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A Site-Suitability Analysis for a New Interstate Highway Rest Area Near Ft. Meyers, Florida

Krue Thwaits
Ohio Northern University

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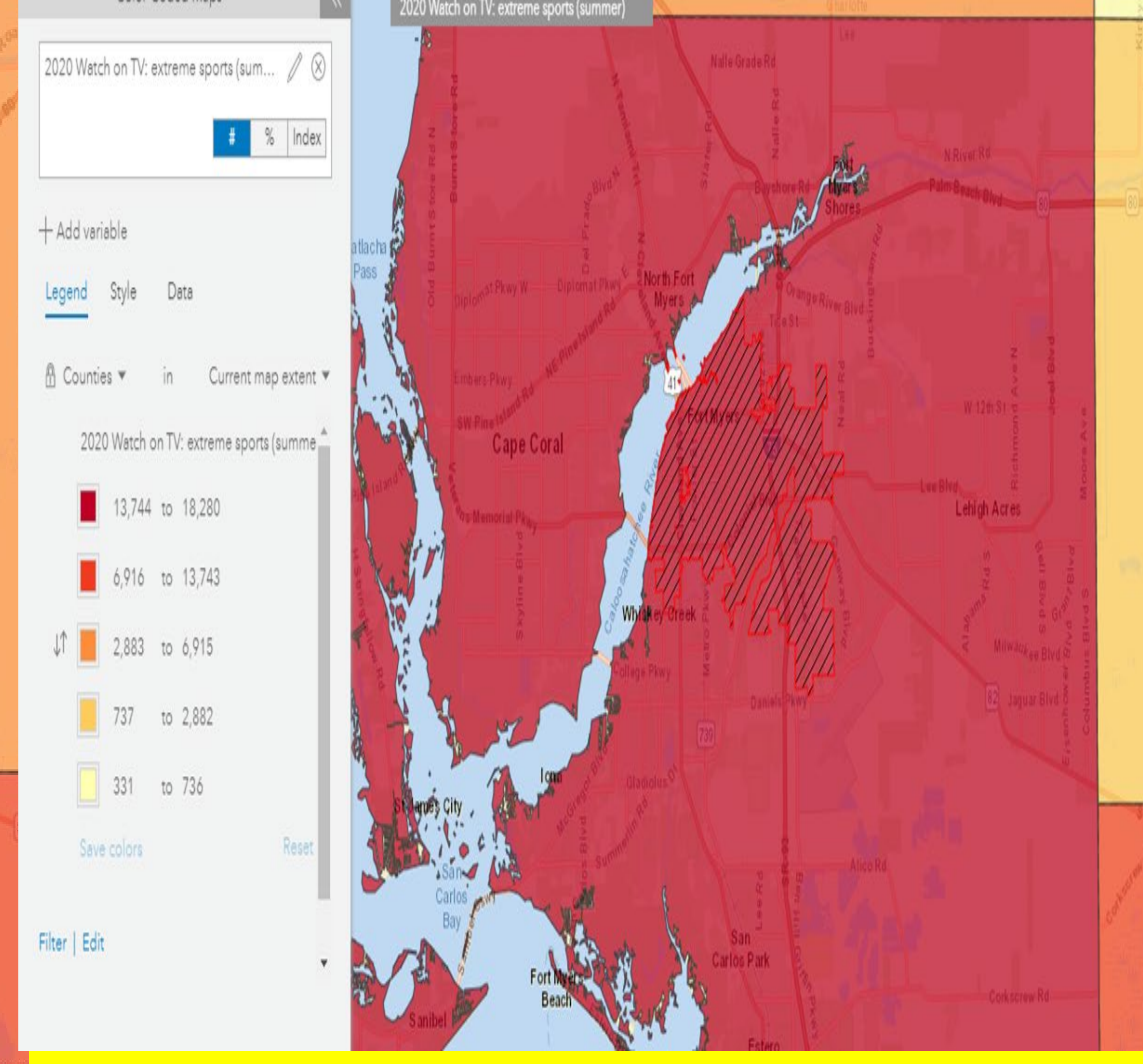
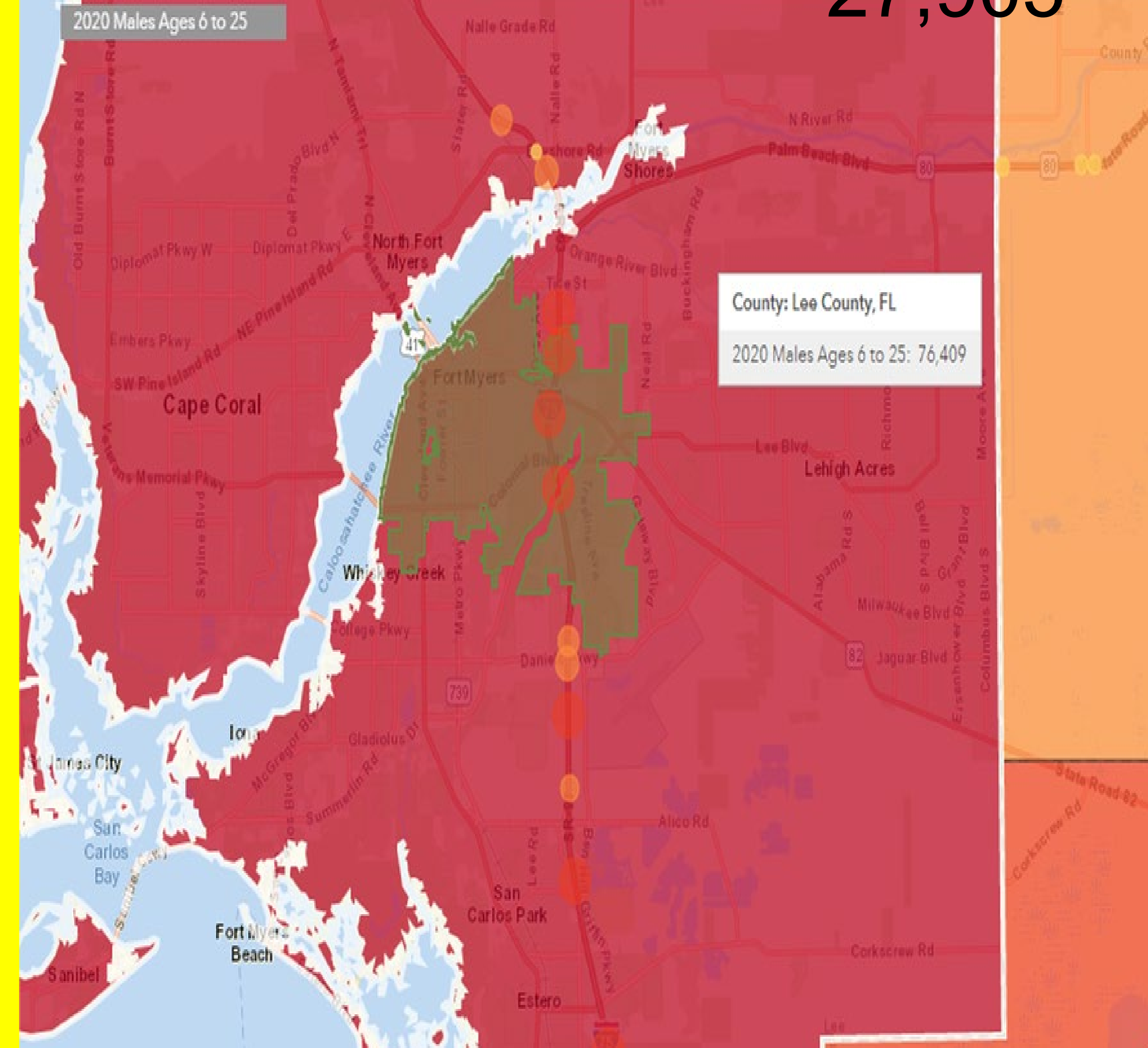
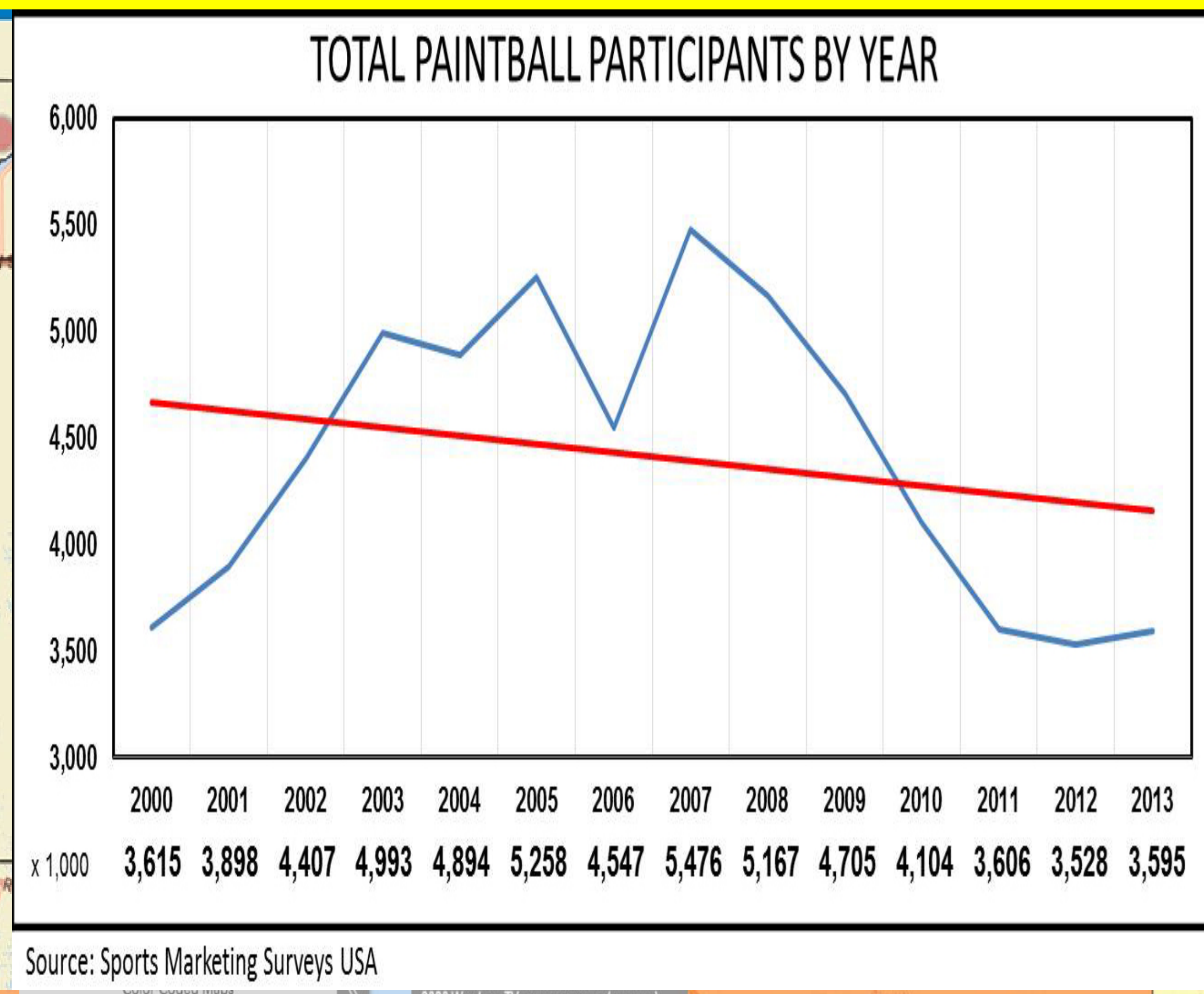
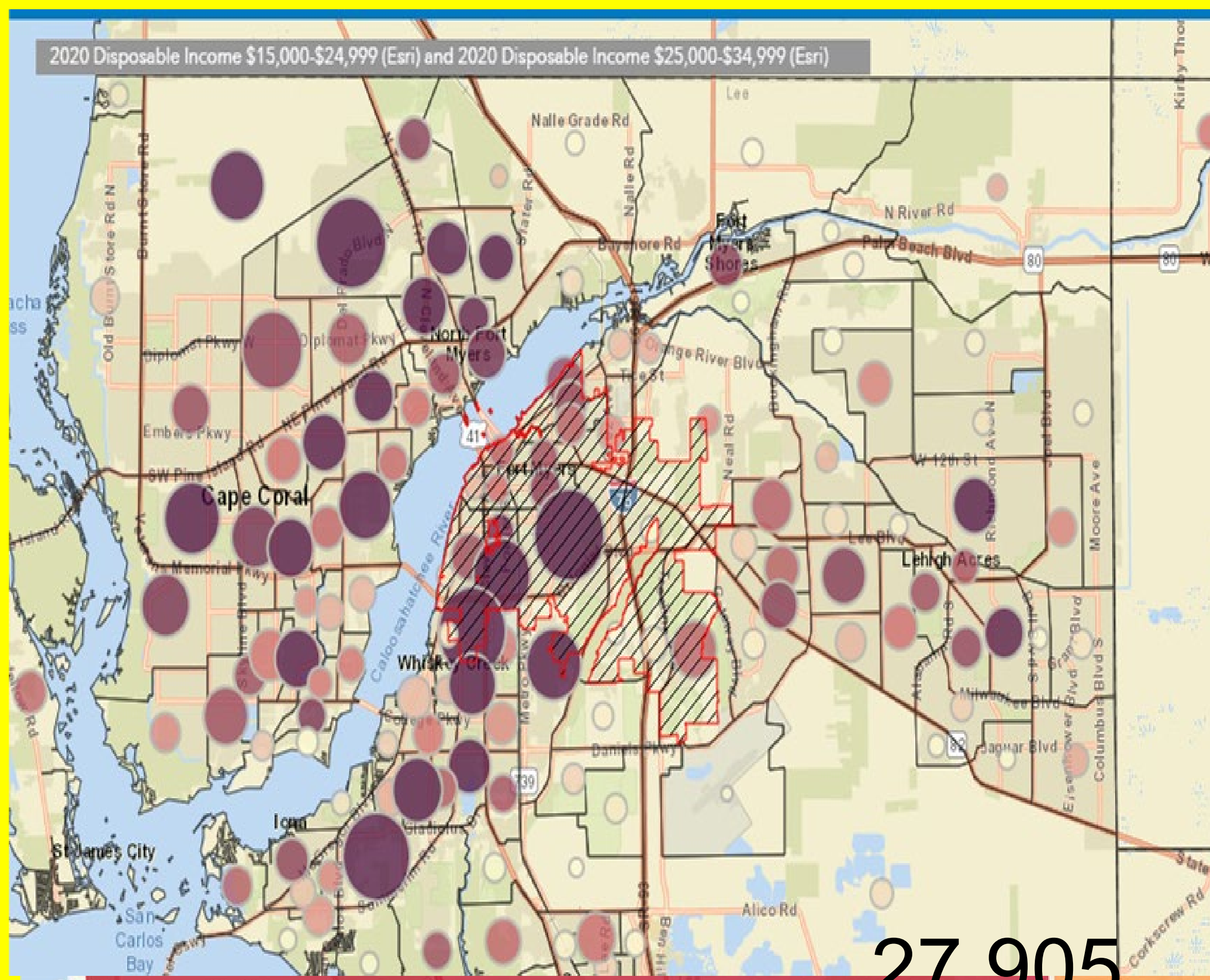
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Paintball in Fort Myers, Florida

Krue Thwaits

Source: Business Analyst Online 2020



Site Overview

After conducting research on the industry, the average customer, and the location, I do not believe it would be a great idea to start a paintball business at this time. However, if there would be a location to want to put one, Fort Myers would probably be one of the best places to do it. Even though their average age is around 40 years old, they expect millions of tourists every year, which will bring those

Industry Analysis

- The paintball industry was gaining serious momentum until 2017.
- The industry's growth has slowed drastically.
- Industry revenue is expected to grow at an even slower rate than the previous 5 years.
- There are no dominant players in the paintball market as of now.

Location Analysis

- Fort Myers is a hot spot for tourism in Florida.
- Their current population is around 100,000, however they expect around 1,000,000 tourists per year.
- Average age for a Fort Myers resident is around 40 years old.
- Average household income in Fort Myers is around \$37,000

Customer Analysis

- The paintball market is predominately male-driven
- There are a little less than 4 million paintball participants ages 6 or older
- The average gun package is about \$135, so the typical customer must have some disposable income
- These people are typically very active, young and energetic. They also must enjoy some sort of extreme sport.