



Coaster Studios

E-Brochure TP//V082025//3

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A Roblox-themed roller coaster track with a large white text overlay.

Who are we?

Introduction:

Coaster Studios is an indie game development studio on Roblox creating **exciting**, engaging experiences for the wider theme-park community. We're driven by a desire to create **quality** experiences, taking **unique** and **new ideas** that we see other games are missing to **deliver fun** and engaging game content that the theme-park community on Roblox has *a/ways* wanted.

What is Roblox?

Roblox is a digital **gaming platform** where users can **create** their own video **games** for free and **share** them with **millions** of other users. Roblox is the **largest** gaming platform in the world, thus amassing **thousands** of **sub-communities** around specific genres and activities.

Our current projects:

Currently, our sights are set on our first game 'Coaster Operator'. It's a **rapidly growing game with an average of 18,000** daily logins. It features many unique mechanics to provide a **fun, arcade experience** for those fanatic or new to the world of theme parks.

View the game here: [Coaster Operator - Roblox](#)

The image shows a Roblox game environment. In the foreground, there are large, colorful geometric shapes: a blue cube, a brown cube, and a red cube. In the background, there are palm trees and a blue sky. A large white text overlay reads "Opportunities".

Opportunities

Establish your brand on Roblox:

Coaster Studios operates on **Roblox**: the **biggest** gaming platform in the world. With up to **40m daily active users**, there is a huge market ready, waiting for you to tap into.

As part of the **digital communication mix**, experimenting with new engagement methods with new or existing customers is **essential**. Numerous corporations like Ralph Lauren, Hyundai, Chipotle, Cirque Do Soleil, IKEA, Wimbledon and so many more have understood this, and are leaping into action to develop interactive experiences on Roblox to foster positive brand relationships. By **partnering with us**, you can join this trend and **establish your brand** inside the massive Roblox player base & **community** and **increase brand exposure**.

You can **build** your digital community on Roblox with **us** through **events** and **promotions** (and so much more!) linked between our game and your real-life parks. Through official ride licenses (recreation permissions), we can recreate **your unique** and **popular** rides, **captivating players** in awe. This **positive brand relationship** grows your online community in our game as players become your **new customers** and **fans**.

Excitingly, in this **win-win** situation, it can even encourage **players** to **visit** your parks in **real life**!

The images below showcase users interested in returning to Busch Gardens after playing our game (Found in our communications server for 13+ individuals).

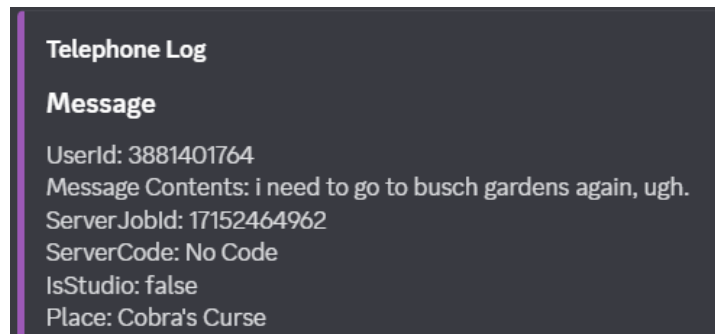


Figure 1 is taken from a message sent through the in-game radio system

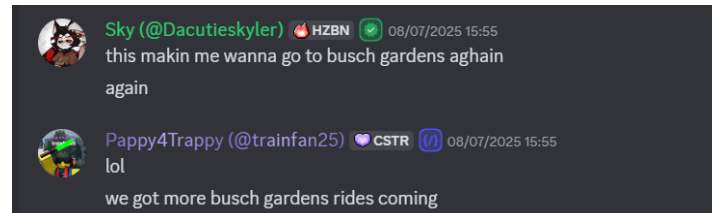


Figure 2 is taken from the 'general' channel in our communications server.

By **partnering** with **us**, this is all possible without the cost of hiring and managing your own game developer team. No catches.

Why Choose Us Over Others?

You should **partner with us** over other games on Roblox because **Coaster Operator** is **the most popular** theme-park 'ride operator' simulator. We **consistently** come **2nd** when you **search** the words '**coaster**' or '**operator**' as seen in the images below.

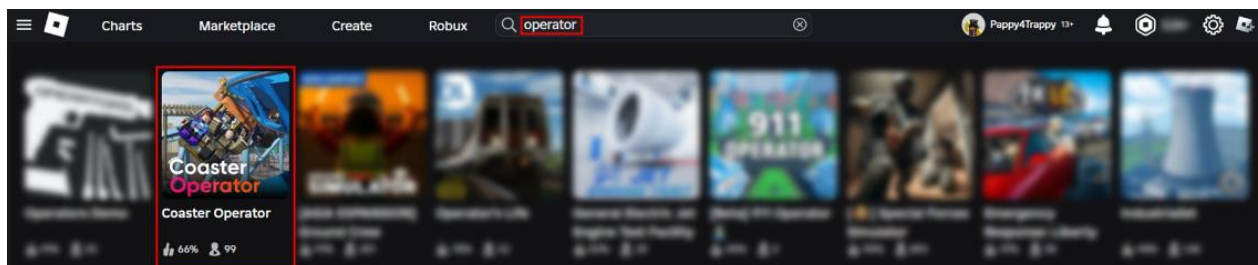


Figure 3 shows the word 'operator' being searched, and our game being the 2nd result to appear.

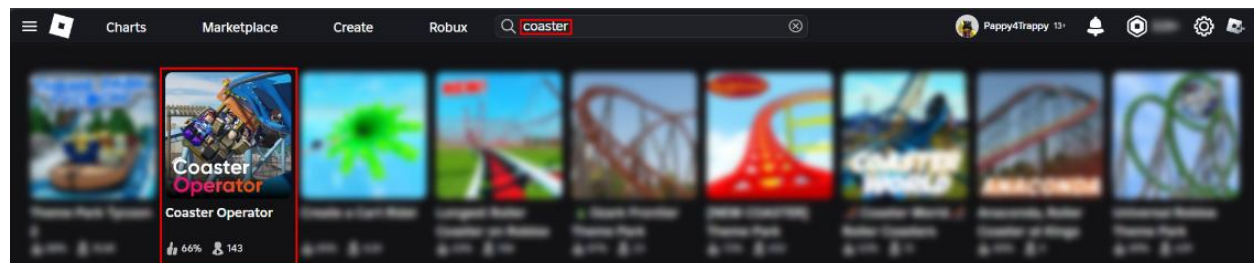


Figure 4 shows the word 'coaster' being searched, and our game being the 2nd result to appear.

Our competitor 'RideOps'

Our **strengths** lie in our ability to push **more frequent, large** scale **updates** every 1-3 months compared to our competitor. Within these updates are fresh waves of **content** and game **improvements** that satisfy our community and **improve** first-time **impressions**

RideOps is a **paid** experience, **drastically reducing** the available pool of **players**. Thus, it should come as no surprise that they **only** have 17,000 lifetime game logins compared to **our** **5,100,000+**.

Our game is **free**-to-play, providing many more users the opportunity to roleplay as a ride operator. **Our game** mixes between a **realistic** and **arcade** style, unlike RideOps, allowing us to **appeal** to **players** who've never even come across the theme-park community. Our operations policy and strategic decisions have been instrumental to our **success**.

It should be noted that we treat all our competitors and the surrounding theme-park community on ROBLOX with respect. We understand it is not only us who is apart of, builds and brings this digital community together.



Our studio has now existed for **1 year as of August 2025**, bringing the perfect opportunity to recap our growth and statistics this year.

Note: All statistics are for our first and only game Coaster Operator

Raw Player Data:

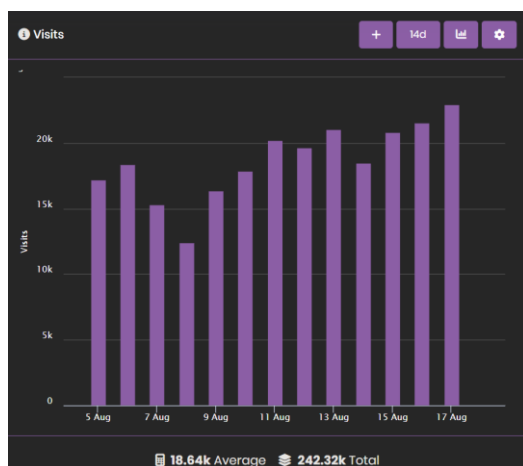


Figure 5 shows our 14-day daily login average at 18,640.

In the space of 1 year, we are now able to **average 15,000 - 20,000 daily logins** and **80-90 concurrent active users** (No. players at one point in time) without paid advertisements. This number will only increase as the game improves - for example, in our **last** update '**Renovations Part 1 (1.4)**' (which involved system improvements, ride improvements and much more) we were able to achieve roughly **100,000 daily logins** and a peak of **560 concurrent active users** for **more than a week**. We are also excited to celebrate **5,100,000+ total game logins** this year as of August.

Continuing with player growth, we are able to present the following encouraging statistics in recent months:

- **160%** increase in **daily active users**
- **180%** increase in **new users**
- **130%** increase in **returning users**
- **240%** increase in **total playtime**
- **30%** increase in average **play time**

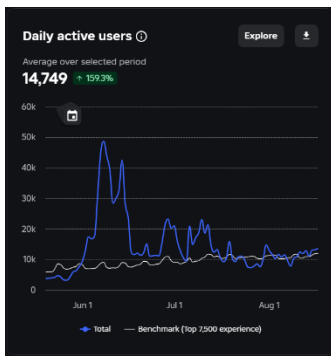


Figure 6

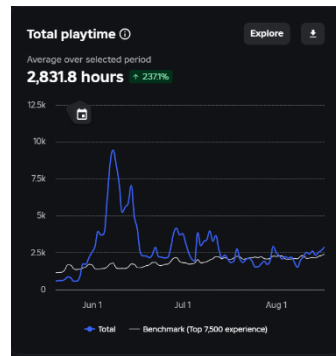


Figure 8

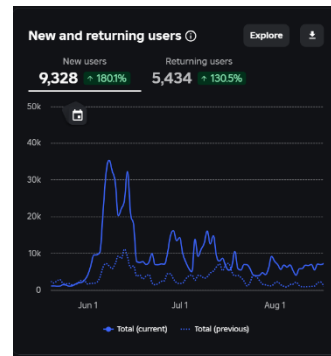


Figure 7

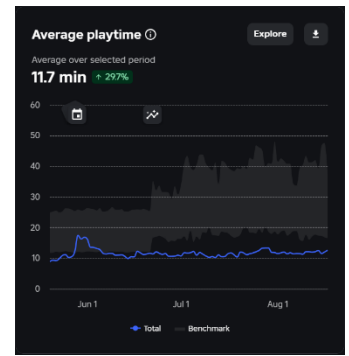


Figure 9

We are also incredibly proud to have **reached a variety of regions** across the globe. We currently have **17,000+ players** who have **formally joined** our **community**, subscribing to news announcements and interacting with other players in forums. Our community is **global** and **diverse**:

- **36%** of players **live** in **North America**
- **34%** of players **live** in **Europe**

We also appeal to a vast range of ages, where we estimate the following:

- **~30%** of players **<13**
- **~40%** of players **13-17**
- **~30%** of players **18+**

Note: Statistics based on official statistics sourced by Roblox.

Improving Player Satisfaction:

When Coaster Operator was first created, we were new to the game development scene. This led to a lower approval rating of Coaster Operator – our game currently has a 66% approval rating – however, as we learn and continue to improve the game, this **approval rating** is currently **increasing** by 1% every 10–15 days. Furthermore, our **average 60-day approval rating** is now at **76%**. It is essential to mention that most games have their approval rating flatline 2–3 after release. What we're accomplishing here is **incredibly difficult**.

To top it off, **38,500+** people have **said** Coaster Operator is one of their **favourite games** as of August (statistic visible on [game page](#)). We **project** for these statistics **to only increase** as we improve the game, implement new content and make it easier for new players to progress in the game.



Figure 10 shows our average approval rating at 76.18% over 60 days

Contextualising Data:

You may be wondering: where does this data place **us** compared to other games? Roblox says we place comfortably in the **top 7,500** out of **millions** of games on the **biggest** gaming platform in the world, serving as testament to the quality gaming experience we aim and do provide.



Figure 11 shows our active user count well above the benchmark of the top 7,500 game.

Note: 'Active users' is different from daily game logins / 'visits'.

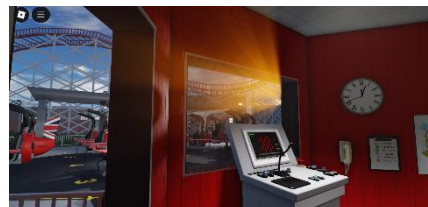
Future

For our future, we have created a **roadmap**: a thorough list of content updates for Coaster Operator, featuring new gameplay mechanics to reduce repetitive gameplay and increase the longevity of the game. Once we have reached the end of the roadmap, we hope to attempt new projects and new games for our players and community, whilst updating Coaster Operator on the side with new rides and events. We hope to continue growing our community, and don't foresee our **growth** to slow down anytime soon.

Latest News!

As of late August 2025, we released our biggest, if not **the biggest update** to Coaster Operator yet, including the much-anticipated DarKoaster recreation, whole-ride revamps (re-do's), scenery additions, new features and quality of life (QoL) changes to make the game more enjoyable. A brief recap video can be found [here!](#) (The chances are that whenever you are viewing this document, a new update is in the works as we **continuously** aim to **improve** the game.)

In August, we also **hired** new **developers** to help speed up our delivery time of new content and to ensure the community and game **remains** active!





Closing Notes

We hope this brief brochure details the most important information to help you make the best decision. Should you require anything else or pose any questions, don't hesitate to contact:

- Our Founder & Managing Director Alex Kramer
@ Alex_kramer@me.com, akiscool on Discord
- Operations Director Olivier Gauthier
@ plmbwer@outlook.com, legoplanes2 on Discord
- If you have a Discord account, you can also open a support ticket in our communications server, found here (best option): [Coaster Studios Discord](#)

Should you wish to view our roadmap, please contact us using one of the methods above.

We eagerly welcome or wait a response from you! Thank you for reviewing our proposals and we hope that we will be able to partner with you to accomplish our goals.