



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

IAAPA.org/IAAPAE expo



@IAAPAHQ | #IAAPAE expo

Connecting the Digital and Physical Experience through Mobile Apps

Mark Locker, CEO & Founder, Attractions.io



@IAAPAHQ | #IAAPAEspo

Objective

To leave today's session with an understanding of:

1. The macro trends affecting the expectations of today's guests
2. The art of the possible for mobile apps today and the benefits for both guests and operators
3. Best practises for running effective apps and how to get started









Attractions.io



5,427 days



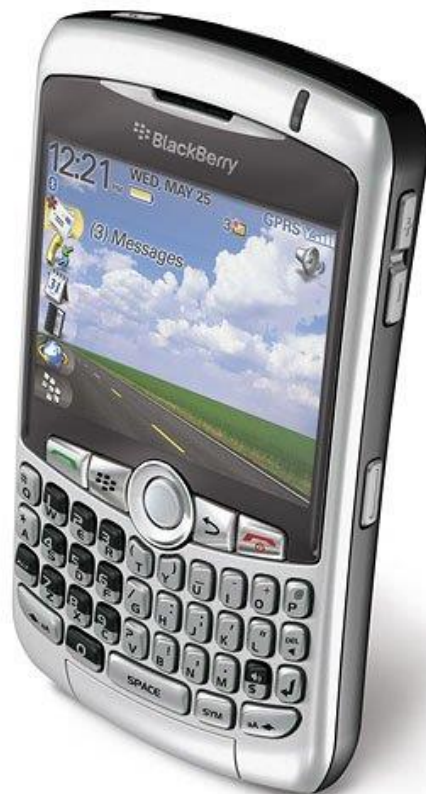


Tuesday, January 9th, 2007



@IAAPAHQ | #IAAPAEspo











Understanding Today's Guests



@IAAPAHQ | #IAAPAEspo



Demographic Changes

Silent Born 1928 – 1945	Boomers Born 1946 – 1964	Gen X Born 1965 – 1980	Gen Y Born 1981 – 1996	Gen Z Born 1997 – 2012	Gen Alpha Born 2012+
Digital Immigrants Born before 1984			Digital Natives Born 1984+		

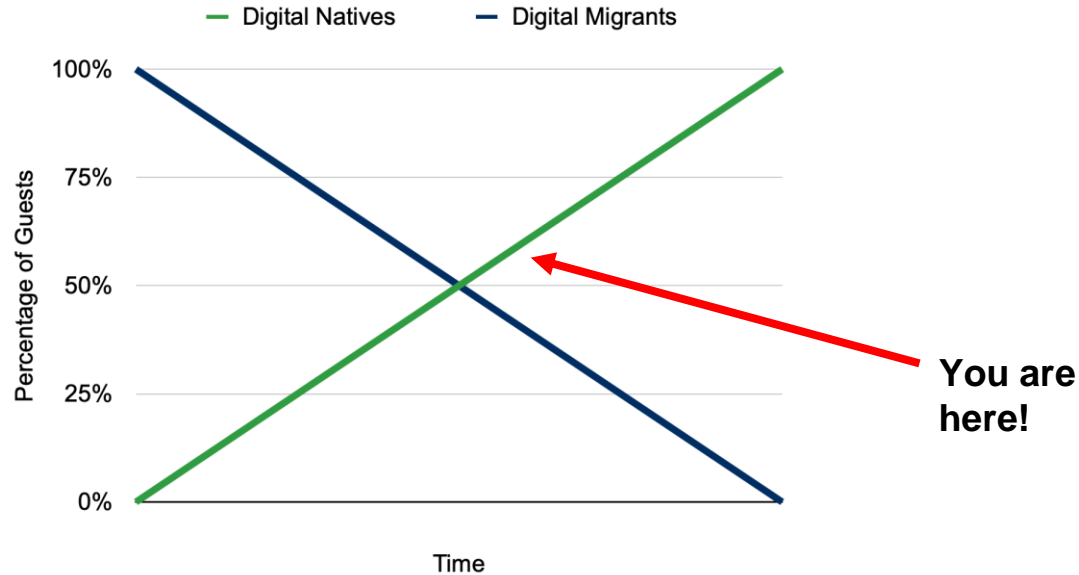




@IAAPAHQ | #IAAPAEspo



Demographic Changes



Demographic Changes

Information at their fingertips

Personalisation

Self-service preference



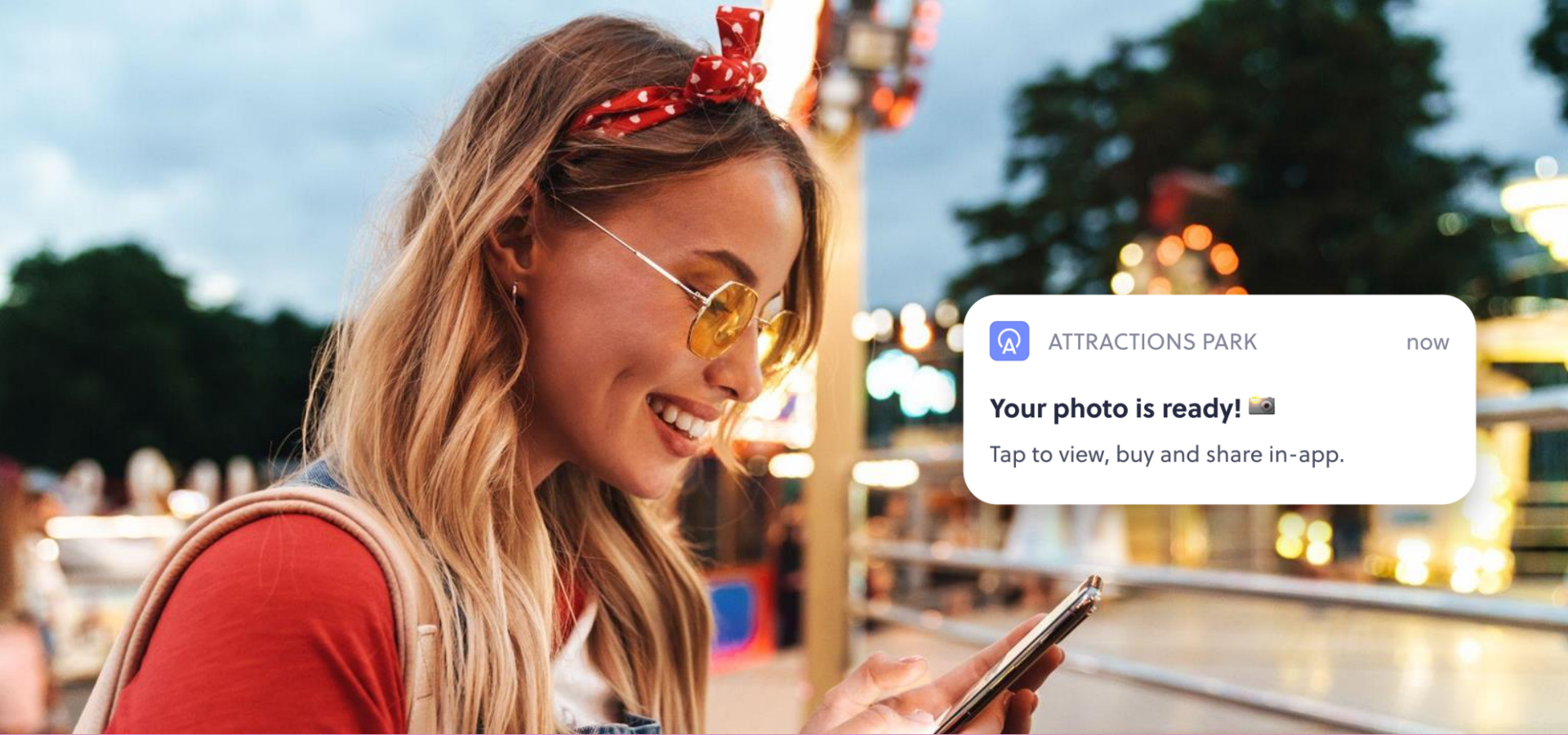
Sustainability

Health & wellbeing

Experience driven

Demographic Changes





ATTRACTIONS PARK

now

Your photo is ready! 📷

Tap to view, buy and share in-app.



@IAAPAHQ | #IAAPAE expo



The Impact of COVID-19



@IAAPAHQ | #IAAPAEspo



Operational Changes



Pre-booked
tickets



Capacity
Constraints



Virtual
Queuing

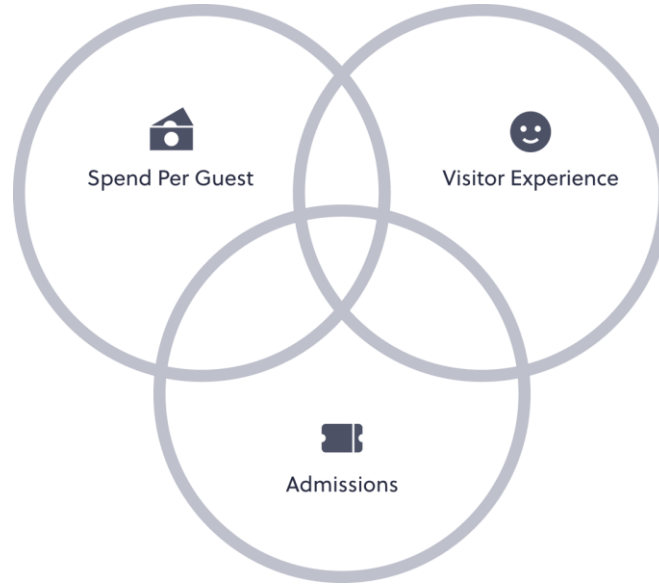


Self-service
food & retail



Online
experiences

Different Approaches



Enhancing the Guest Journey



@IAAPAHQ | #IAAPAEspo



Meet Lucy

34 years old

A digital native

Young parent (millennial)

Visiting the park with her son, Ryan (age 7), and his friend, Emma (age 6).

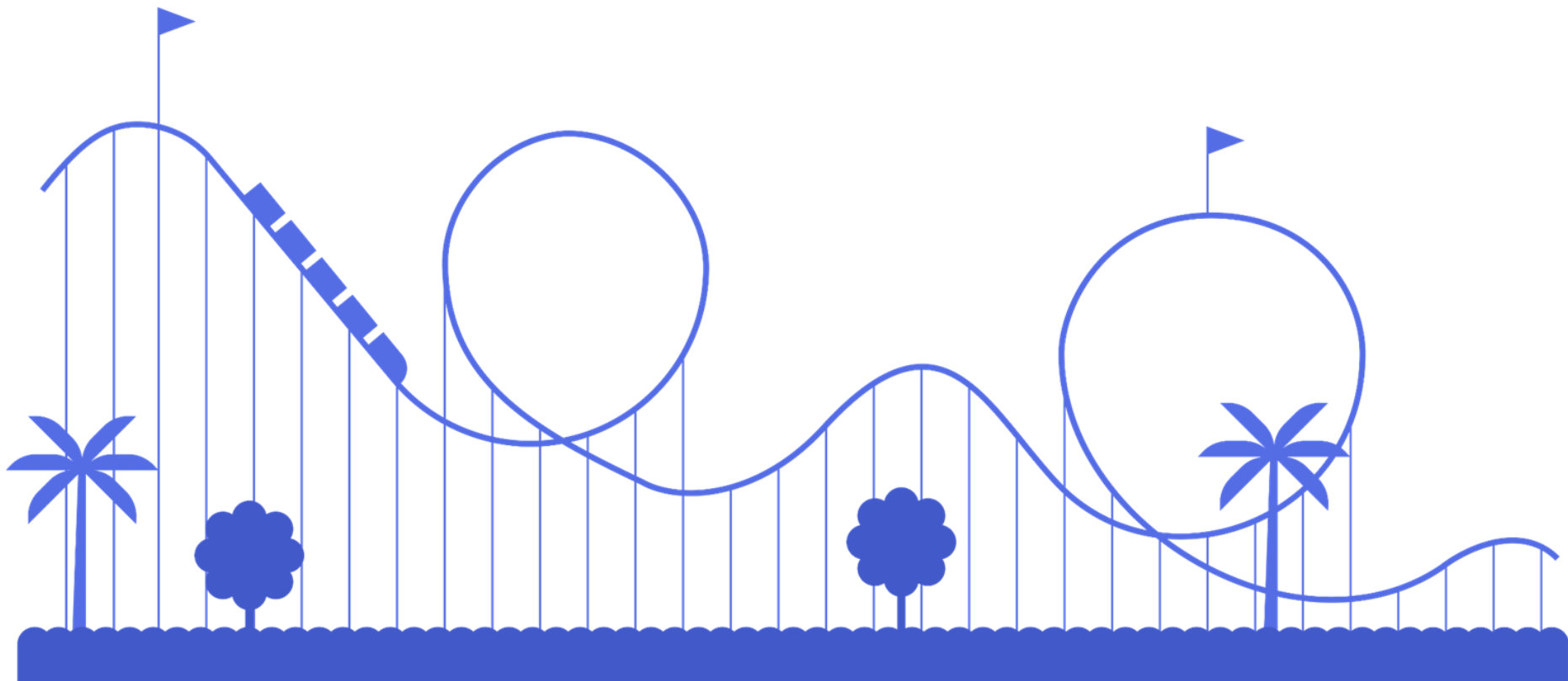


Lucy's Frustrations

Lucy encounters these common sources of friction during her day:

- Struggling to locate emailed tickets
- Figuring out what rides the kids can do
- Choosing a restaurant the kids will like
- Waiting in line
- Getting lost





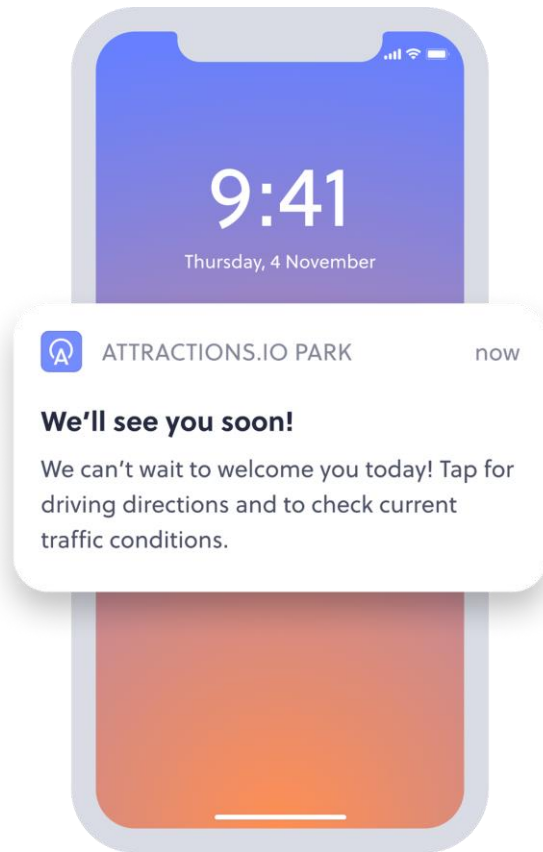
Enter the Mobile App

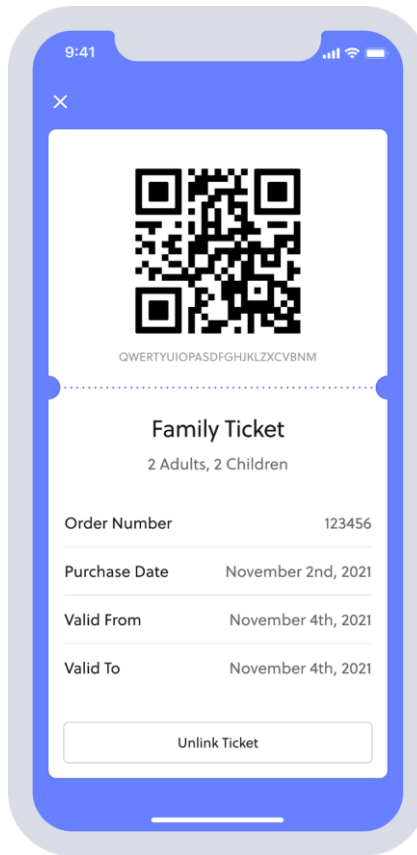


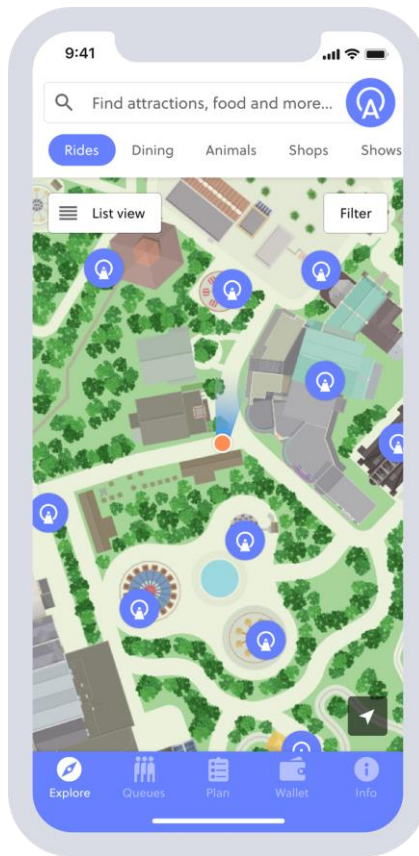
@IAAPAHQ | #IAAPAEspo

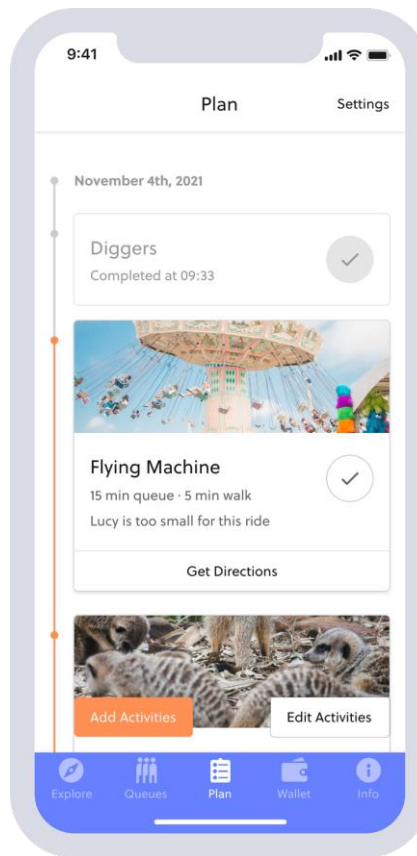


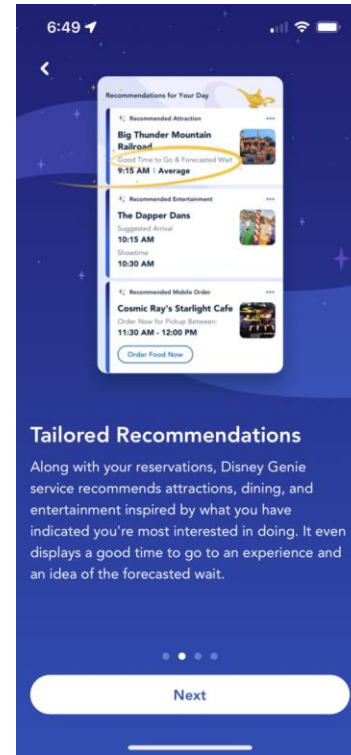
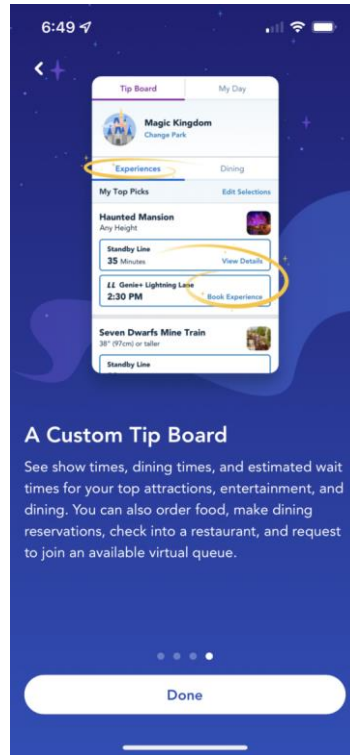
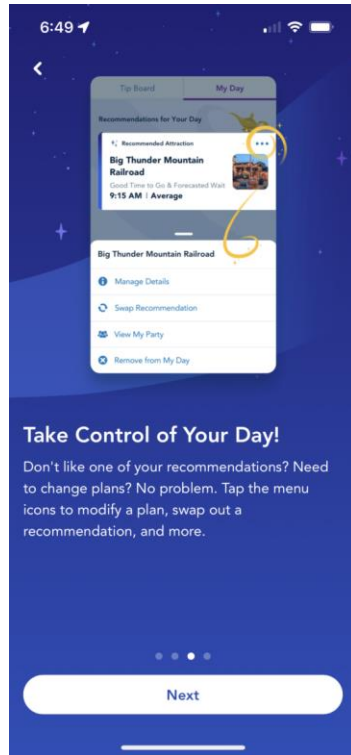


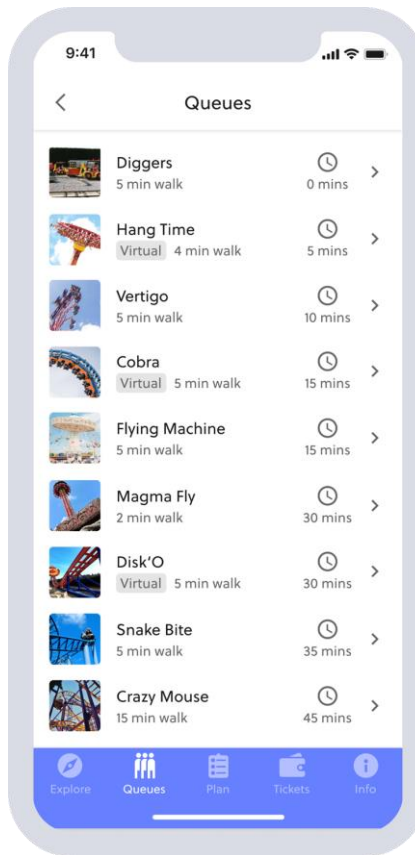


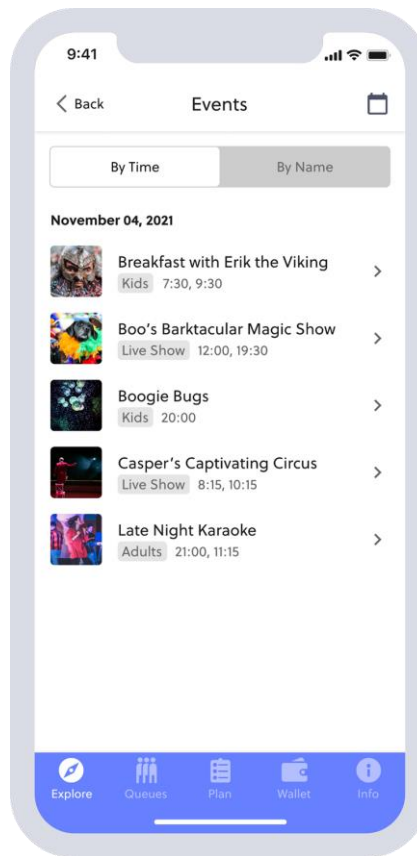


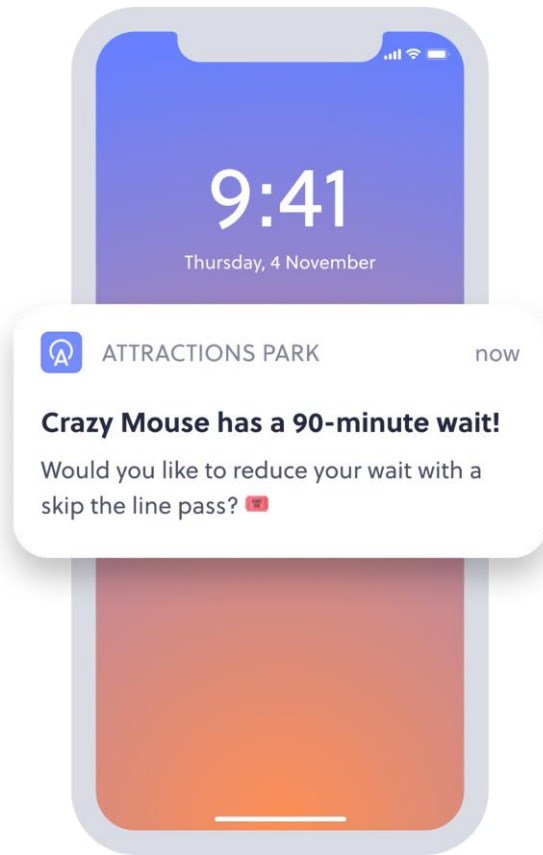


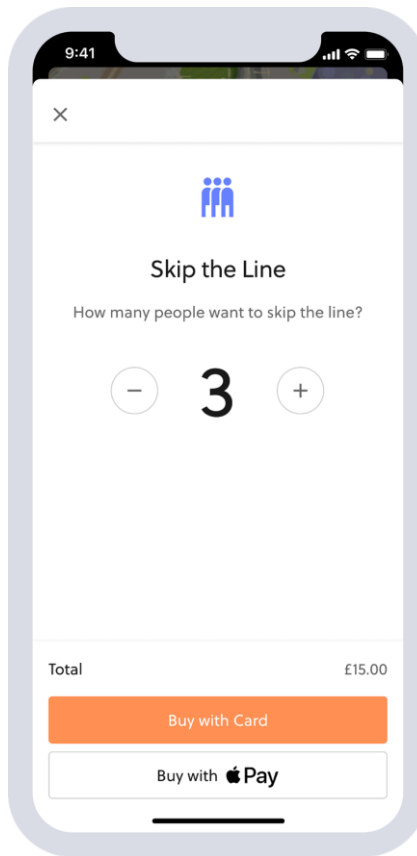


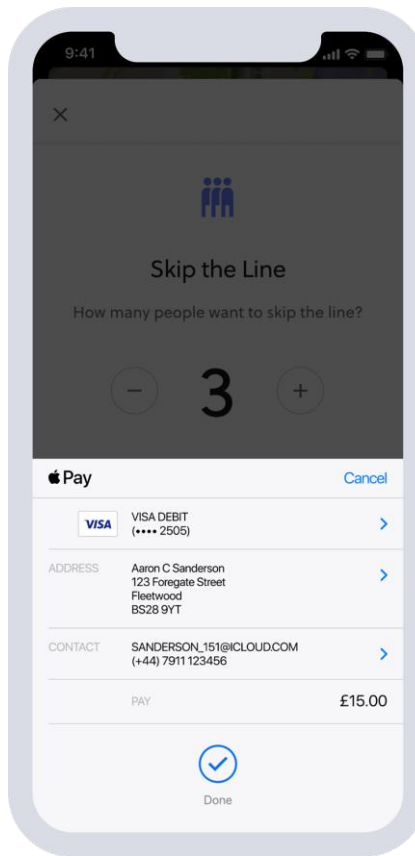


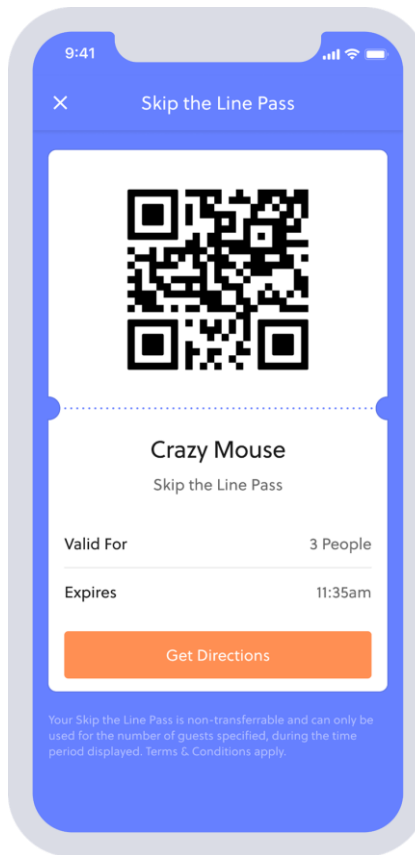


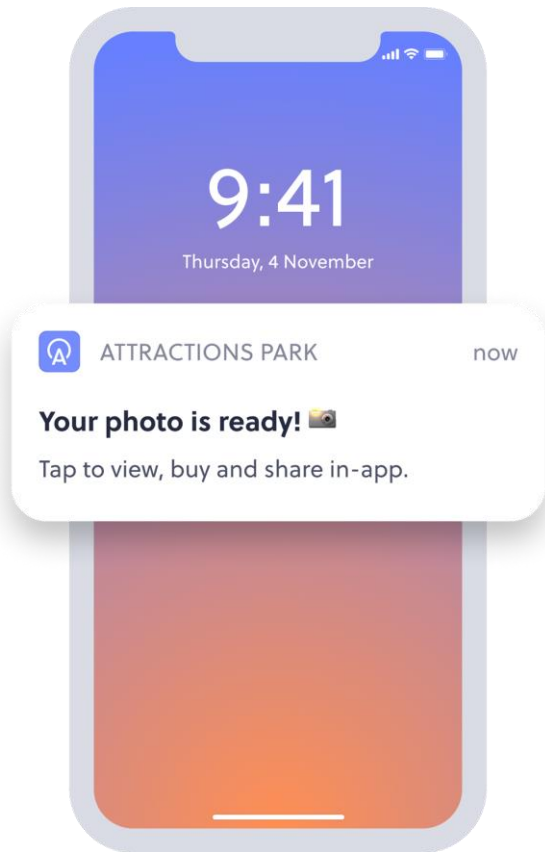


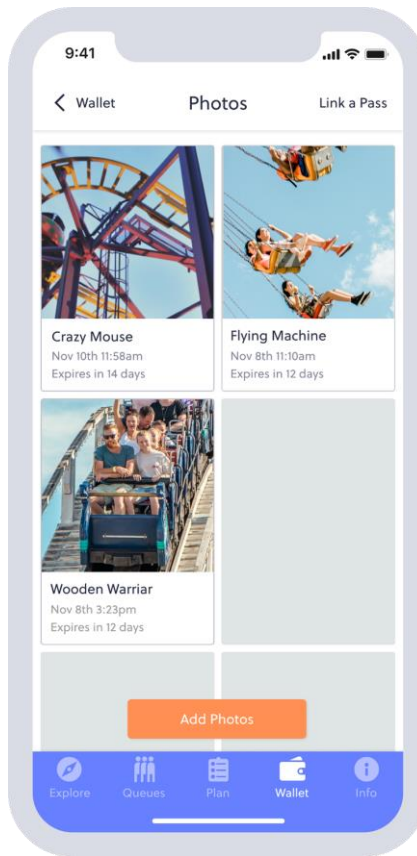


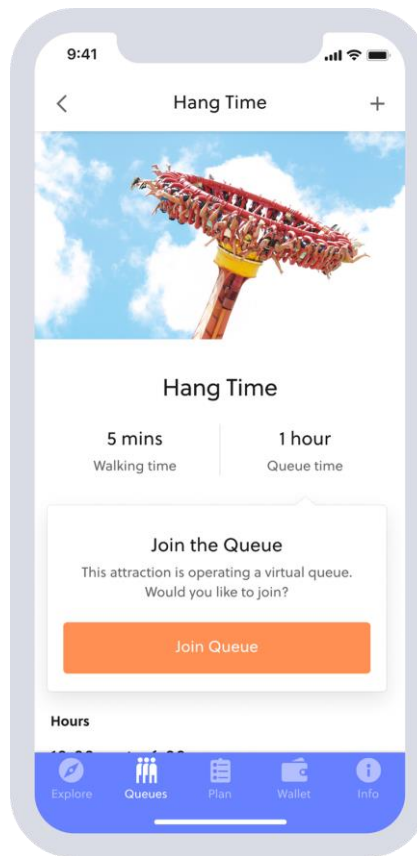


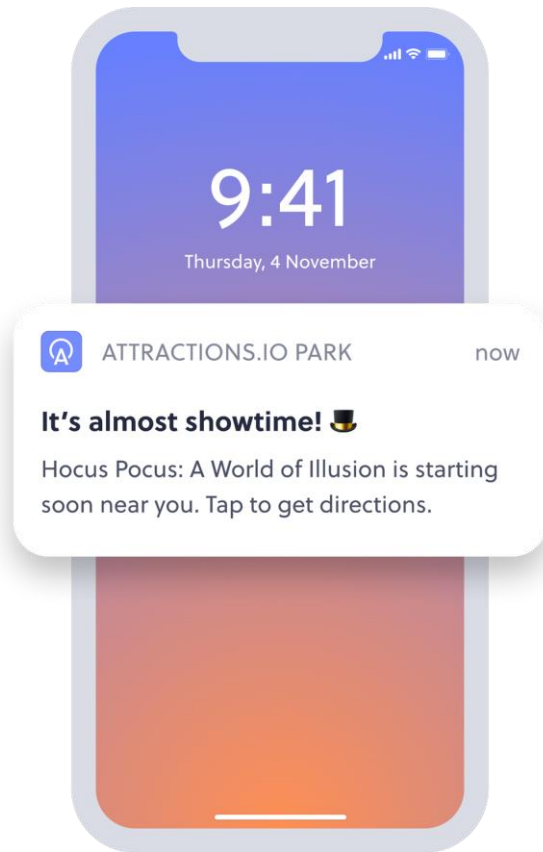


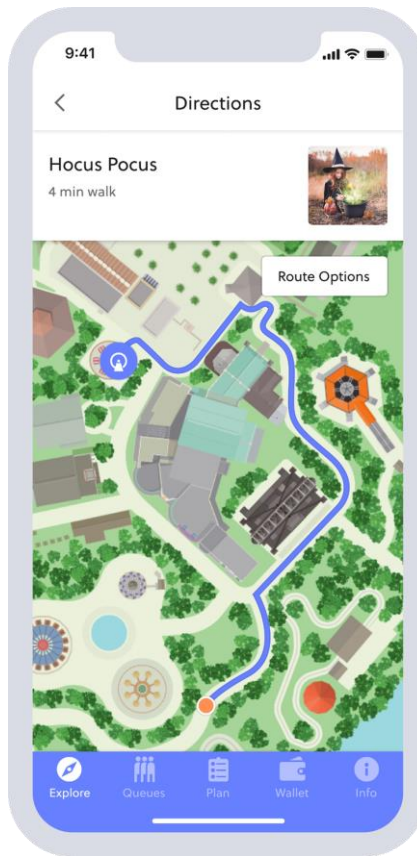


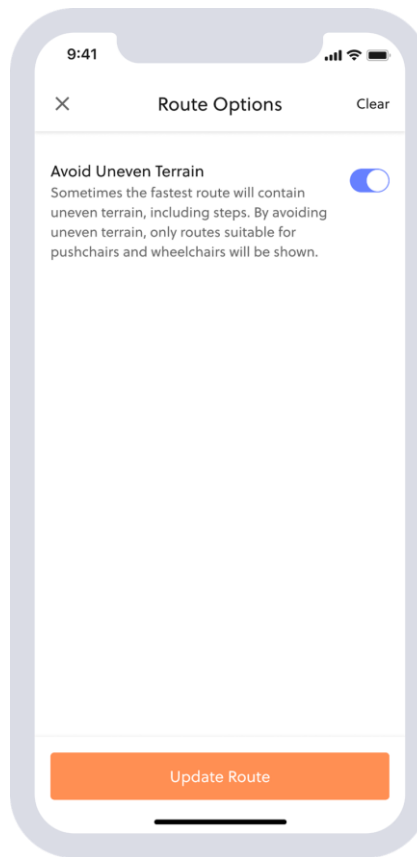


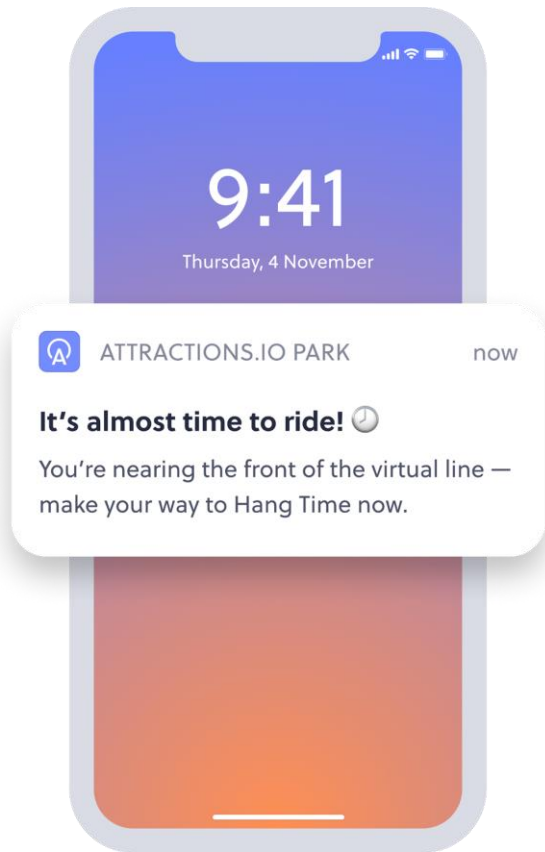


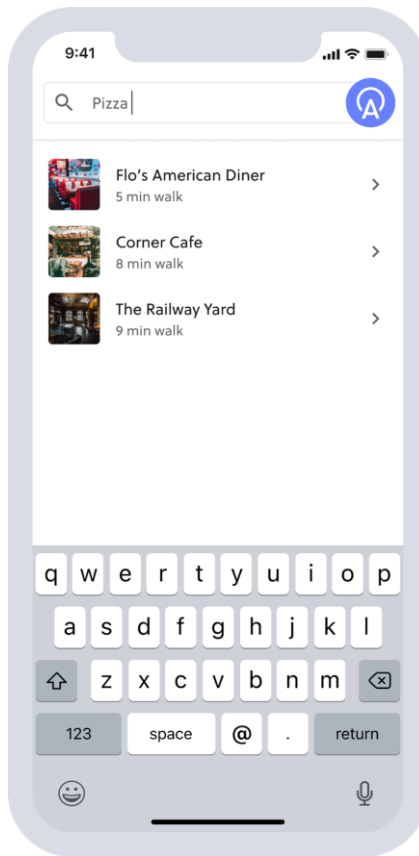


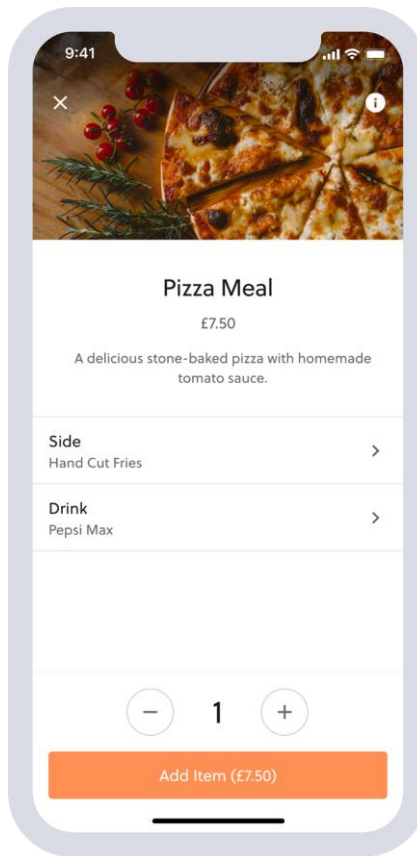


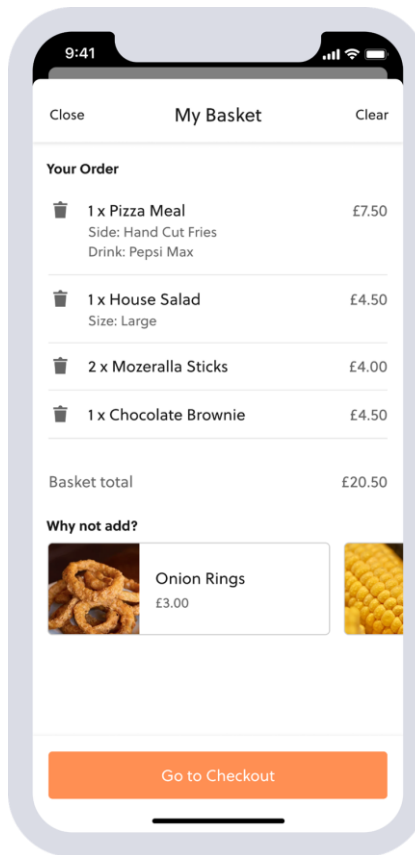


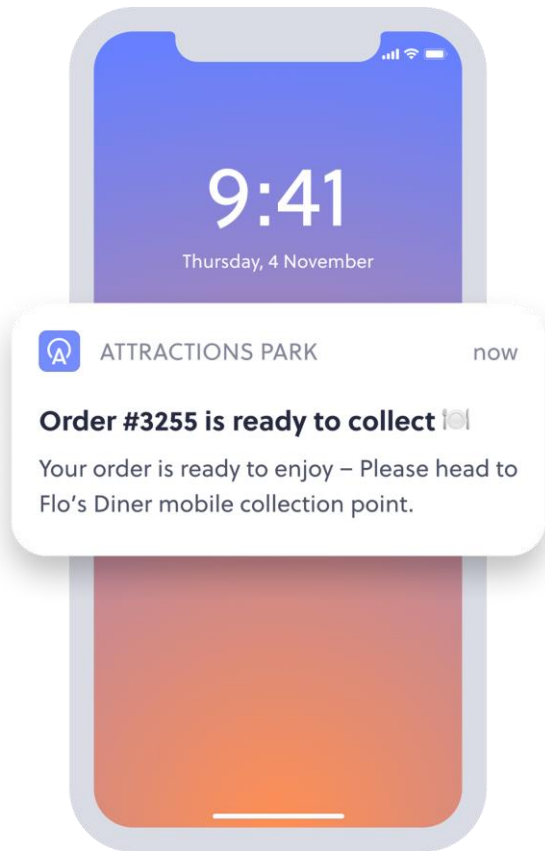


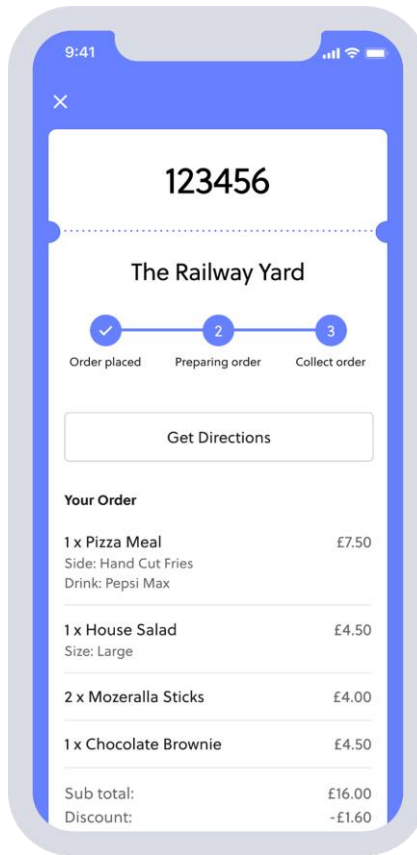


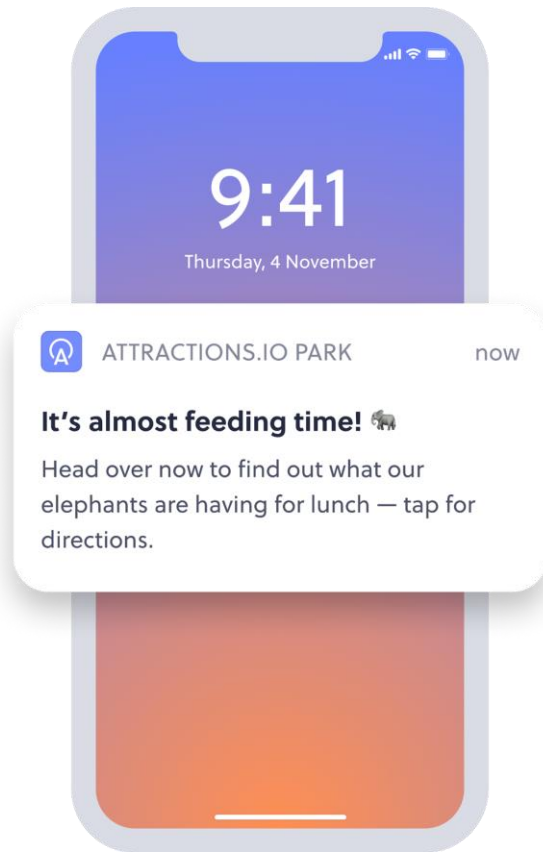




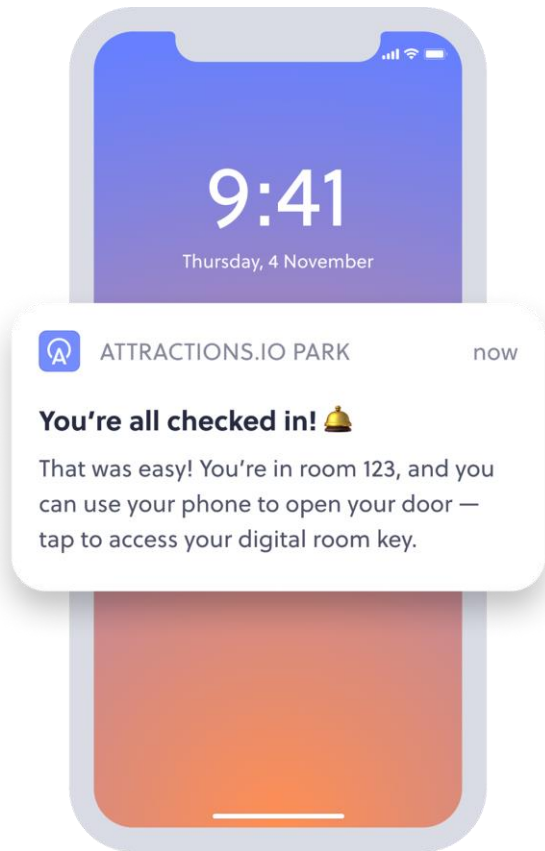


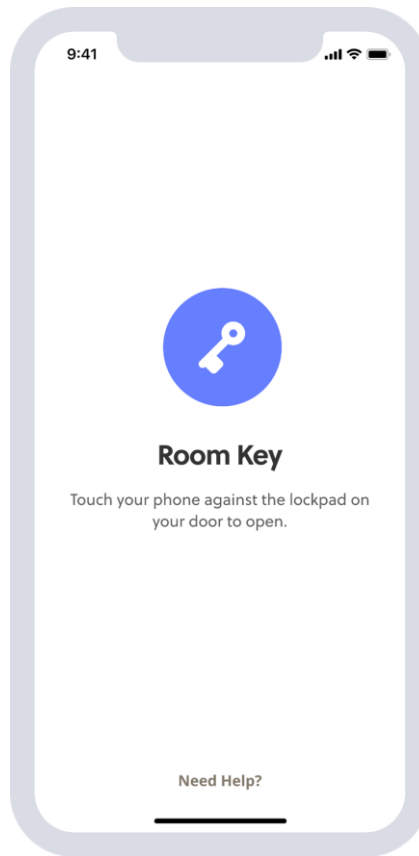


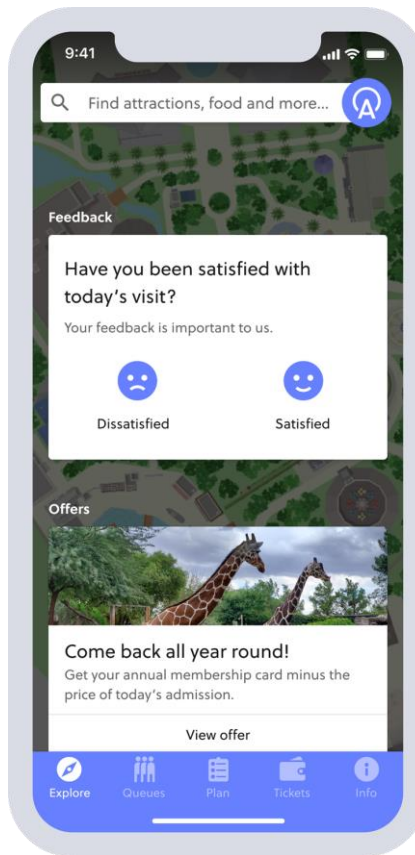


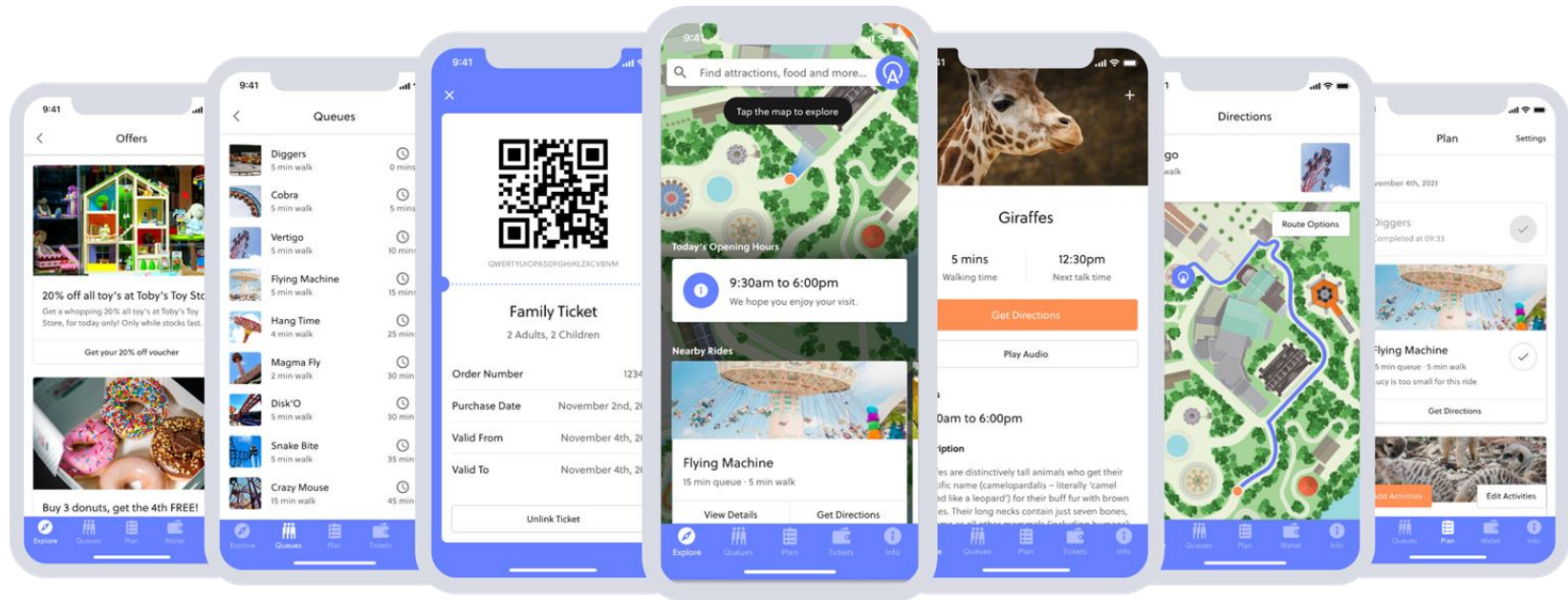












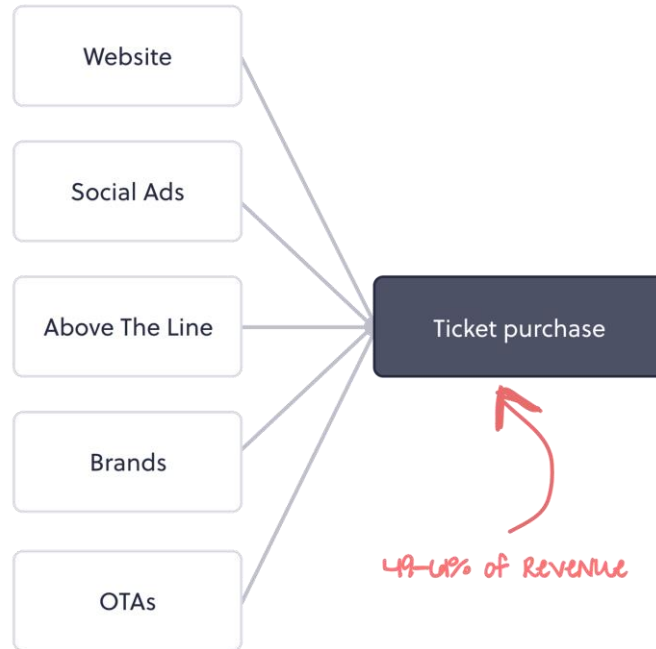
Operator Benefits



@IAAPAHQ | #IAAPAEspo

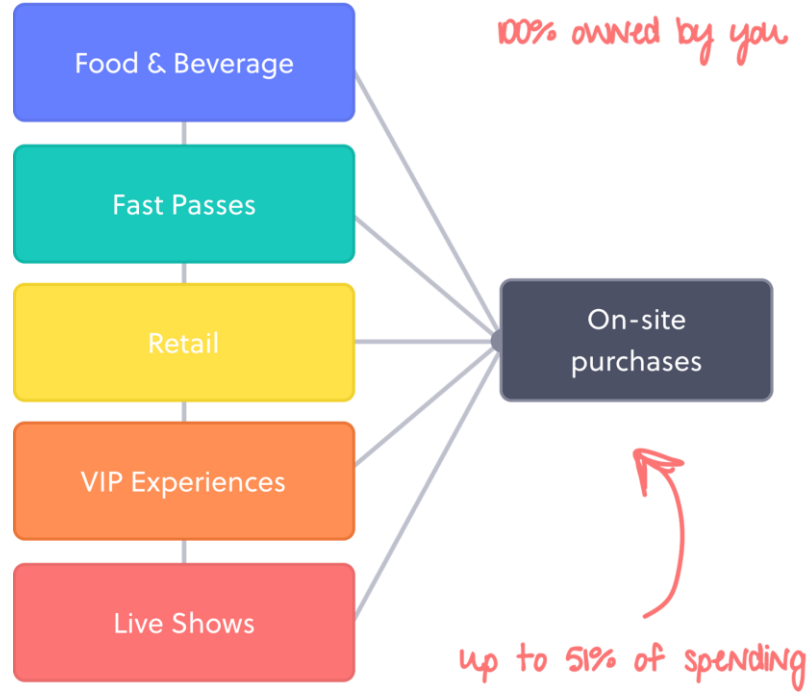


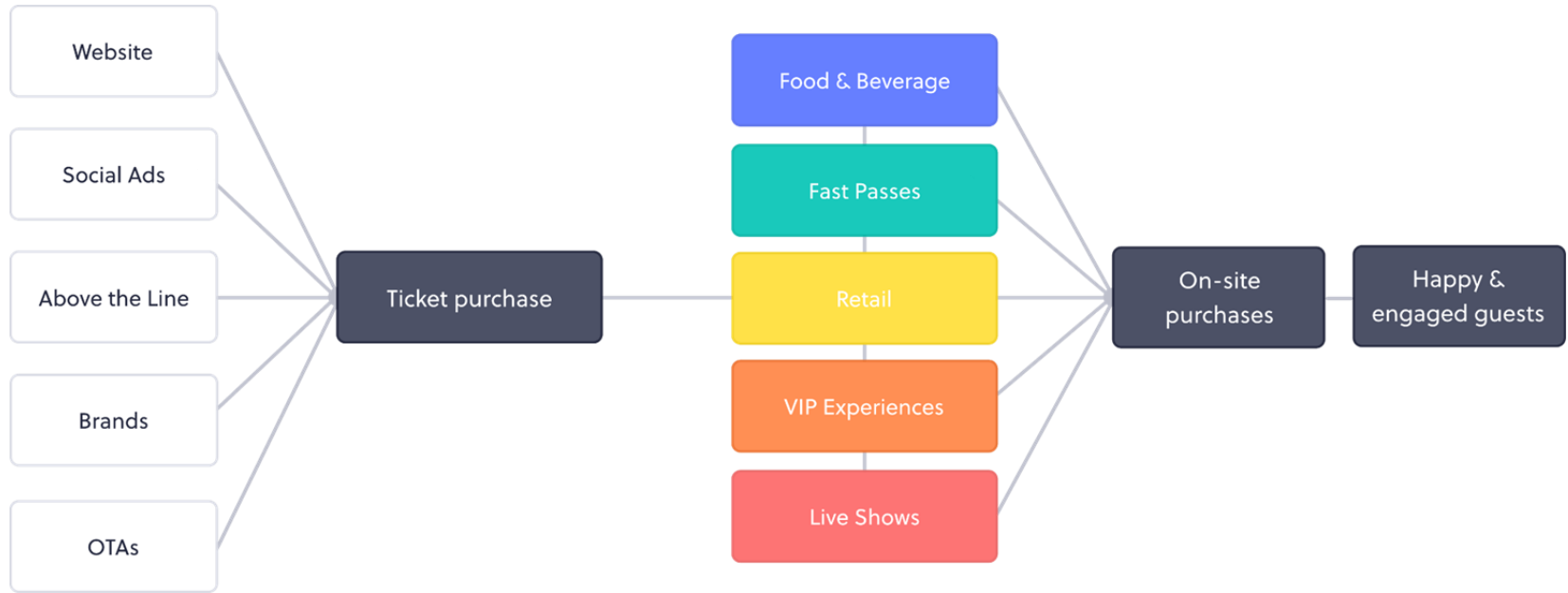
Channels you operate

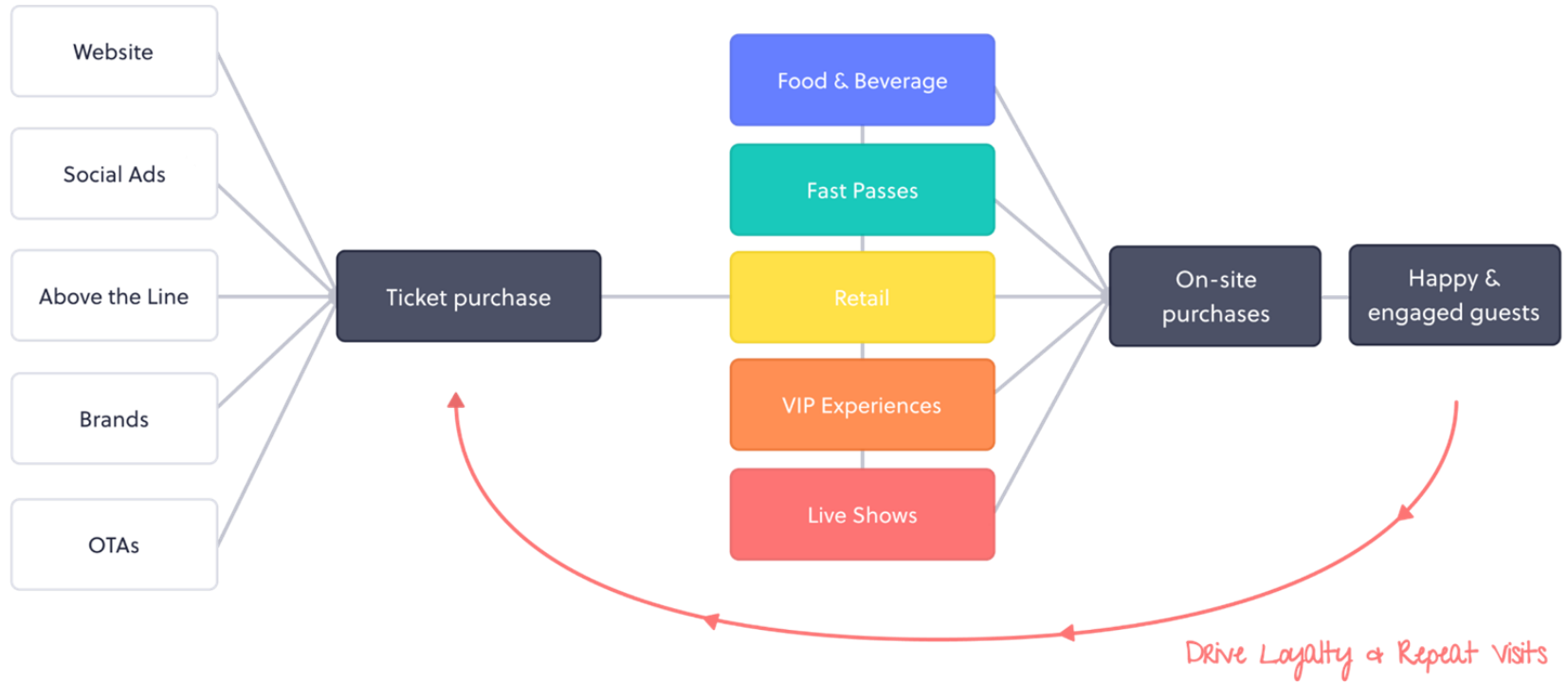


49-61% of Revenue

In-Park Experience







1 Create your Message

Title 120

Welcome to the park 🎢☕

Your Message 120

Start your day the right way with 15% off your morning coffee at James' Bistro.

On tap, this will open...

Open James' Bistro Pre-order menu ▼



ATTRACTIONS.IO PARK

now

Welcome to the park 🎢☕

Start your day the right way with 15% off your morning coffee at James' Bistro.

Filters



Showing 107,112 out of 633,902 users

Users match **all** of the following conditions:

⊖ User's **Current Location** is **Resort Area** **Fun Zone**

AND

⊖ Users match **any** of the following conditions:

⊖ User's **Ticket** is **Season Pass**

OR

⊖ User's **Ticket** is **Day Pass**

[⊕ Add Group or Filter](#)

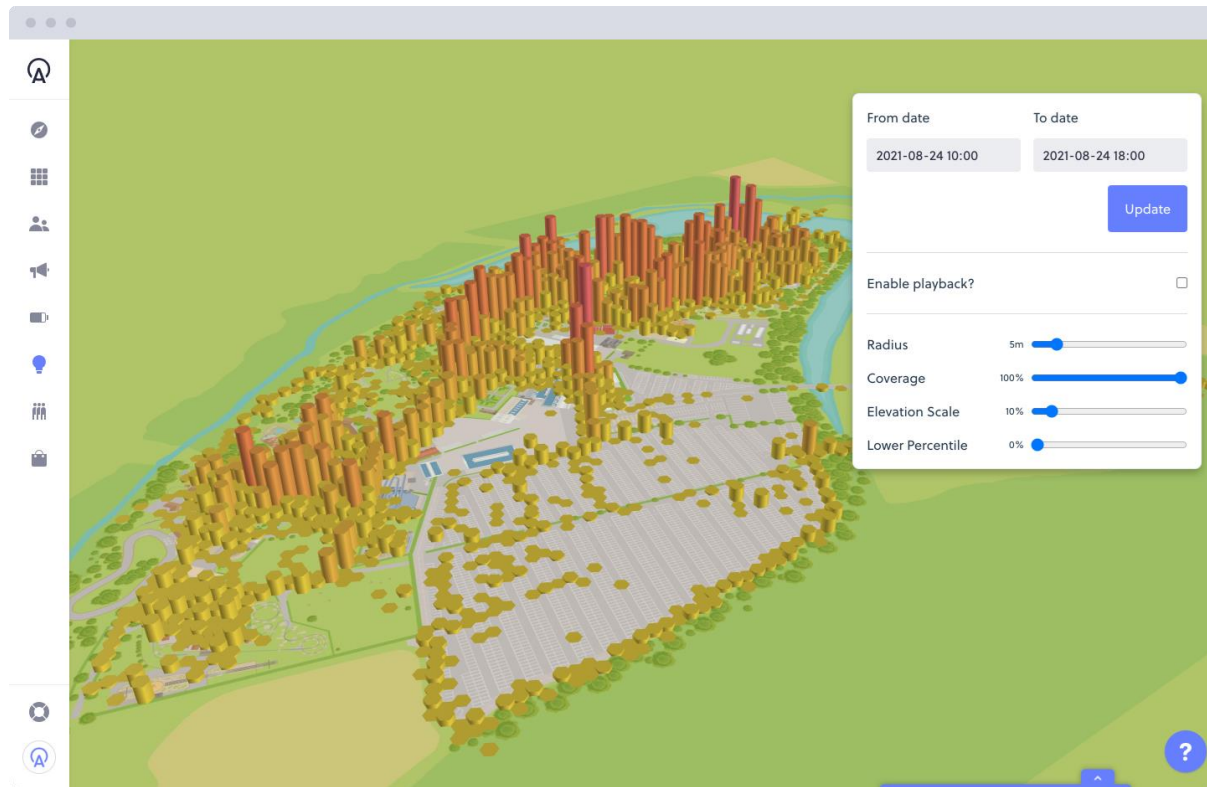
AND

[⊕ Add Group or Filter](#)

Marketing

1. Own the end-to-end guest experience
2. Increase secondary spend
3. Increase admissions yields
4. Be highly personalized in marketing comms
5. Better understand guests





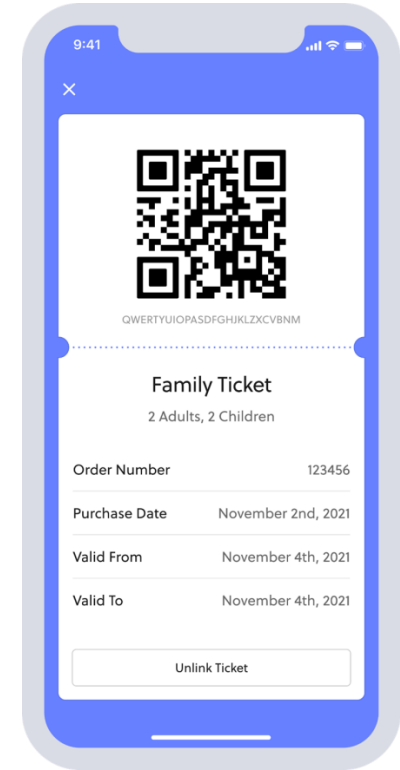
Operations

1. Make data-driven decisions
2. Improve operational efficiency
3. Reduce labour costs



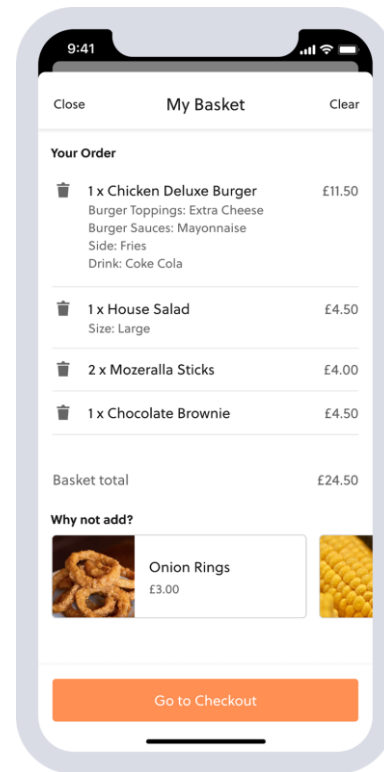
Admissions

1. Available offline
2. Optimised for scanning
3. Updatable OTA
4. More sustainable
5. Profit protection tools



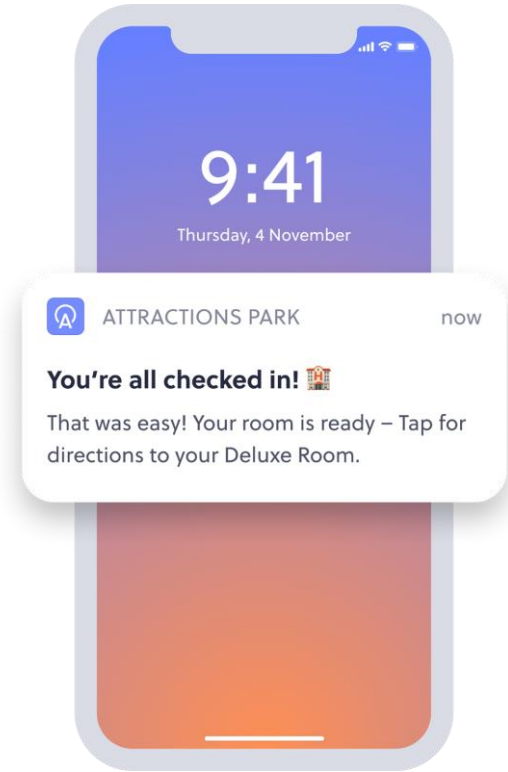
F&B

1. Reduced queuing
2. Better staff utilisation
3. Increased ATV



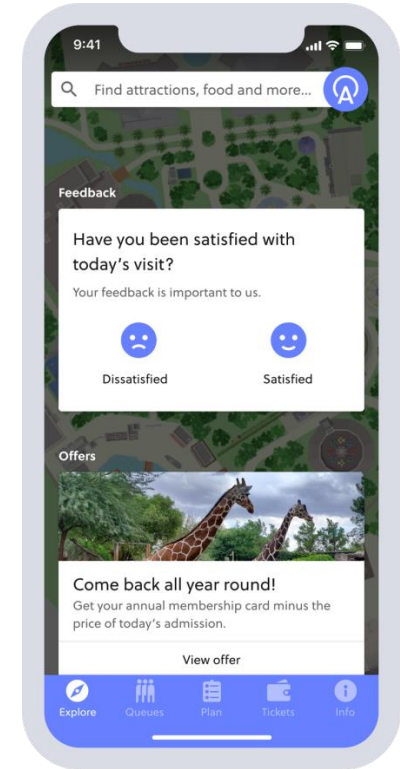
Hotel

1. Reduced queuing
2. Better staff utilisation
3. Instant access to room



Guest Services

1. Continuous feedback stream
2. Location-based
3. Rescue the day
4. Live chat




Digital Strategy



@IAAPAHQ | #IAAPAEspo



Adam Watson


 Family visit, 3 children

 Bought 3 fast-pass tickets

 Last visited in May

Lucy Harrison

 2 Adults

 Used 20% voucher at Tommy's Cafe

 Walking to the Tigers

John Matthews

 2 adults, 1 child

 Heading to exit

 Left positive guest feedback

Katie Swan

 Family visit, 2 children

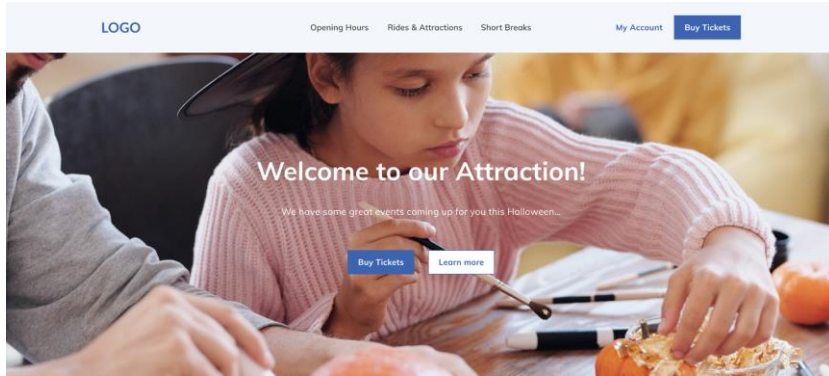
 Browsing catering outlets

 Birthday visit

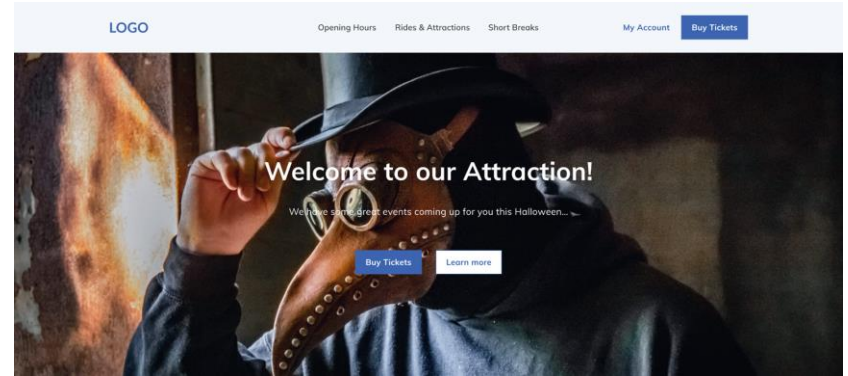
Single Customer View

Activity		
▼ Today		
● now	Placed order at The Silver Spoon for collection at 12:30 — £24.95	
● 11:35	Got wayfinding directions to The Gardens	
● 11:23	Purchased on-ride photo from The Big Dipper — £7.99	
● 11:07	Called to boarding area for The Big Dipper	
● 10:45	Entered virtual queue for The Big Dipper	
● 10:39	Viewed triggered message: 'Welcome!'	
● 10:38	Received triggered message: 'Welcome!'	
● 10:38	Scanned mobile ticket for entry	
● 10:27	Arrived at Attractions.io Park	
● 09:41	Got travel directions to Attractions.io Park	

Single Customer View



Variant A



Variant B

Real-world Examples



@IAAPAHQ | #IAAPAEspo









How to Get Started



@IAAPAHQ | #IAAPAEspo



Golden Rules

1. Start with the outcome in mind
2. Focus on the guest journey
3. Measure and iterate



Start with the Outcome in Mind

For example:

- Increase spend per guest by 20%
- Increase NPS by 10%
- Reduce paper waste by 90%
- Increase yield by 10%

Focus on the Guest Journey

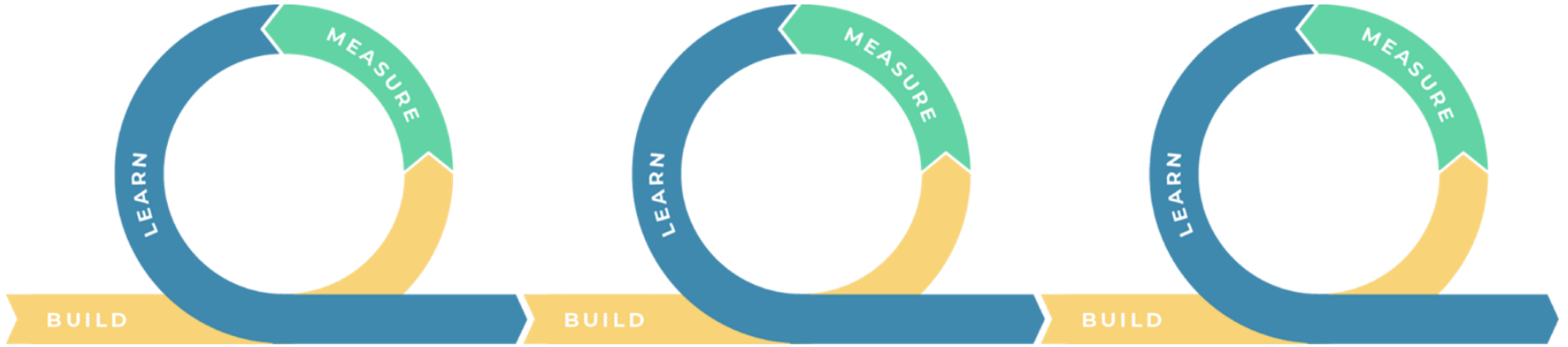


Focus on the Guest Journey





Measure and Iterate



Implementation



@IAAPAHQ | #IAAPAEspo

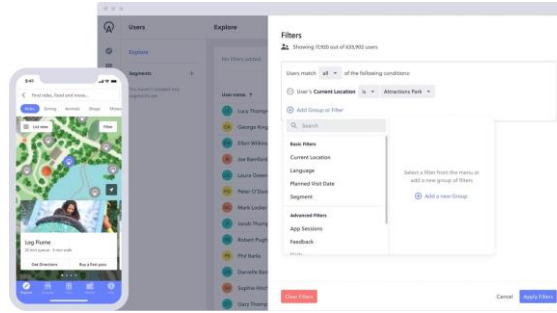


Development

Agency



Platform



Inhouse Team



Considerations



Battery life
optimisations



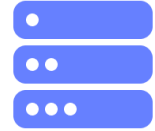
Update
mechanisms



Offline
support

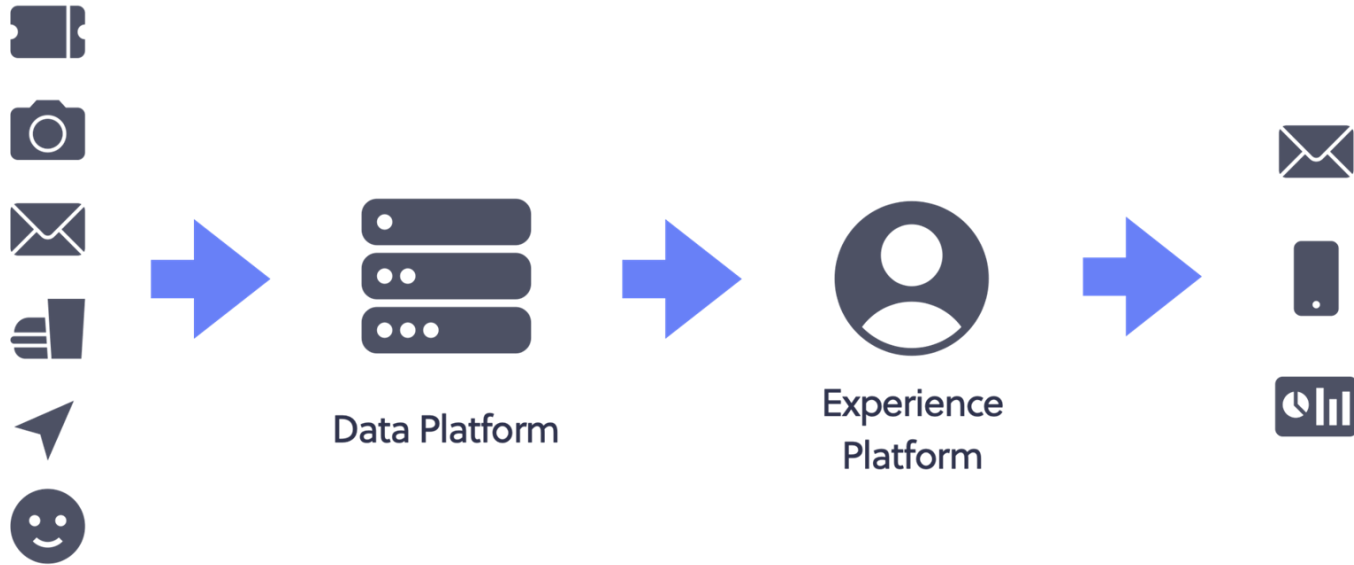


Privacy &
security



Scalability &
reliability

The Wider Digital Strategy

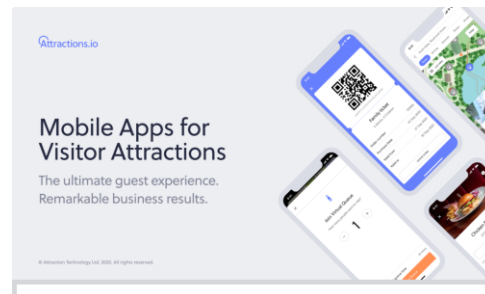
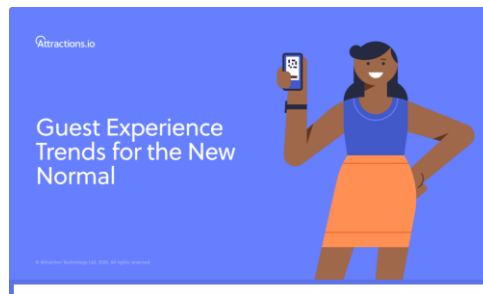


Further Reading



@IAAPAHQ | #IAAPAEspo





Available at attractions.io/learn

Q&A



@IAAPAHQ | #IAAPAEspo

