



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo



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All the World's a Stage: The Rise of An Instagram-able Moment

November 15, 2021

- ❖ Amber Davis, New Media & Digital Publicist, Dollywood
- ❖ Howard Schwartz, Sr. Director Marketing, Sales & Education, Kennedy Space Center Visitors Complex
- ❖ Adrea Gibbs, ICAE, Sr. Director Operations & Core Services, Meow Wolf

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Amber Davis, Dollywood



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Dollywood's Approach to Social Media

- Social media is one of the most effective and efficient ways to connect and endear your brand to your audience. This is where we cultivate community.
- We use our channels to educate followers about the scope of what we have to offer.
- Our voice is a blend of uplifting, genuine and welcoming commentary.

BRAND PILLARS

For moms who value family time as much as fun time, Dollywood Parks & Resorts is the ideal place for families to get away. Family togetherness is simply more meaningful at Dollywood. The difference here is love.

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Unique variety of entertainment experiences
Authentic, natural environment in the Great Smoky Mountains
True, heartfelt hospitality
All reflective of Dolly's heart, talent and genuine care for others

Conversation Starters

- Pretty pictures engage the imagination and spark dialogue.
- We use Instagram to showcase our properties.



Festivals Are Our Campaigns



Immersive Environments

- Our destination offers seasonal festivals that are built intentionally with beautiful backdrops for photos.
- We look for opportunities for guests to use props to interact with our immersive environments.



User Generated Content



Strategy

- Using pictures from real guests is key to our authenticity.
- We converse with guests when we ask to use a photo and often again when we post it.
- Gathering user generated content allows us spend more time creating other content.

Fear of Missing Out

- We know that a peek behind the curtain creates FOMO.
- People see images on social media and desire to recreate that moment with their family drives them to book the trip.

Iconic Elements



Popular Dining Options



Natural Beauty



Requesting Content

- We see about a 70% approval rate of requested photos.
- Phones take such good quality pictures now, our UGC library is full of usable content from every season.

See Yourself Here



Repeatable Moments



Guests Become Marketers



Educate Scope of Opportunity



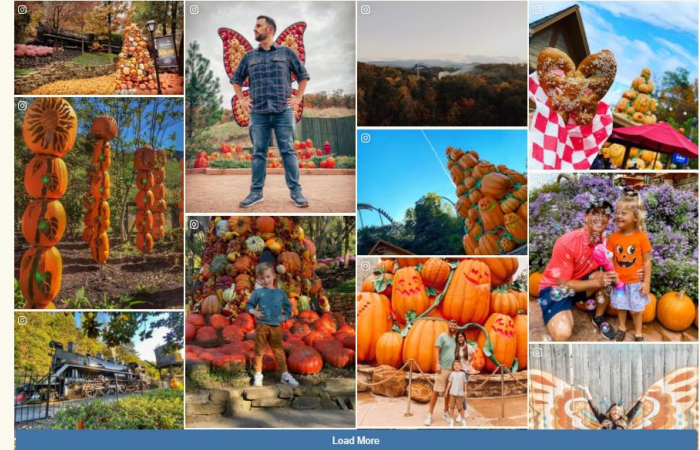
Social Media Sets Expectations



Content Used Widely

- Photo Galleries on Website
- Email Distribution
- Blogs
- Featured On Property- Post Card Wall

Share Your #Dollywood Memories With Us!



Success Looks Like



- Moving guests to make the trip
- Engagement
- Growing brand awareness
- Building your assets with real guests' experiences

Howard Schwartz

- Senior Director of Marketing,
Sales and Education
- Kennedy Space Center
Visitor Complex





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Kennedy Space Center Visitor Complex

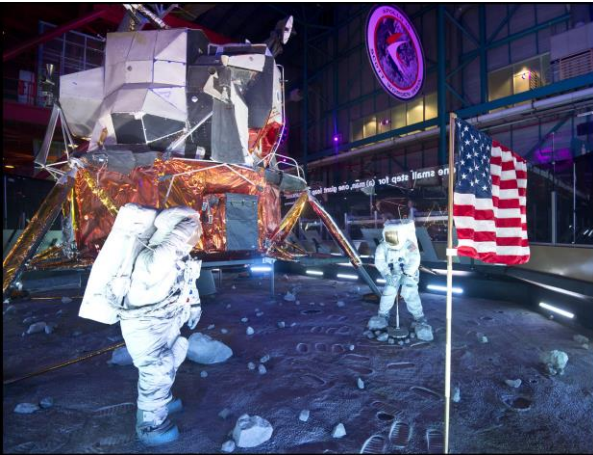


Our Target Market



Face-to-Face with Space

Access to artifacts



Education Attraction



Attractions



Sarah M. Nordeen @SarahMNordeen Sep 16

We had the honor of seeing @SpaceX's Falcon 9 being moved at @ExploreSpaceKSC at the beginning of this month 🇺🇸

Thank you to every engineer at SpaceX for redefining the future of space travel.



Michael Sheetz @thesheetztweetz

A recovered Falcon Heavy side booster just rolled past the press site at KSC.

VAB for scale:



Rocket Launch Viewing





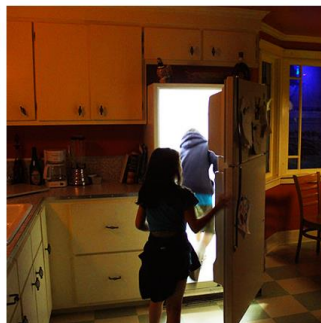
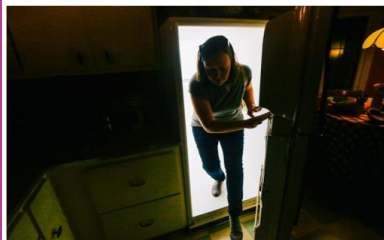
Instagrammable Moments
Adrea Gibbs
Sr. Director, Operations



What we know people LOVE to put on Social Media:

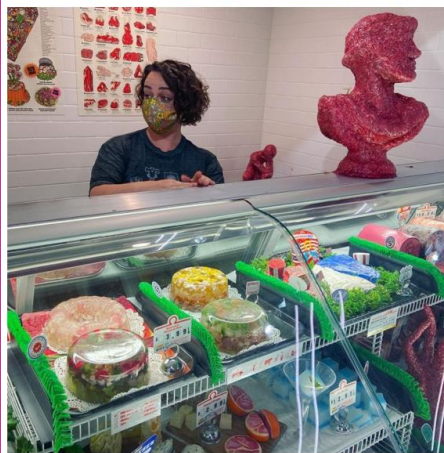
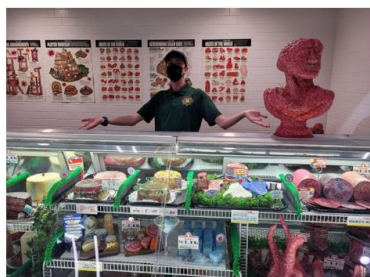
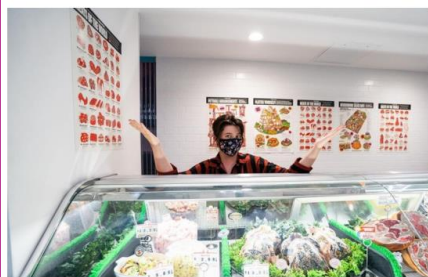
INTERACTIVE SPACES
CREATIVE OPERATORS
GUESTS @ PLAY





Refrigerator

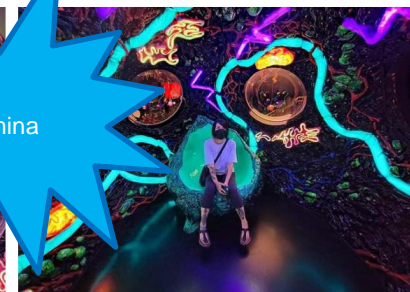
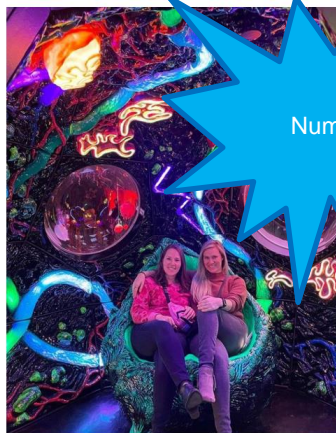




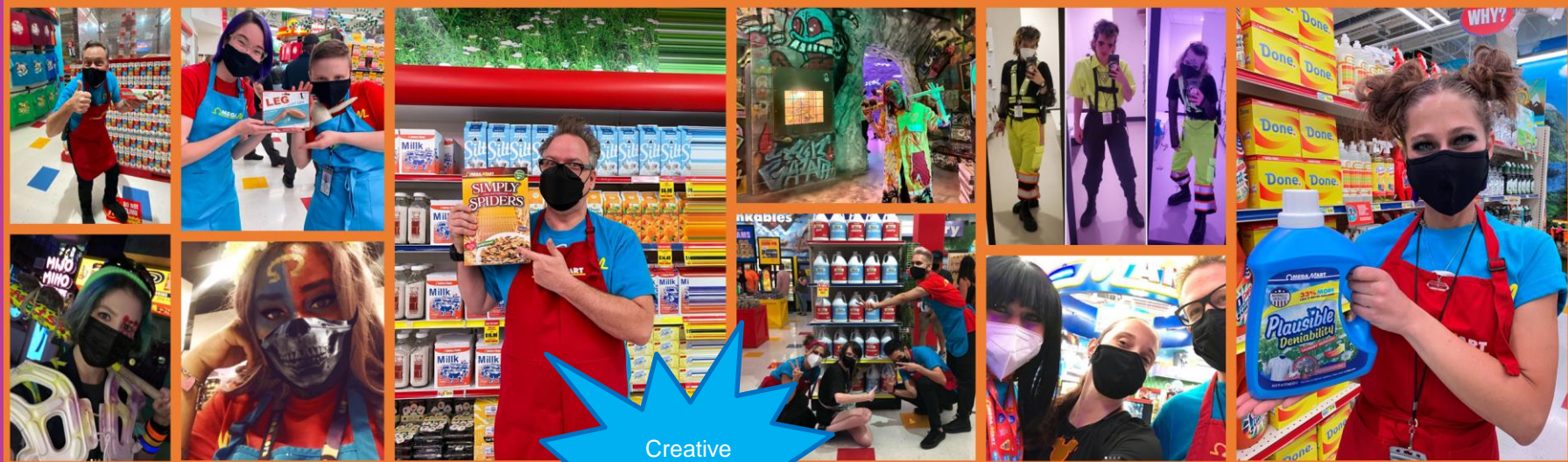
Deli Counter





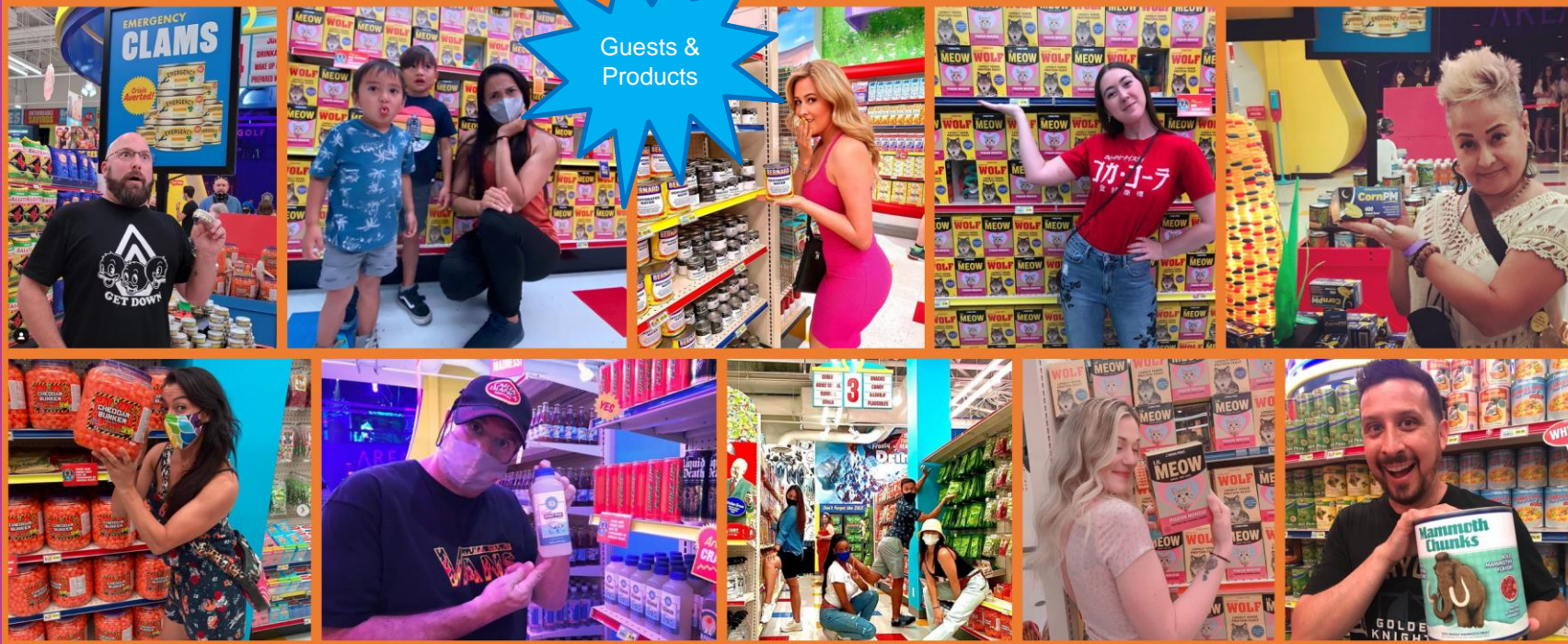


Numina



Creative
Operators

Guests & Products



MEOWOLF

#meowwolf #meowwolfsantafe
#meowwolfshouseofeternalreturn #meowwolfdenver
#meowwolfhouseofeternalreturn #meowwolfmuseum
#meowwolfoutside #meowwolftaosvortex
#meowwolforiginstory #meowwolfsantafenm
#meowwolfpleasehireme #santafemeowwolf
#meowwolfsxsw #meowwolfsantefe
#meowwolfvortex #meowwolfbound
#meowwolfartists #meowwolfinspired #meowwolfwedding
#meowwolfselfie #meowwolf2020 #inspiredbymeowwolf
#destinationmeowwolf #meowwolfmagic
#meditationsfrommeowwolf #firstmeowwolfwedding
#meowwolflove #premeowwolf #meowwolffridge
#bigmeowwolf #happymeowwolf #afternoonsatmeowwolf
#meowwolfsicray #meowwolfpatch #itsthemeowwolfmom
#liveloughlovemeowwolf #ifmeowwolfsoldtea
#meowwolfstory #meowwolfatplay #meowwolf2021





MEOWOLF

MEOWOLF

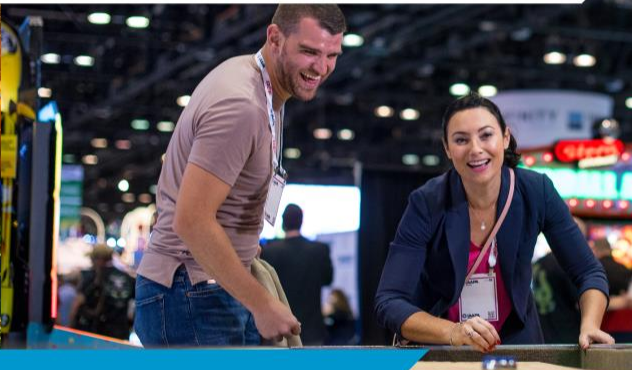
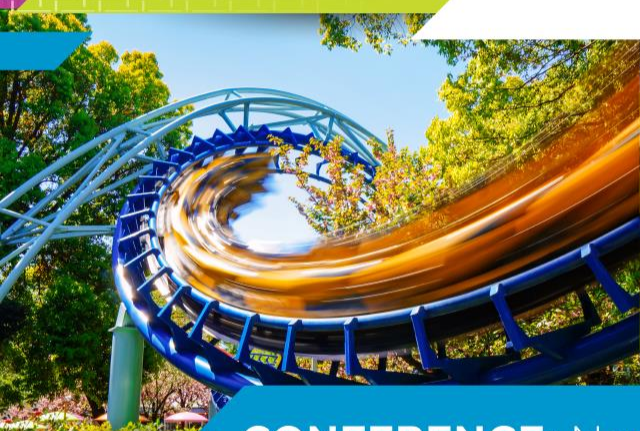


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