



# Bringing Mermaid Magic to Your Pools

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# Mermaid Tail Enthusiasm



- Mermaid tail popularity is growing.
- If you haven't seen them at your pools, you probably will soon.
- Customers look for pools where they can use their tails.
- Patrons will pay for a mermaid experience.

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- How can patrons use mermaid tails at your pool?
  - How can mermaid tails be a part of your aquatic programming?
  - How can you increase revenue with mermaid tails?



# Safe & Fun



- Have a plan to supervise and control the conditions for use in your pool.
  - Skills test
  - Swim times
  - Swim areas
  - Extra lifeguards
  - Adjust for circumstances in your pool
  - Determine your Mermaid Pool Rules
- Train lifeguards specifically on mermaid tails.
  - Have lifeguards swim in the tails.
  - Perform rescue drills on swimmers in mermaid tails.
- Decide what safety features in the mermaid tail are required. Not all mermaid tail brands are the same





# Mermaid Certification



- Used to determine if a swimmer can use a mermaid tail at your pool.
- 5 minute test—similar to a test to use diving boards and slides. Possible skills include:
  - Float on front
  - Float on back
  - Roll from front to back
  - Tread water
  - Swim 25 meters unassisted
  - Perform the dolphin kick
- Wrist bands to indicate who can use a tail.
- Mermaid classes include certification.
- Mermaid swim areas for certified swimmers.
- Mermaid swim times for certified swimmers.



# Mermaid Aquatic Programming Ideas



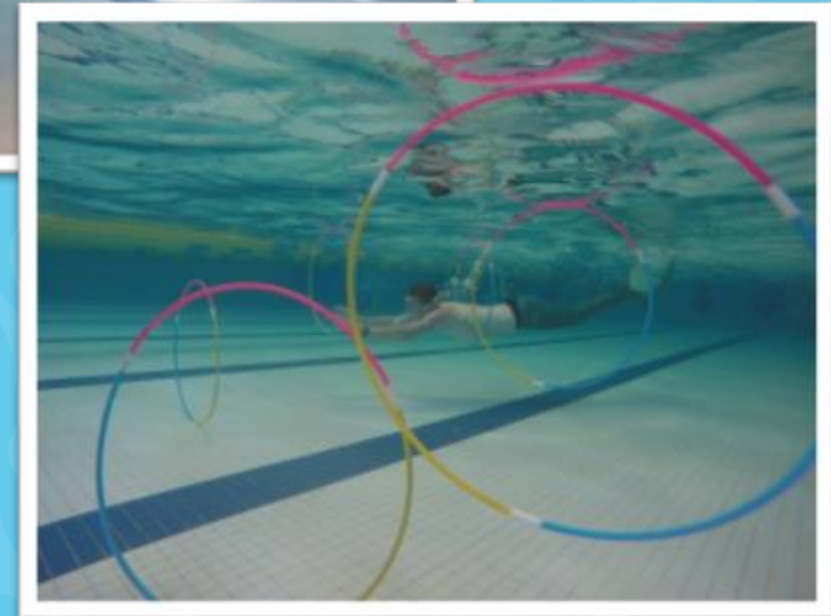
- Mermaid Swim Experience
  - Basic Class
  - Advanced Class
  - Synchronized Class
- Mermaid Exercise Programs
- Mermaid Birthday Parties
- Mermaid Camp
- Mermaid Club



# Mermaid Swim Experience



- Market it as an “experience” not necessarily a class.
- Engage a new demographic—a swim class for kids who can already swim.
- Average class: 6-8 kids, 1-2 instructors, 75 minutes of instruction. Consider adding extra time just for playing, possibly up to 45 minutes of imaginative free time.
- Lifeguards and swim class instructors teach classes. Pools may have requests from outside instructors to rent pool time.
- Skill test required for all participants, or swim class level passed (Red Cross Level 4).
- Charge more than typical swim class:
  - Use tails owned by pool (lower charge to costumer).
  - Sell tails as part of the class (more expensive charge to customer, usually higher profit).
- Class includes:
  - Safety and tail care.
  - Basic mermaid movements and skills.
  - Imaginative play: photo shoot, hula hoops, ribbons, mermaid kisses, costuming, etc.
- Can be offered as a one-time class or multiple classes over several weeks.
- Additional swim classes:
  - Advanced mermaid classes—fluke splashes, deep water swimming, etc.
  - Synchronized mermaid classes.





# Mermaid Exercise Classes



- Great core workout!
- Adult/Teen water aerobics
- Deep water aerobics
- Lap swimming
- Monofin only training



# Mermaid Birthday Parties & Camp



- Mermaid Birthday Parties

- Supervised swim times—skills test required.
- Provide the basic mermaid experience class as part of the party.
- Include photo shoot, tiaras, “real mermaid” host, more costuming.
- Usually requires pool to own tails.
- Charge more than a typical birthday party

- Mermaid Camp

- Longer class—combine aspects of basic swim class, advanced activities and birthday party activities.
- Spring break and school holidays.
- Summer camp.





# Mermaid Club



- Free pool access when they bring their mermaid tail.
- VIP access to certain areas of your pool.
- First to receive special offers for new mermaid merchandise.
- Opportunity to be invited to special mermaid parties.
- Monthly memberships could range from \$25-\$75 per month.



# More Mermaid Fun



- Teen only swim times
- Mermaid Special Events
  - Meet-and-greet mermaid photo op
  - Conservation groups
  - Mermaid day at the lake
  - Mermaid World Record at a swim meet
- Advertising
  - Fourth of July Parade
  - Social Media
- Adaptive Aquatics/Special Needs programs
- Shark classes—Shark Fins make any swim lessons more fun.





# Mermaid Tail Reseller



- Sell at pool's retail shop.
- Sell as part of mermaid experience—class or birthday party.
- Rentals for use during mermaid swim times.





# We Are Here to Help!



- Questions?
  - What programs are of most interest to you?
  - What programs will work at your pool?
  - What concerns do you have?
- Materials Available:
  - Class outlines
  - Certification cards
  - Safety and training videos
  - Marketing materials

