

TABLE OF CONTENTS

INTRODUCTION..... 3

LEGAL DISCLAIMER..... 5

SOURCES..... 6

COMMERCIAL CLIMBING GYMS..... 7

CORE-BASED STATISTICAL AREAS (MARKETS)..... 9

EXISTING VS. NEW MARKETS..... 13

CLIMBING WALL DENSITY INDEX..... 15

NEW CLIMBING GYM OPPORTUNITY SCORE..... 18

MARKET-TO-MARKET COMPARISONS..... 22

LIMITATIONS..... 23

ACKNOWLEDGEMENTS..... 25

APPENDIX 1: TOP 75 CWDI SCORES..... 26

APPENDIX 2: TOP 75 OPPORTUNITY SCORES..... 27