



Telos Kinetics

— CLEAR STRATEGY. BUSIER VENUES. —

DIGITAL MARKETING FOR ACTIVITY CENTRES

Marketing that moves people.

Google, Google Maps and AI search visibility for climbing walls, bouldering gyms, trampoline parks, soft play and indoor activity venues.

Specialists in activity centre marketing.

We work only with leisure and activity venues. Our team has designed, built and marketed websites for climbing centres, bouldering gyms, trampoline parks and soft play venues across South Wales and the South West of England, so we already know how your customers search and what makes them choose one venue over another.

CLIMBING WALLS

BOULDERING GYMS

TRAMPOLINE PARKS

SOFT PLAY

NINJA COURSES

ESCAPE ROOMS

INDOOR KARTING

LASER TAG

SPORTS CENTRES

Most agencies don't get it

A trampoline park is not a plumber. Parents search for parties and rainy-day ideas; climbers compare walls, grades and memberships. Generic marketing misses those moments. We build around them.

An in-house specialist team

Our own team runs your account, with no outsourcing. You get people who understand leisure venues, local search and the new world of AI recommendations.

HOW WE WORK

1. Free audit

We check where you appear today on Google, Google Maps and AI tools, and where competitors beat you.

2. 90-day plan

A clear, prioritised plan built around your activities, audiences and quiet periods.

3. Deliver

Website pages, Google Business Profile, local SEO and AI visibility work, done by our team.

4. Report

Plain-English reporting on rankings, clicks, calls and enquiries, and what we'll do next.

Your customers are asking AI where to go.

"Soft play near me." "Kids party ideas in Bristol." "Best bouldering gym in Cardiff." These searches used to return a map and ten links. Now Google often answers with an AI summary, and more families ask ChatGPT, Gemini or Google's AI Mode for a recommendation instead.

AI tools read the web, decide which venues to trust, and suggest a handful by name. If your venue is one of them, you're in the running. If not, many searchers will never see you, however good your ranking used to be.

54%

of UK adults now use AI tools such as ChatGPT, Copilot or Gemini. AI is no longer niche: it is how the majority of your customers look things up.

Ofcom, April 2026 [1]

900M

people use ChatGPT every week, as announced by OpenAI in February 2026.

OpenAI, Feb 2026 [2]

58%

lower average click-through rate for top-ranking pages when a Google AI Overview appears.

Ahrefs, May 2026 [3]

8% vs 15%

Users clicked a normal result on 8% of Google visits with an AI summary, versus 15% without one.

Pew Research Center, 2025 [4]

When AI suggests the venue down the road.

What happens if you're not recommended

- **Families pick from a shortlist you're not on.** AI and the Google Map Pack show a handful of venues. Everyone else is scrolled past.
- **Party and holiday bookings go elsewhere.** These are high-intent searches, usually made by people ready to book.
- **Rankings alone aren't enough.** Even page-one positions get fewer clicks when an AI answer sits above them.
- **The gap grows.** Venues with more reviews, mentions and clear information get recommended more, which earns them more of all three.

What Google and AI look for

- A complete, active Google Business Profile with photos, opening hours and categories
- Plenty of recent, genuine reviews, with replies
- Clear pages for each activity: sessions, parties, prices, ages
- Consistent venue details across the web
- Mentions on local sites, guides and "things to do" lists
- A fast, mobile-friendly website

Most activity venues haven't adapted to AI search yet. The ones that act early have the best chance of becoming the venue AI suggests first in their area.

Get found. Get chosen.

LOCAL SEO

Google Maps and local search

Getting your venue into the Google Map Pack and top local results for the searches that matter: your activities, parties and 'near me' terms.

- Google Business Profile setup, optimisation and ongoing management
 - Local keyword research around real customer searches
 - Location and activity pages that rank
 - Citations and local listings kept consistent
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AI SEARCH

AI search visibility (AIO and GEO)

Making your venue one AI tools recommend: in Google's AI Overviews and AI Mode (AIO), and in ChatGPT, Gemini, Perplexity and Copilot (GEO).

- Tracking which AI tools mention you, and your competitors
 - Content structured so AI can understand and cite it
 - Building the mentions and reviews AI relies on
 - Schema markup for activities, events and FAQs
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WEBSITES

Websites for activity venues

Fast, mobile-friendly websites built around how your customers search, with clear pages for every activity.

- Designed for parents, climbers and group bookers
 - Pages for sessions, parties, memberships and prices
 - Built to support your booking system
 - Search-ready from launch
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GROWTH

Customer growth

Turning visibility into more enquiries and repeat visits.

- Review generation and response
 - Conversion improvements on key pages
 - Seasonal and quiet-period campaigns
 - Ongoing reporting and optimisation
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Venues we've helped get found.

CLIMBING CENTRE • BRISTOL

Redpoint Bristol

#1 on Google for "climbing bristol", "climbing wall bristol" and "climbing centre near me" (3,200 searches a month)

- Started with no website or Maps presence
- 1,250 website clicks from Google (+32%)
- 161 calls from Google (+21%)

BOULDERING GYM • BRISTOL

Flashpoint Bristol

#1 on Google and in the Map Pack for "bouldering bristol"

- New gym with zero Google presence at launch
- Five #1 organic rankings for core terms
- 860 website clicks and 102 calls in the month reported

BOULDERING GYM • CARDIFF

Flashpoint Cardiff

#1 on Google and in the Map Pack across Cardiff bouldering searches

- Rebrand from Roc-Bloc with rankings protected
- #1 box for "boulders cardiff" (2,600 searches a month)
- Calls up 91%

BOULDERING GYM • SWINDON

Flashpoint Swindon

#1 for "indoor bouldering swindon" and "what is bouldering" (400 searches a month each)

- New gym in an emerging local market
- 12 #1 organic rankings
- Google impressions up 31%

BOULDERING GYM • SWANSEA

Flashpoint Swansea

#1 on Google and in the Map Pack for "bouldering swansea"

- Plus #1 for 7 more bouldering searches
- 431 website clicks (+12%)
- 71 calls (+25%)

TRAMPOLINE PARK & SOFT PLAY • SWINDON

Freedog Swindon

#1 for "kids parties swindon" and "childrens parties swindon"

- #3 for "indoor kids activities swindon" (450 searches a month)
- 2,417 website clicks (+37%)
- Calls from Google up 24%

TRAMPOLINE PARK, SOFT PLAY & NINJA • BRISTOL

Freedog Bristol

#1 Map Pack box for "ninja warrior course bristol" and #1 for "trampolining bristol"

- 13,957 Google impressions a month (+11%)
- 2,484 website clicks (+18%)
- 3,792 Business Profile interactions (+9%)

KIDS' CLIMBING & PLAY • SWANSEA

Crazy Climb Swansea

#1 on Google and in the Map Pack for "climbing swansea"

- Website clicks from Google up 37%
- Business Profile interactions up 29%
- 62 calls from the Business Profile (+35%)

Figures are taken from each venue's case study and our client reporting, mostly April 2026 (Freedog Swindon: July 2024). Percentage changes compare with the previous reporting period. Rankings change over time and results vary by venue, location and competition, so we never guarantee rankings, bookings or footfall.

Start with a free audit.

Every engagement begins with a free visibility audit: where you appear on Google, Google Maps and AI tools today, and the quickest wins available.

LOCAL VISIBILITY

£550 /month from

- Google Business Profile management
- Local SEO and Map Pack rankings
- Monthly reporting

AI SEARCH + LOCAL SEO

£1,100 /month from

- Everything in Local visibility
- AI search visibility (AIO and GEO)
- AI mention tracking

CUSTOMER GROWTH

£2,000 /month

from

- Everything in AI search + local SEO
- Review management
- Conversion optimisation

WHY TELOS KINETICS

Sector experience

Climbing, bouldering, trampoline parks and soft play are what we know best.

Ready for AI search

AI visibility is built into our approach from day one.

Clear strategy

A prioritised 90-day plan, not a vague monthly retainer.

Honest reporting

Plain English, real numbers, and no promises we can't keep.

NEXT STEP

Book your free visibility audit.

We'll show you where your venue appears on Google, Google Maps and AI tools today, where competitors are ahead, and what to fix first.

teloskinetics.com

SOURCES

1. Ofcom research on UK adults' use of AI services, published 2 April 2026 (reported by Anadolu Agency).
2. OpenAI announcement, 27 February 2026, reported by ALM Corp.
3. Ahrefs research on AI Overviews and CTR, 300,000 keywords, published 18 May 2026 (Business Wire).
4. Pew Research Center, "Google users are less likely to click on links when an AI summary appears in the results", 22 July 2025.

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