



# Summer Splash 2012

## Program Results

### LENGTH:

**July 1 - August 31, 2012**

- 62 days (45 with camp counselor visits)
- 6 celebrity events
- 2 site-wide parties

### PURCHASES:

PRODUCT	2 Months	1 Month	1 Week	1 Day
PRICE	\$49.95	\$29.95	\$7.95	\$1.95
DISCOUNT *	\$42.95	\$24.95	\$6.95	\$1.95

\* Discount pricing offered to users who are currently upgraded to the Woogi Honors, Woogi Music, or Woogi English programs.

					TOTALS
SALES #	51	16	52	27	146
EARNINGS	\$2,225.45	\$419.20	\$372.40	\$52.65	\$3,069.70
AVERAGE/SALE	\$43.64	\$26.20	\$7.16	\$1.95	\$21.03

### ENROLLMENT:

**114 total members (2012 only)**

32 purchases were renewals

**33.68% renewal rate**

### ENGAGEMENT:

Club XP is proportionately distributed to club members based on the time spent participating in club activities. Excluding XP from writing the club's Summer Logs, XP can only be earned when a camp counselor is present.

#### TOTALS:

7,160,013 Club XP  
214,800.39 mins. (3,580.01 hrs.)

#### MEMBER AVERAGE:

62,807.13 Club XP  
1,884.21 mins. (31.40 hrs.)

#### LEARNING AVERAGE:

**41.87 mins./day**  
(when camp counselor is present)