



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

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# Everyone's Talking About You, Do You Know What They Are Saying?

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# Maximizing Feedback Collection

## Best ways to collect high volumes of guest feedback:

- Ensure open communication channels
- Encourage both onsite and offsite guest communication
- Strategically asking your guests for feedback substantially increases your response rate

# Active Feedback Collection

## Mystery Shops / Market Research

- Objective, third-party feedback from guests
- Balance between quantitative and qualitative
- Zoom in on granular data points
- Track data across time

# Aggregating Consumer Analytics

## Identifying priorities and top KPI's that need immediate attention

- Measure the weighted values of complaints to understand which need immediate attention
- Track improvement or decline across time and business units

# Acting on Guest Feedback

## Determining what measures to implement based on guest feedback

- Don't look at a complaint at face value – the solution is not always as simple as the opposite of the problem
- Pull back and look at the impact of the complaint, not the complaint itself
- Solving with an operational strategy can be most effective

# Optimize Your Feedback Loop

**Continual collection of data  
to measure success of your  
implementations**

- Collect
- Respond
- React

# More than Smiley Faces

**How vast amounts of data help attractions with data-driven objectives and targets**

- Penetration rates
- Attraction heat maps
- Real-time data vs. post visit data
- Active Collection vs. Passive Collection
  - On-site / Surveys / Mystery shop
  - Review Sites / Social Media / Email & Calls



# Incentivizing Feedback

**How to use incentives to help understand your attraction:**

- Prize draw vs. guaranteed reward
- Instant reward vs. bounce-back offer
- No reward

# Future of Feedback

## What's to come as we rapidly head towards 2022?

- QR Code and Gesture feedback through 2021
- Online feedback on their devices
  - Simple URL vs. extension of your domain vs. in-app
- One View for feedback
  - Social media
  - Review sites
  - Revenue / weather data

# Active Feedback Collection

## Collection Devices / Surveys Onsite:

- Length of survey
- Mid-visit feedback vs end of experience
- Feedback from regular visitors / Annual Pass holders – make it random

DATA



SORTED



ARRANGED



PRESENTED  
VISUALLY



EXPLAINED  
WITH A STORY



ACTIONABLE  
(USEFUL)



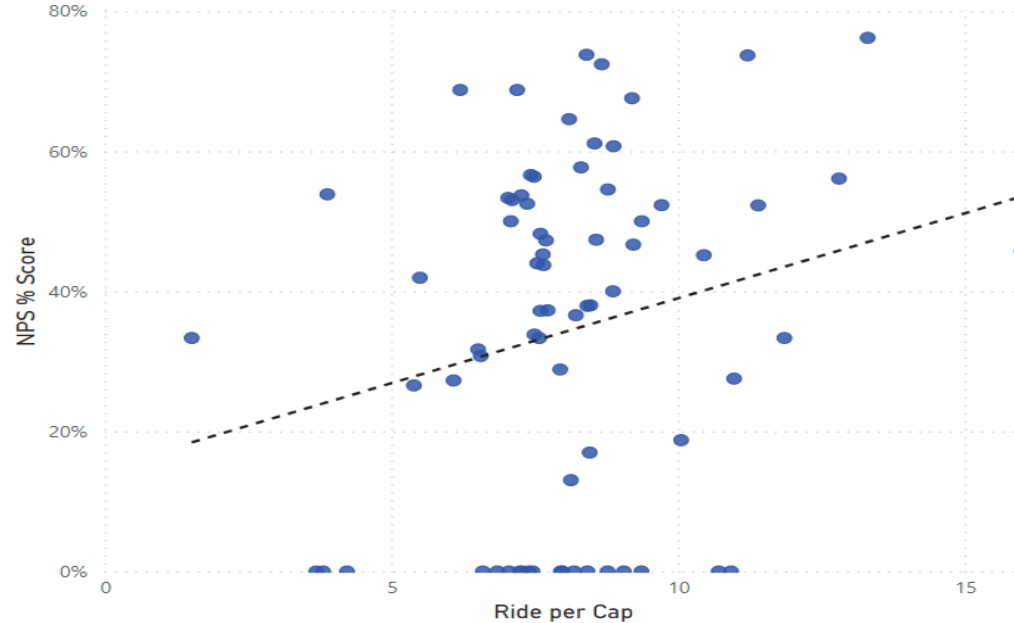
# Power of Cross Tabulation

**Comparing multiple sets of data:**

- Are you a first-time visitor?
- Did you visit a show?
- Do you have a season pass?

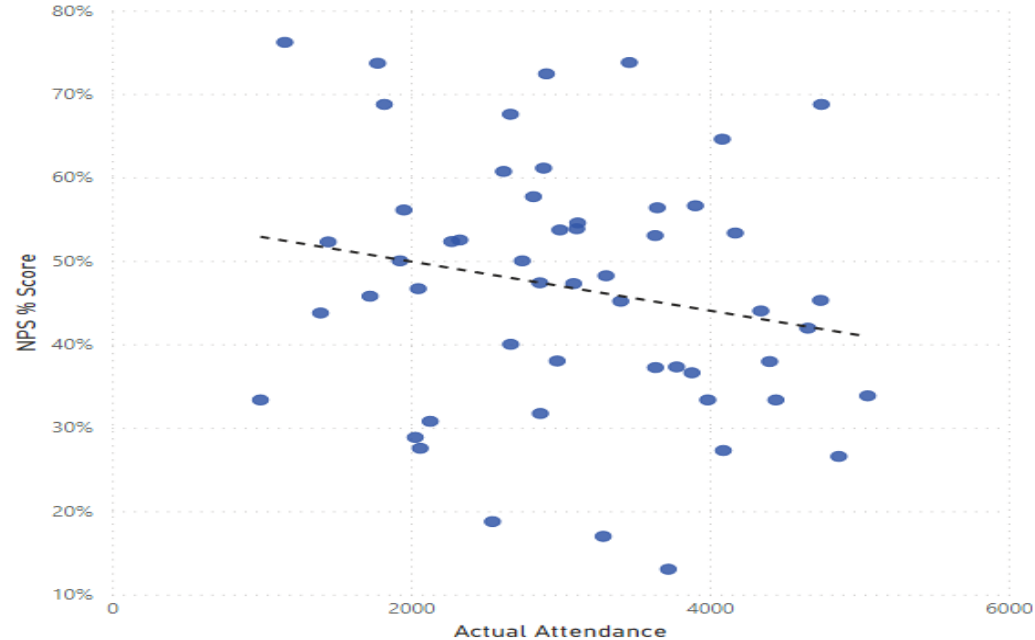
# Power of Cross Tabulation

Ride per Cap and NPS % Score



# Power of Cross Tabulation

Actual Attendance and NPS % Score by Date



# Do you have a Season Pass?

- Yes:
  - Number of guests: 1,353 (41.4%)
  - Overall Satisfaction of their day: 87.8% (Top 2 smiley faces)
  - Ticket Value: 77.9% (Top 2 smiley faces)
- No:
  - Number of guests: 1,916 (58.6%)
  - Overall Satisfaction of their day: 80.7% (Top 2 smiley faces)
  - Ticket Value: 65.5% (Top 2 smiley faces)

## *Conclusion*

- *Season Pass holders rated overall Satisfaction and Ticket Value better than non-Pass holders*
- *Need to conduct further research in surveys to delve deeper into how to increase non Season Pass holders*

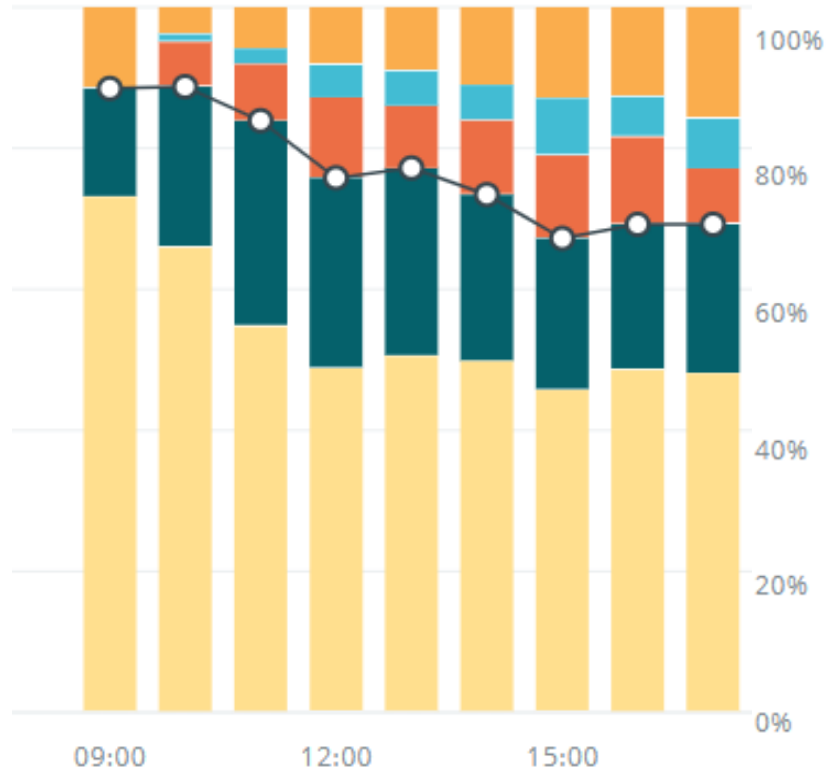


# Did you see a Special Show?

- Did you see Show?
  - Yes:
    - Number of guests: 309 (49.2%)
    - Overall Satisfaction of their day: 87.7% (Top 2 smiley faces)
  - No:
    - Number of guests: 319 (50.8%)
    - Overall Satisfaction of their day: 78.7% (Top 2 smiley faces)

Conclusion – you can push satisfaction up 9% by ensuring the guests see the Show...

# Power of Restroom Data



# Questions?

**We'd love to hear from you!**

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