IAAPA® EXPO

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

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Increasing Customer Lifetime Value and Driving Repeat Visits

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The Goal

You want to create **repeat customers** and generate **consistent foot traffic.**

First Things First

YOU NEED DATA!!!

What Data Should I Collect?

What Data Should I Collect?

Email
Cell Phone
Adult Birthdays
Kid Birthdays
Address
Attraction Preferences

How Do I Collect This Data?

How Do I Collect This Data?

Online Booking

At the POS

Digital Waivers

Card Reader Systems

Party Room Tablets

Ask Your Facebook Fans

Pop-Up Form on Website

Guest WiFi Access

Why Would a Customer Give You Data?

For An Exchange of Value

What Information is IMPORTANT?

BIRTHDAYS

Give discount for birthday party 6 weeks and 4 weeks before
- If they never bought, then offer them to come in FOR FREE - they will always bring someone with them...who wants to celebrate a birthday alone?

WHY did they come to you?

- Which activity do they play the most?
  - Collect it inside OR send an email with an offer for each of your main services in one email and ask them to claim one - then tag them with that as a primary activity

ARCADE

GO-KARTS

BOWLING

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Examples of segmenting (our waterpark)

- Change color wristbands so that employees know how to interact. It changes the ENTIRE experience to make them feel like it's unique to them
    - Lime Green - Young and want to have fun and drink, etc.
    - Orange - Family with kids
    - Black - Groupon
    - ETC.

Bundles

Create FOMO by bundling your attractions or experiences together & increase guest spend.

- Group Attractions Together in supportive combinations
  - Bowling + Lasertag / Bowling + Escape Room / LaserTag + Minigolf
- Offer Attraction/Experience/Time Bundles
  - 1 Attraction - $15
  - 2 Attractions- $28
  - 3 Attractions - $39

Unlimited Options

Leverage your staffing requirements and open capacity to keep your guests playing (and spending) longer.

- The longer their stay the more they'll spend on F&B, Redemption, and the greater the opportunity for Upsells or Cross-sells.
- Provide unlimited attraction access with Hourly Pricing Breaks
    - 1 Hour - $15
    - 2 Hours - $28
    - 3 Hours - $39

Memberships

Memberships guarantee recurring revenue and repeat visits that will capture additional spend per visit.

- Offer them at your POS **AND** as they are leaving your venue
- Most membership users return between 4-6 times per year vs. 1-3 without
- Membership pricing should:
  - Monthly (or seasonal packages)
  - Be All Inclusive (excluding F&B, unless that is your M.O, & Redemption)
  - Cost ~20% less than 1 visit per month – they have to "see" themselves **saving money**!

Experiment & Track Results

How to MAXIMIZE UPSELLS

How Buyer Psychology Works

IF THEY DIDN'T SPEND IT TODAY… THEN IT DOES NOT COUNT

Think about sports game and events you buy tickets to a week or more before - you don't include that in what you have spent

You should try to sell tickets before people arrive, it will increase your Spend Per Customer

WHEN DO I UPSELL?

Upsells

- Upsells are a sales technique where the sellers tries to push the customer to either buy a more expensive item or upgrade their original plan to make a more profitable sale.
  - The best example is McDonalds' "Would you like to make that a large?"
    - This is an easy single question that increases the size of every order, on average.
    - This is one of the two concepts that was able to take Mcdonalds to the growth it had.
- Upsells are **NECESSARY** in every business

Cross-sells

- Cross-Sells are a sales technique used to sell a current customer on ANOTHER product IN ADDITION to their current order
- The items should be complementary to their current order and/or very similar
- In McDonald's, this would be when they ask you "Would you like fries with that?"
  - Another example would be in a grocery store, they put the magazines and the candy right next to the checkout (last chance to get this too).
- A perfect cross-sell would be something that helps with the purchase. If you are selling a party, a perfect cross-sell is decorations or goody bags.
  - Add-On are considered cross-sells.

Customer Shopping → UPSELL → Payment → Receipt

Customer Shopping → Payment → UPSELL → Receipt
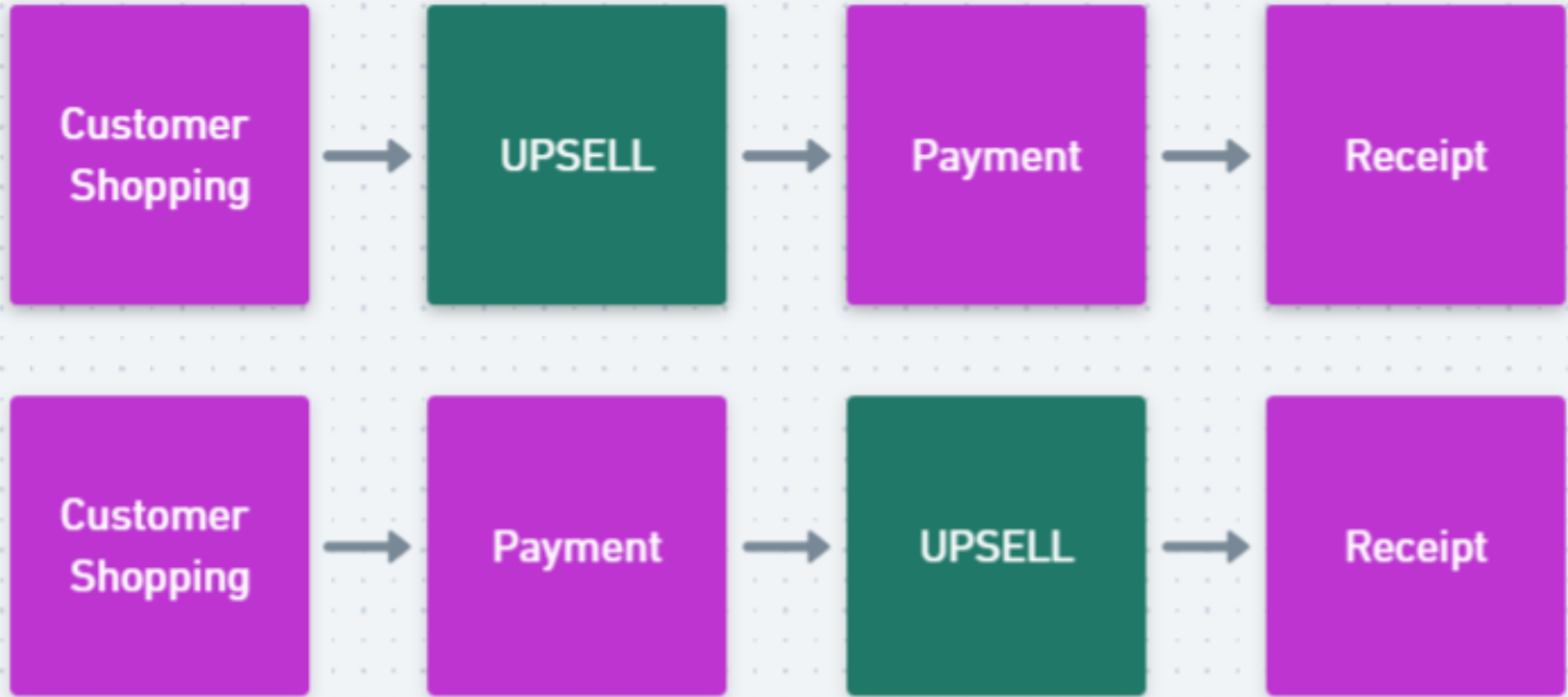
How to make your team sell more

- Monetary Incentives
  - Give them a spiff for selling a certain upsell to packages
- Time Incentives
  - A PTO hour that they earn so that they can leave home early one day and get paid still
- Gift Incentives
  - Person who sells the most at the end of the month will get $100 Amazon gift card or Movie Theater card (examples).

Party Contact Sequence

- Same Day As Party Booking
  - Call Customer and Introduce Yourself - Take some notes on the customer and the situation (adults coming to, food allergies, etc.)
- 7 Days before the party
  - Email/text customer getting them excited and getting them to reply with how many parents are going to be coming - Mention food for parents
- 3 Days before the party
  - Final Check-in making sure everything is okay and seeing i they want to add any extra upgrades or food (incentivize the person calling).

On-Site Promotions

These are a form of Upsell & Cross-sell.
ABC: "Always Be Closing"

- Offer discounts on Attractions & F&B at your POS or throughout your venue
  - Guest WiFi Login Page Redirects
  - Bathrooms!
  - TV Screens & Digital Signage
- Examples:
  - Pay for two attractions now and a get $5 game card
  - Buy a $25 game card and get $2 off an Icee or soda
  - Upgrade to a Large Pizza and get $1 off a pitcher of beer or $2 off soda

Off-Site Impulse Promotions

Activate an impulse from your customers with your marketing to get them to take action immediately.

- The impulse can lead to near-term use or as a bounceback or birthday promotion that will be saved for the future
- Should be delivered via digital channels for ease of impulse action:
  - Website Popups
  - Email
  - Social Media
  - 3rd Party Channels like Tourism websites, Local Directories

Email & SMS Strategy

- Birthdays
- Holidays and Promotions
- Events
- Important & Valuable Information that is relevant to you

Pro Tips:

- Build A FB Group for your community
- Facebook Messenger Blasts

Type	Name	Start	Sent	Delivered (%)	Clicked (%)	Read (%)
🔵	July 23 Offer	21 Aug 2019, 05:08 (UTC -04:00)	13166	12551 (95.33%)	424 (3.38%)	11459 (91.30%)
🔵	BOGO First week of Au...	30 Jul 2019, 06:32 (UTC -04:00)	13028	12493 (95.89%)	0 (0.00%)	11648 (93.24%)
🔵	JUNE 20 OFFER	19 Jul 2019, 07:16 (UTC -04:00)	12963	12463 (96.14%)	523 (4.20%)	11800 (94.68%)
🔵	BOGO Entry	10 Jul 2019, 06:11 (UTC -04:00)	12892	12193 (94.58%)	0 (0.00%)	11117 (91.18%)
🔵	Offer Valid Before 11...	19 Jun 2019, 06:36 (UTC -04:00)	12721	12084 (94.99%)	0 (0.00%)	11181 (92.53%)
🔵	🎉 School is OUT!! W...	19 Jun 2019, 06:33 (UTC -04:00)	12726	12092 (95.02%)	4017 (33.22%)	11241 (92.96%)
🔵	📅 3 Days Left! Our ...	28 May 2019, 06:04 (UTC -04:00)	12631	12106 (95.84%)	0 (0.00%)	11518 (95.14%)
🔵	📣 WE PROMISED! We h...	26 Sep 2018, 02:16 (UTC -04:00)	1162	1161 (99.91%)	876 (75.45%)	1156 (99.57%)

QUESTIONS?