

A Theme Park's Guide to the Future of Revenue Growth

5 Step Strategy Guide for Marketers



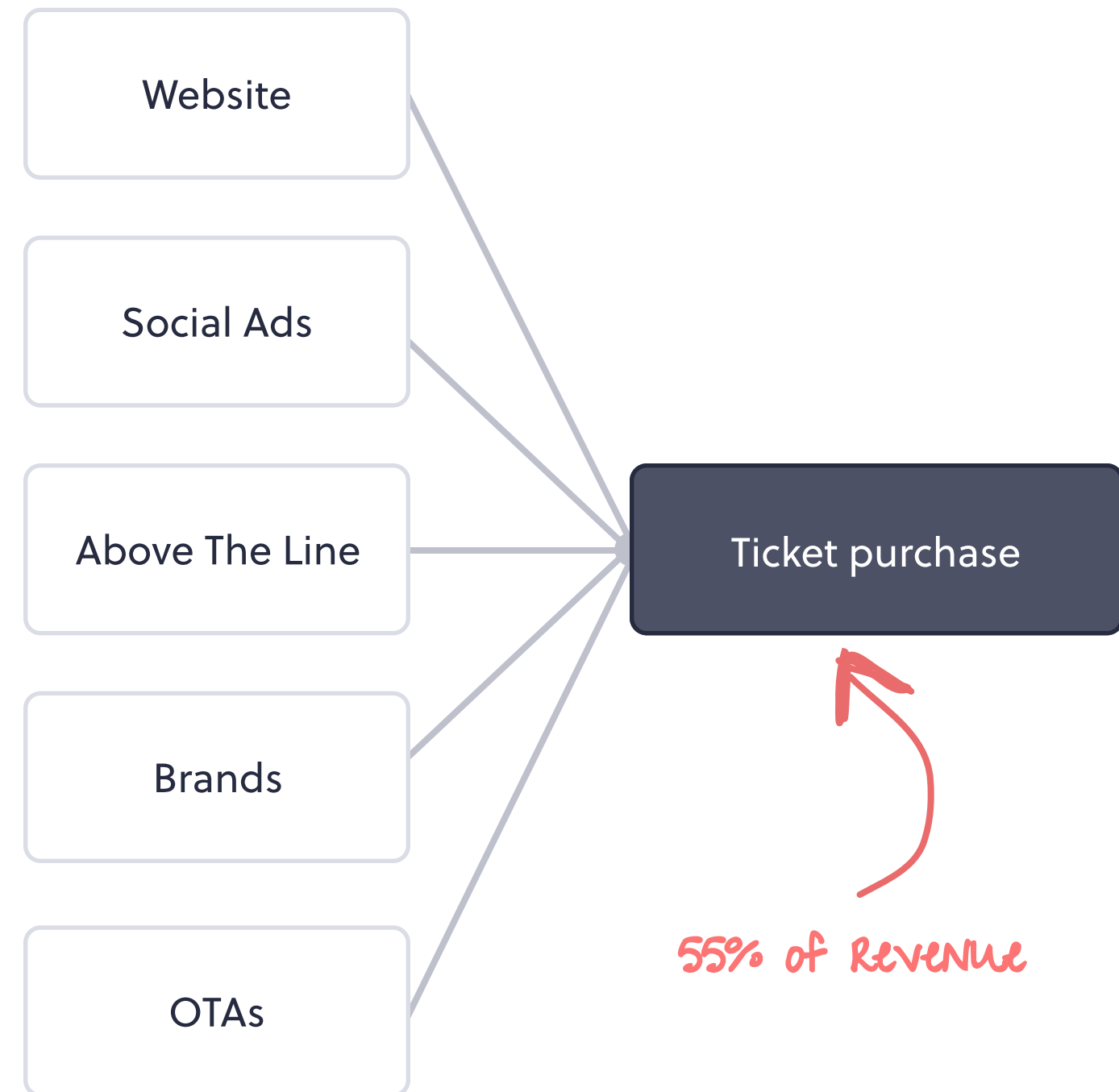
The problem

Theme park marketers focus their efforts on generating revenue through admission sales...

The majority of theme park marketers are measured on admissions revenue. If that's you, then you likely spend a lot of your time connecting an increasingly complex landscape of acquisition channels to drive awareness & ticket sales.

But bad weather, poor partner performance and other outside factors (like pandemics!) can all make hitting targets challenging.

Channels you operate



The problem



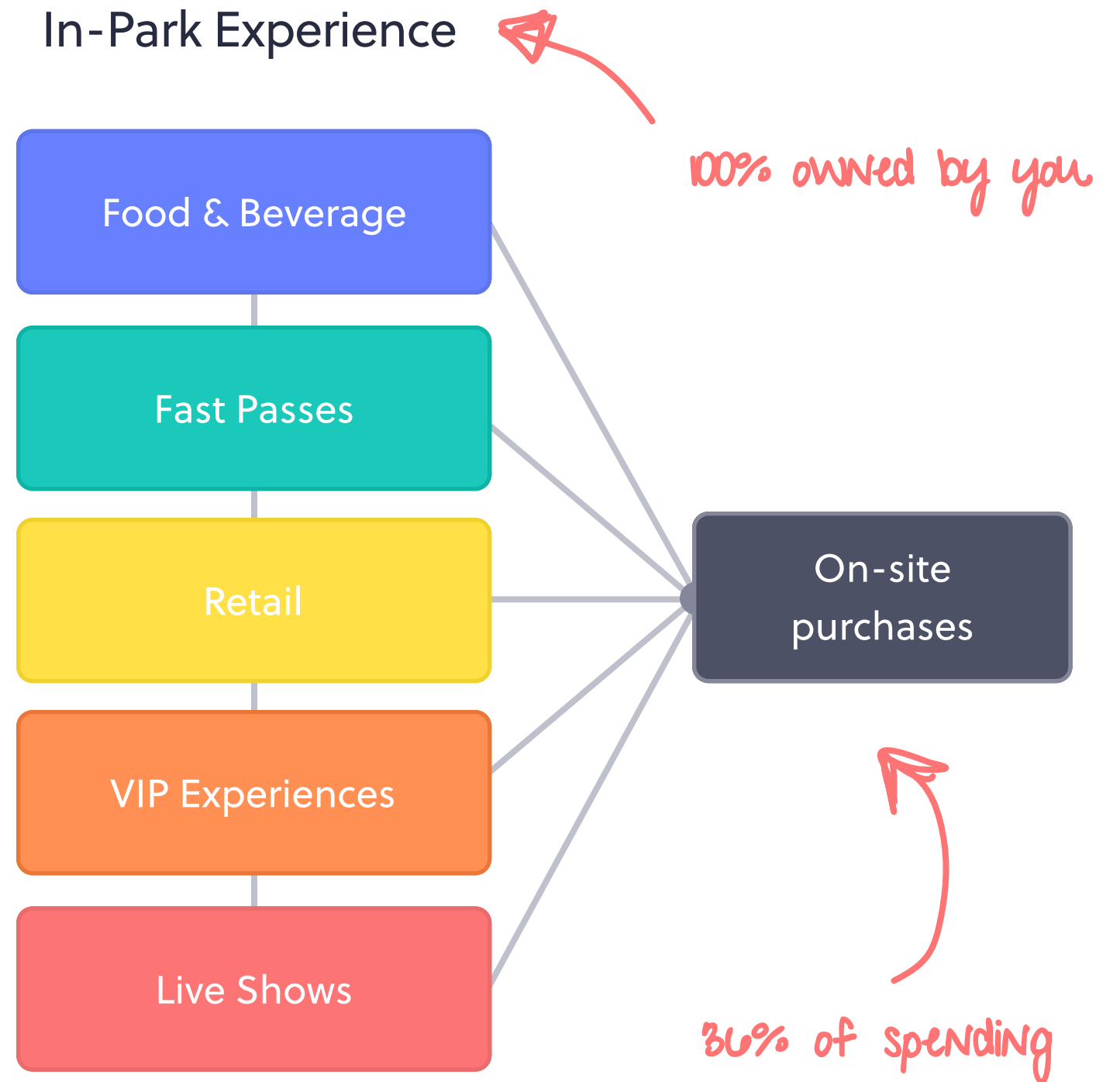
...Yet a PwC¹ study of 15,000 consumers found that 86% are willing to pay more for a great customer experience

The on-site experience accounts for up to 36%² of theme park spending, and better still, is 100% owned by you.

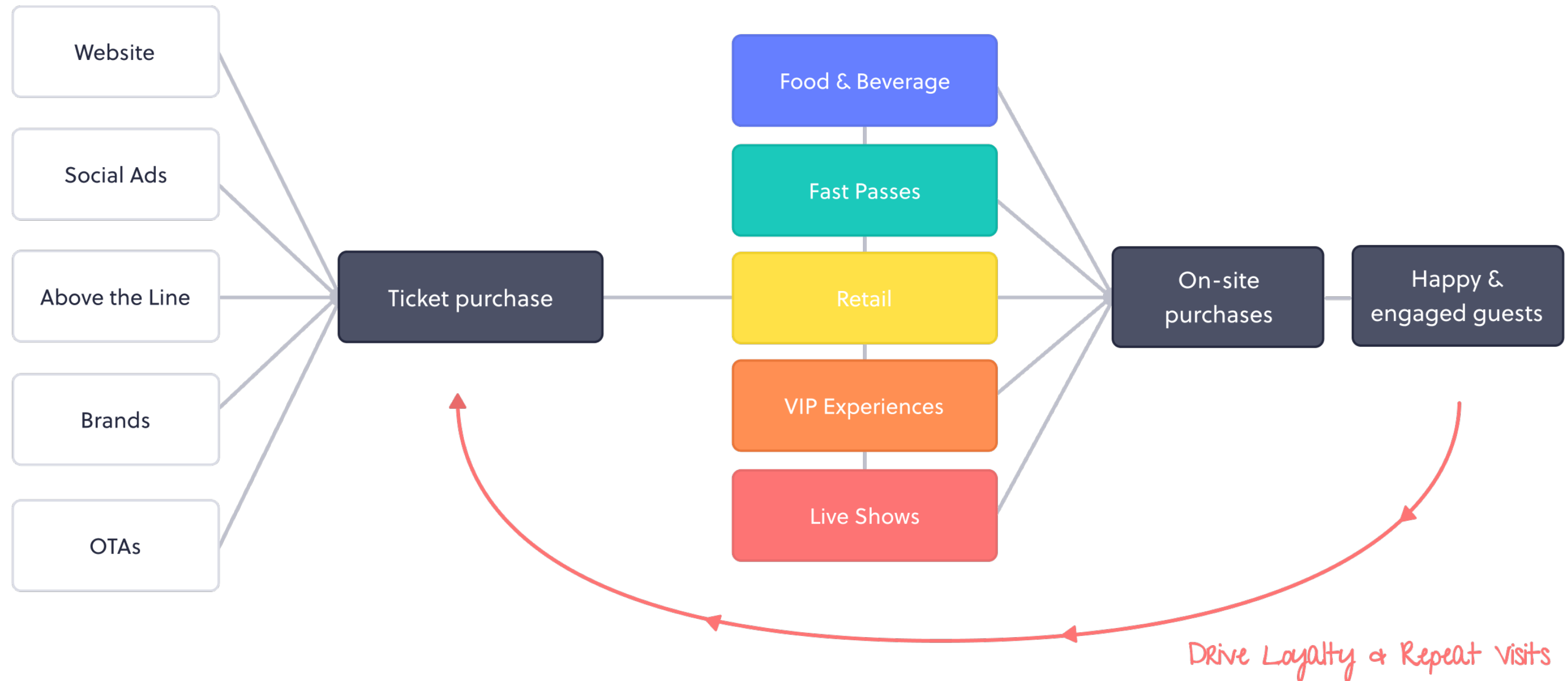
By expanding your focus to the entire guest journey, you not only unlock valuable revenue streams but create a flywheel that continues to build momentum even after guests have left your park.

1. PwC – Future of CX

2. IAAPA Amusement Park Benchmark Report 2018






What if you could drive revenue through the entire guest journey?



It's time to rewrite the rulebook...




The old way:

Marketing own admissions channels

-  Relying on admissions to reach revenue targets despite being at the mercy of external factors like weather (and pandemics!)
-  Not having the tools to influence the on-site experience.
-  Navigating the technical complexity of integrating disparate channels to unlock meaningful customer insight.

The new way:

Marketing own the end-to-end guest experience

-  Generating revenue at every stage of the guest journey and mitigating external factors by focusing on what is in your control - the experience.
-  Using personalised messaging to influence guests at the right time and place.
-  Deeply understanding your guests needs & wants, and using this insight to generate predictable revenue growth.

Your five-step strategy to increase revenue at your theme park



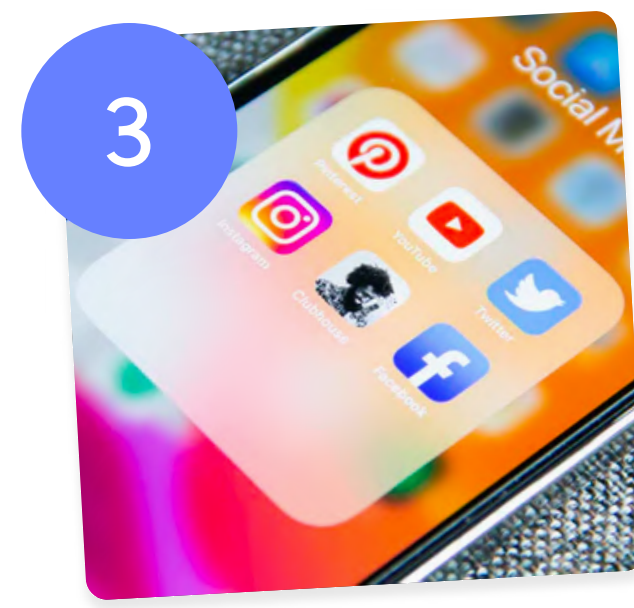
1

Map the
journey



2

Identify
upsells



3

Pick your
channels



4

Engage
guests



5

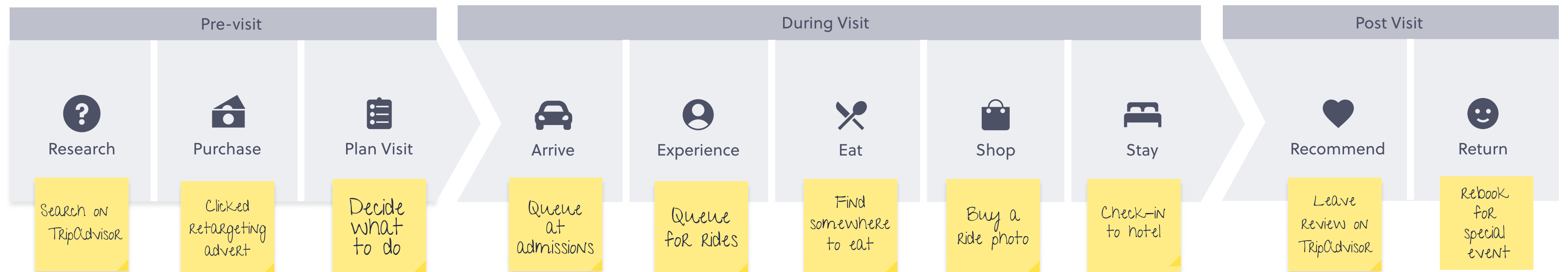
Iterate &
improve



Step one: Map out the guest journey

Today's guests expect seamless, personalised experiences, but before delivering this, you first need to understand the guest journey.

Start by mapping out every action your guests take before, during and after their visit to get a visual representation of every opportunity they have to engage with your brand.



The feature of revenue growth



Step two: Identify up-sell opportunities

Next, note down all opportunities to generate on-site spend, from food & beverage and retail sales to ticket upgrades, fast passes and premium experiences.

You should also consider any common pain points that guests experience on-site that could be alleviated by upsells, such as paying to skip the queue.



The feature of revenue growth



Step three: Ensure you have the right channels in place

To take control of the on-site experience, you need to have the right touch-points in place to reach and engage guests in a coordinated way.

Digital touch-points like your website and email marketing platform are the most targeted way of engaging guests before and after their visit. However, to achieve this level of personalisation during the visit, you'll need to communicate in real time using a mobile app.

42% ATV increase

Source	% Revenue	Touchpoints
Ticket sales	55%	Website, email, social media
Food & Beverage	20%	POS, front of house staff
Retail	10%	Email, digital signage
Fast Passes	8%	POS, email
VIP Experiences	5%	Email, guest experience team
Photos	2%	Digital signage, posters

Season pass upgrades

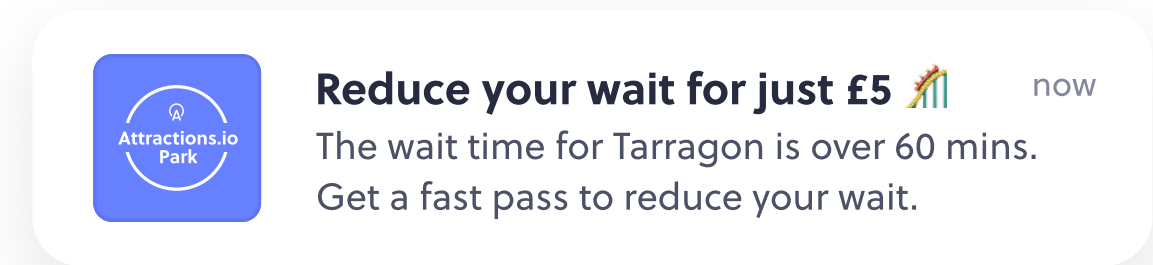
Mobile app



Step four: Create meaningful connections with guests, using a mobile app

If the future of marketing is all about experiences, then it's time to give your guests the VIP treatment.

Because a mobile app spans the entire guest journey, it enables you to build up a full picture of your guests, then use this data to target them more effectively. For instance, you can use demographic information to segment your audience. Then, tailor messages to the needs of each segment and share targeted upsell offers based on time or location to improve relevance & increase redemption.

By analysing the results and iterating on what works, you can build a picture of what messaging and offers resonate best with each segment and fuel future marketing campaigns with insight.



 **Reduce your wait for just £5**  now
The wait time for Tarragon is over 60 mins.
Get a fast pass to reduce your wait.



Step five: Close the loop

Once you're co-ordinating the end-to-end guest experience, you can use the guest insights you gather to increase loyalty and repeat visits:

- Cultivate loyalty by offering returner and season pass discounts after guests visit.
- Take guests who came in via partner channels and get them to re-book directly, increasing margins.
- Request reviews from happy guests, boosting ratings on sites like TripAdvisor to drive more visits.
- Run ad campaigns based on on-site behaviour to improve targeting and increase the ROI on ad spend.





We built Attractions.io to help marketers take control of the entire guest journey

Our guest experience platform gives marketers the tools they need to influence spending, increase NPS and gain a greater understanding of their customers.

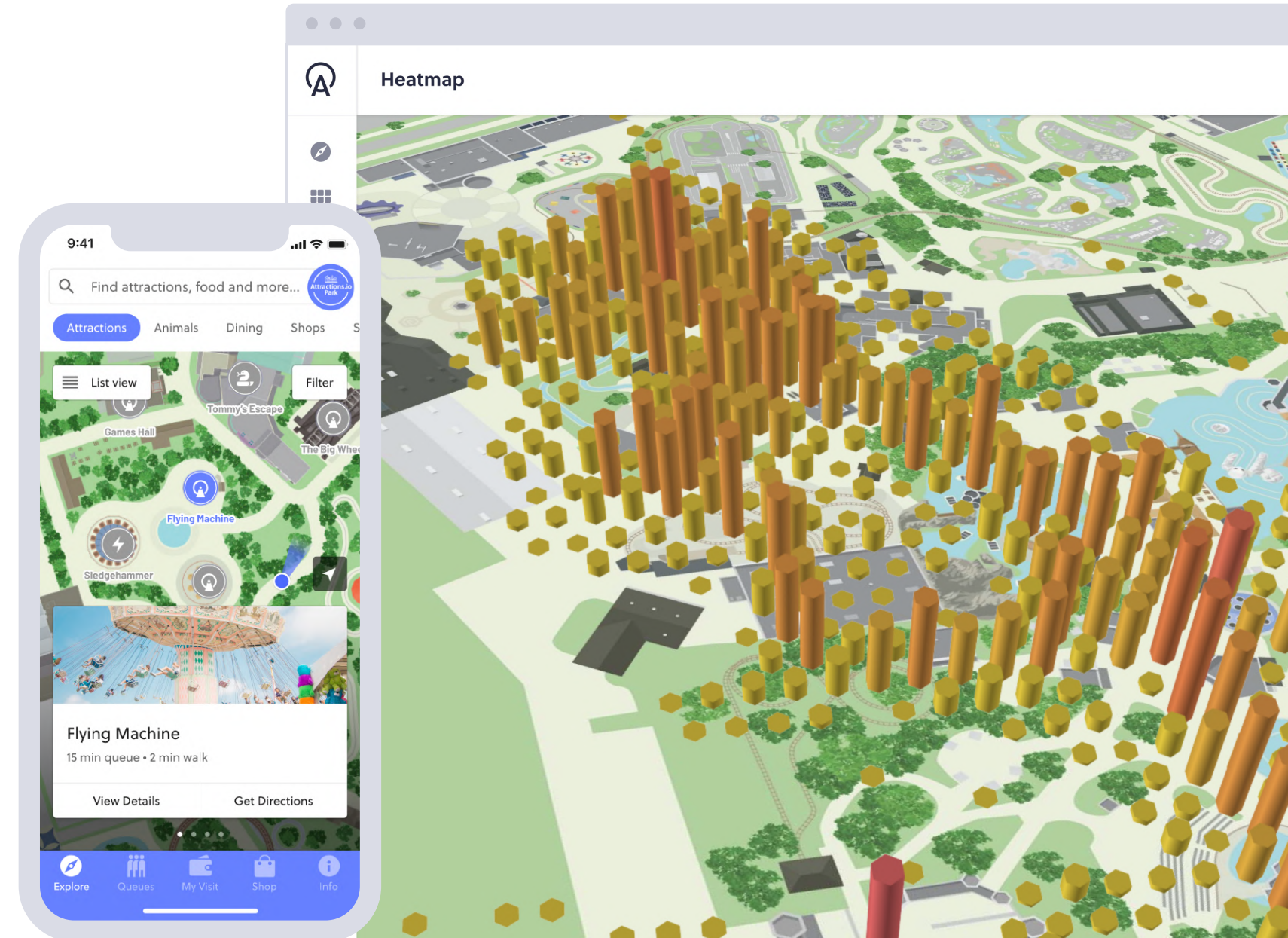
By providing a branded mobile app to guests, you can remove friction from the day, influence purchase decisions and collect data to improve targeting and increase repeat visits.

 Branded mobile app

 Personalised messaging

 Offers & promotions

 Guest profiling



96%

Say apps powered by our platform make their visit better.

4.8 

Average app store rating.

Here's what other leading theme parks have been saying...



"We already had a clear vision of what we wanted in an app, and we had developed a wireframe that we were sharing with potential vendors. When we shared it with Attractions.io, they came back to us in less than a week with a fully functional prototype. That level of agility and quality was exactly what we were looking for.

Lots of companies claim to be agile and product-centric, but few deliver. Attractions.io is the real deal. They have an absolute passion for theme parks, and their expertise has been invaluable in aligning customer priorities with what we're trying to achieve as a business."

— Kieran Harvey, Global Digital Director, Merlin Entertainments



"Attractions.io assured us they could deliver a quality product that met our guests' needs within eight weeks, and we're happy to say they have upheld that promise. We couldn't be more pleased with the outcome.

The guest experience is paramount to our operation, and we feel confident that the new app will help our guests make the most of their visit. Itinerary planning, entertainment schedules, ride queue times, exclusive offers and wayfinding are just a few of the perks our guests can look forward to experiencing with our app."

— Stephanie Young, Digital Brand Manager, Chessington World of Adventures Resort

What next?



Book a FREE 30 minute strategy call with one of our guest experience experts and learn how to:



Own the end-to-end guest journey and directly influence on-site spend



Generate guest insights to optimise your campaigns for engagement & conversion



Grow NPS, improve guest loyalty and drive repeat visits

Find a time to meet with
Attractions.io

< August >

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Book a discovery call