorful sunrise or sunset on the mountain. The podway can operate at all hours and bring people to the top of the mountain to experience a beautiful sunrise or sunset.

Photography

Photographers will be attracted to the natural beauty of the mountain throughout the year.

Animal spotting

People will come to see birds and other animals in their natural habits. Moose and deer live on the mountain and could be attracted to specific locations along the podway with salt lick stations. During off-peak times, passengers may stop the pod to watch animals and take photos.

Star gazing

Some visitors will come to the top of the mountain at night to see a wide expanse of the nighttime sky with many more visible stars due to low light pollution on the mountain. Amateur astronomers may bring their telescope.

Rock climbing

Rock climbers look for interesting challenges.

Man in the Mountain

A unique rock formation named "Man in the Mountain" resembled the rough profile of a man's head. This natural rock formation collapsed but it may be possible to recreate such a feature in one of the mountain's rock faces.

Easter egg hunt

The tradition of an Easter egg hunt at the top of Jericho Mountain could be started.

Podway as an Attraction

The podway itself will be a tourist attraction. Promoting a "Take a flying pod up Jericho Mountain" experience. While nearby mountains have chair lifts, gondolas, roads, and trains to the summit, traveling (or "flying") in a pod is a truly unique experience.

A Vision of the Future has arrived

Many people associate pods with flying cars and the Jetsons (popular cartoon from 1970's that is set in the future). Like a ski gondola, a pod is an enclosed 4-passenger vehicle for a private party traveling up a mountain side. Unlike a gondola, it travels on a rigid guideway that provides for a smooth, high-speed experience in most weather conditions.

Jericho Mountain would be the first podway in the world. Many cities are considering podways, but want to first ride an operating system. Hundreds of people from other states and other countries — many who will be government leaders — would specifically travel to Berlin to ride the podway.

Early adopters, techies, and engineering-types will visit just because it is unique. In some ways this is similar to the role of the monorail at Disney Parks.

Sustainable Transportation

The podway represents the start of a transition to a sustainable transportation future without cars. There is high interest worldwide in clean and sustainable solutions to preventing a climate crisis.

Thrilling experience

Pods are expected to reach speeds of 45 mph (72 km/h) going down the mountain — similar to high-speed zip lines. Going up the mountain in a pod will be at twice the speed of a chair lift or Cog Railway. The perception of speed will be enhanced because the pods travel close to the ground (approximately 10 feet (3 m) off the ground and only feet from the trees,

Protected from weather

A pod provides a heated and comfortable ride for the passenger. The system remains operational in moderate wind, snow, and rain. The system will shut down in high winds (greater than 35 mph) or if there is a danger of ice falling from the wind turbines.

Experience of Flying down a Mountain

The perception of speed is enhanced because the pods travel near the ground (10 ft. above grade) and with trees on each side. The podway is not a roller coaster, yet it provides a unique and thrilling experience.

New England's longest "covered bridge"?

New Hampshire is known for its covered bridges, and because the podway is a viaduct bridge, and the pod's wheels run along a surface that is covered on the top and sides, the podway is a single-lane covered bridge — and it would be the longest one in New England. Should the podway be marketed as "New England's Longest Covered Bridge?" It's not a timber-truss wooden bridge, so perhaps it technically does not qualify as a coverage bridge.

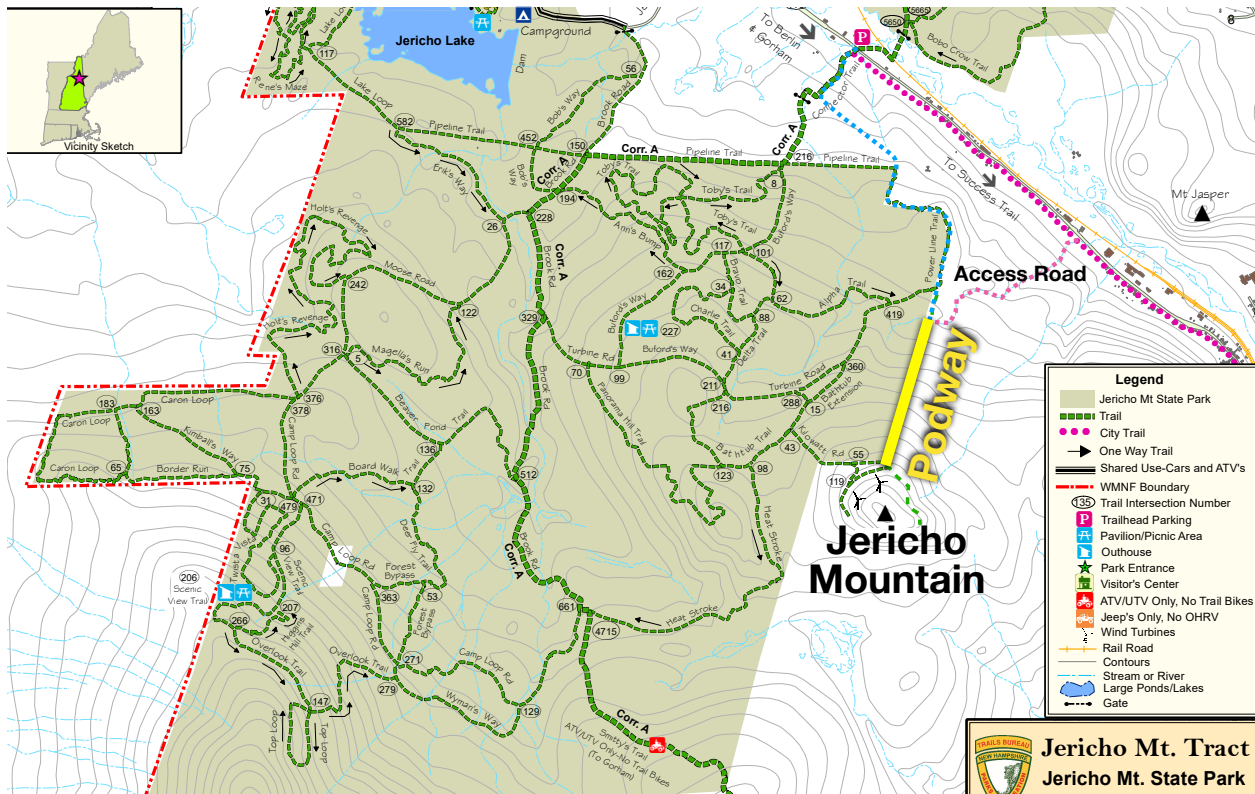
The longest existing covered bridge is the Hartland Bridge built in Hartland, New Brunswick, Canada at 391 meters (1282 ft). The Jericho Mountain Podway would be 1609 meters (5280 ft) — 4.1 times longer!

No long waits

Pod trips are scheduled through a mobile app. A round trip takes 5-6 minutes and the average wait time should be less than that. While the wait time is longer than a personal car, the automated pods provide attendant-free operation that is more convenient than the Cog Railway

Jetpack (starting in 3rd year of operation)

For double the regular ticket price, the "Jericho Jetpack" lets a single adult "fly" in a prone position. A clamshell protects the torso and enables the head and legs to remain free.



Marketing Jericho Mountain Podway

Official web site

The internet address, jerichomountain.com, is owned and controlled by David Brooks. This is the official address for the Jericho Mountain Podway. Visitors learn about "things to do" and special events at Jericho Mountain. Visitors can purchase tickets.

Social media

We expect social media to play a significant role in driving traffic. Due to the podway's uniqueness and "cool" factor, most riders will want to share their experience on the podway through social media. Prominent signs, hash tags, and QR-codes will encourage people to share photos and videos of themselves with a pod.

Search Engine ads

Web searches for terms such as "podway", "transit x", "flying pods", etc. will show first page results that link to Jericho Mountain Podway information. We will test the effectiveness of search keyword ad buys.

Thought and Opinion Leaders

At the Jericho Mountain Podway website and social media properties, we will publish photos (with permission) of famous people riding the podway. We will try to get leaders in the climate action movement, such as Greta Thurnberg and Bill McKibben to visit.

Tourism bureau

Some visitors learn about local attractions through brochures at visitor centers, and in hotel lobbies. We will design a compelling brochure to generate ridership at the podway.

Press mentions

Given the uniqueness of the Jericho Mountain Podway, local, state, and even national papers and magazines may write stories about "flying pods", "the future of transportation", "pods vs. Elon Musk", etc. Articles in the press can help seed sharing on social media. Any articles about Transit X will likely mention Jericho Mountain Podway as the first podway in the world.

Tourism websites

When someone searches for "things to do in NH" or similar, we want those websites to list "Jericho Mountain Podway" as a "must see" attraction. We will supply photos, sample copy, or even short articles that can be used by these websites to drive traffic.

Traveling Promotional Pod

A stand-alone pod can provide an effective marketing vehicle if parked in well trafficked areas and popular events.

Billboards and Advertising

We will analysis if a well-placed advertisement is a cost effective methods to drive traffic. These may be along highways or at rest stops.

Podway Ridership from Events and Activities

	Average Size of Group	Average Daily Peak	Days in Season	Groups per year	Annual Trips
Group events (under 100 people)					
Weddings	50	1	180	45	2,250
Small Concerts	50	0.25	180	11	563
Auctions (Snowmobile & ATV's)	75			2	150
X-Games	150			1	150
Iron Man	100			1	100
Drone Racing	45			1	45
Easter egg hunt	50			1	50
Sports					
Mountain biking	2.5	40	180	1800	4,500
Snow shoeing	2	25	180	1125	2,250
Snow tubing	3	40	180	1800	5,400
Cross country skiing	2.5	200	90	4500	11,250
Downhill skiing	3	200	90	4500	13,500
Hiking	2.5	39	180	1755	4,388
Hunting	1	2	120	60	60
Tourist activities					
Podway	2.5	50	330	4125	10,313
Summit views	2.5	20	300	1500	3,750

		Average Size of Group	Average Daily Peak	Days in Season	Groups per year	Annual Trips
	Leaf Peeping	3	300	30	2250	6,750
	Wind Turbines	3	30	280	2100	6,300
	Sleigh ride to Santa's House	3.5	200	30	1500	5,250
	Sunrise and Sunset	2	20	280	1400	2,800
	Photography	1	15	300	1125	1,125
	Animal spotting	2	20	300	1500	3,000
	Star gazing	2	20	270	1350	2,700
	Rock climbing	2	20	270	1350	2,700
	Man in the Mountain	3	0	0	0	0
			Estimated annual ridership			89,343

Direct comparison to similar attractions

		Rise (meters)	Prominence (meters)	Trip duration up (min)	Length (km)	Max. Speed (m/s)	Adult Ticket Price
A	Jericho Mountain Podway	217	281	4	1.27	15.0	\$10-15
B	Mount Washington Cog Railway	1096	1,874	45	4.59	1.7	\$70
C	Loon Mountain Resort Gondola Skyrides	532	643	12	2.16	3.0	\$22
D	Wachusett Mountain, MA	286	305	8	1.35	3	\$10

Determining the price of a ride on the Podway

To determine the fair market price for a ticket, we three attractions with comparable characteristics to the podway. All comparables provide rides up to the summit of a mountain. Two are in New Hampshire and one in Massachusetts.

The Mount Washington Cog Railway is the oldest, longest, the steepest, and the highest prominence. It also has the highest ticket price at \$70 and started operating 152 years ago.

Loon Mountain Resort features a Gondola Skyride that has been operating for 50 years. It is approximately twice the height and length of the podway and an adult ticket price of \$22.

Wachusett Mountain was included because it is approximately the same height and length as the podway with an adult ticket price of \$10.

Based on these comparables, an adult ticket price between \$10 and \$15 is the market rate for a round-trip ride on the podway.

