

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

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Group Sales Strategy

Implementation and Evaluation Methods That Lead To Success

Jordan Carter, Silverwood Theme Park

Madison O'Bagy, Lagoon Amusement Park

Renee Ambos, Fun Spot America Theme Parks

Steve Carey, Silverwood Theme Park



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COVID

How Have You Been Affected By COVID Pandemic Over the Last Two Years?



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- Flexibility
- Communication
- Move to Online
- Forgiving Cancellation Policy

95%

Loss in Group Sales
Attendance in 2020



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- Consistent and aggressive reach outs to old clients
- New pricing structures
- New Promotions
- Restructuring
- Taking advantage of the COVID as an opportunity for change

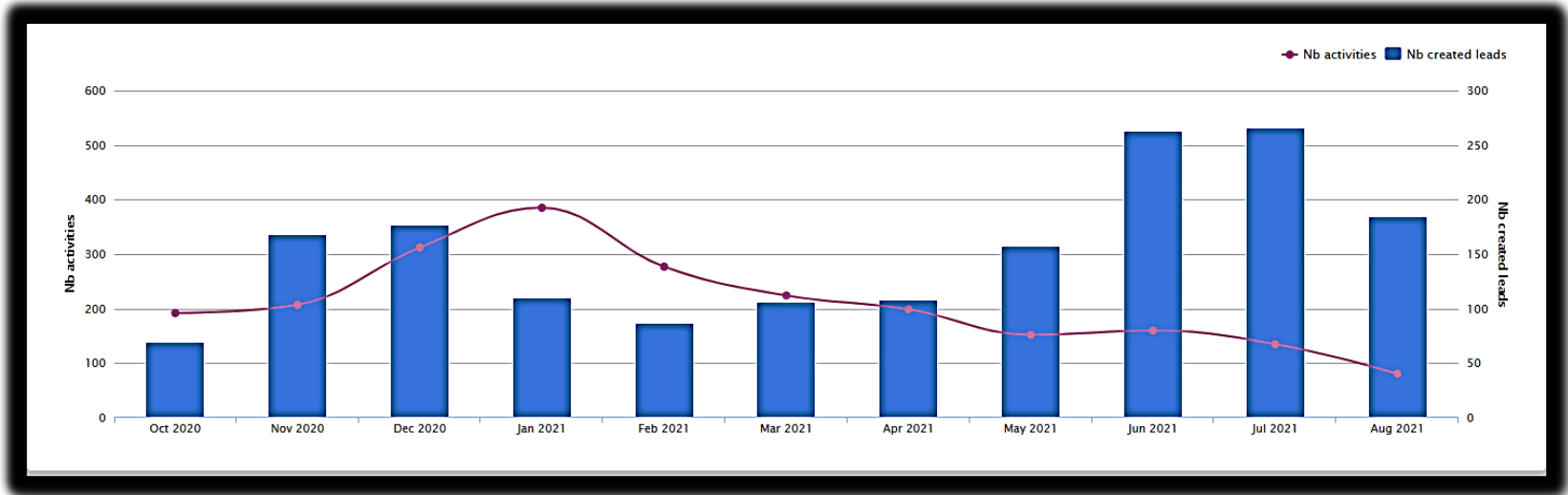


- Front Gate
 - Parking, Ticket Sales, Season Pass Desk, Entry Gate, Group Window
- Added Guest Relations
 - Call Center
 - Information Center
- No office visits or tradeshows
 - Reservations – 72 hour guarantee
 - Smaller, more efficient team
 - Increase prospecting





Activities by Date October 1, 2020 – August 31, 2021 – 22% Prospecting Increase





- Restructuring the team
- 80/20 on Group Markets
- Timeshare/Consignment
- Targeted Group Events
- Strengthened our Partnerships
- Flex ability deposits/refunds



Finding Business

How Do You Find New Business And How Do You Retain Groups?



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- **NoCRM**
 - Our 2nd CRM
- **Find-Win-Keep**
 - Look for new bookings, maintain past bookings
 - On the road – At your desk
- **Chambers & Tradeshows**
 - Work with them to find new business, network and attend the rare, in-person event





- Families, Churches, Sports and Corporate targeted Campaigns
- Introduced 2 Group Events:
 - Night of Gold - 90% new group business
 - Band Blast – 100% new group business



- Loyalty
 - Creating and maintaining strong relationships with clients
- Networking
 - Utilizing local chamber events
- Marketing
 - Email reach outs, targeted campaigns



Commission

What Is The Breakdown For Your Sales Team
Commission Structure?



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- Monthly goals assigned based on last years revenue
 - 3% of total revenue produced, on a monthly basis is paid to each Sales Manager for their territories
- Example: \$100.00 in Revenue = \$3.00 Commission



Overall Commission Breakdown:

- Attendance
 - Meeting a minimum goal, additional for meeting the reach goal.
- Individual Meals Sold
 - \$0.14/new catered meal, \$0.07/returning catered meal, \$0.10/combo meal
- Team Goals
 - Overall team attendance numbers, performance within the Lagoon team
- Special Assignments
 - Additional assigned responsibilities



Overall Commission Breakdown:

- Tickets
 - 20 cents per actualized ticket
- Catering
 - 4% of actualized revenue
- Team
 - Season bonus based on YOY increase
- Season Passes
 - No commission
- Consignment
 - No commission



Group Market

What Is Your Group Market Breakdown and What Are Your Plans For Increasing These Markets in The Future?

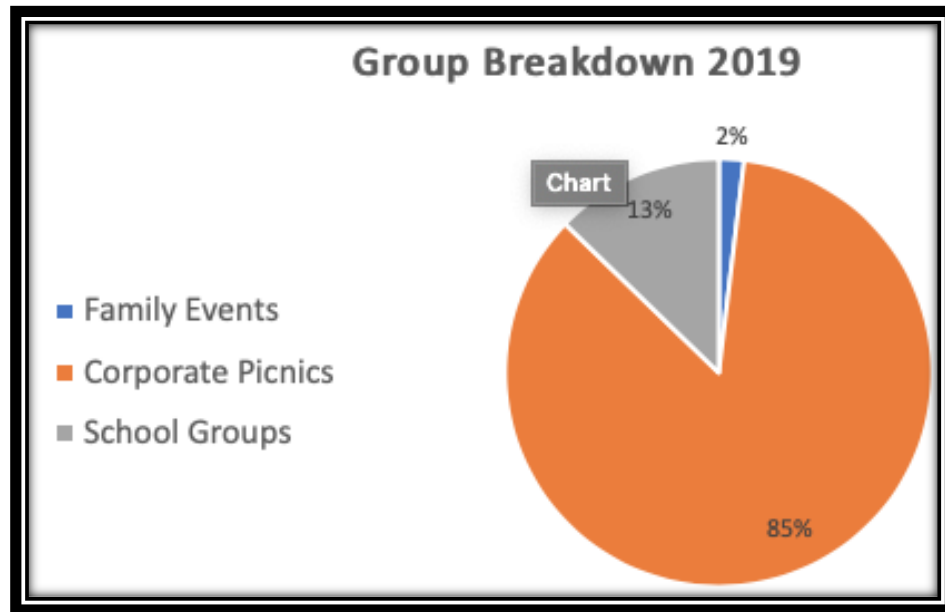


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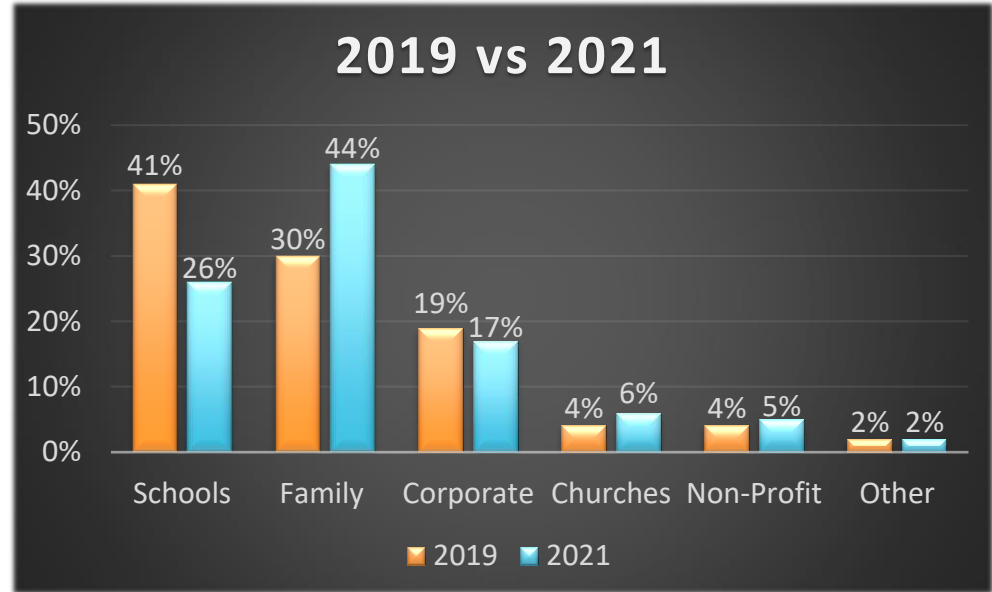


81% of Lagoon's Groups
are from Utah.



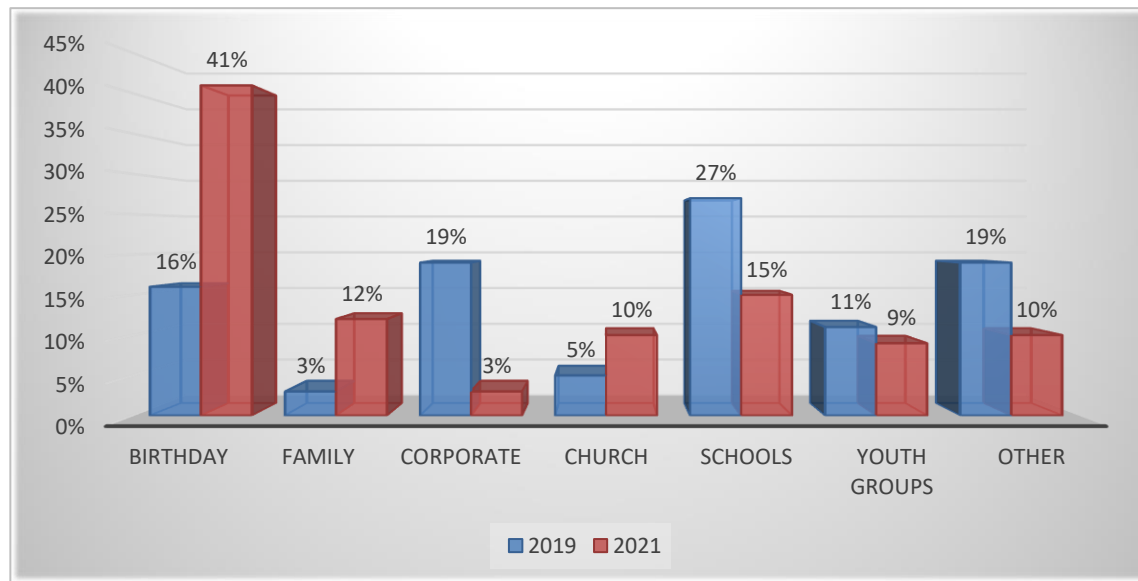


- Most of our school bookings are in Washington State
- Corporate started to bounce back until August





- “Birthday” is inflated due to the decrease of revenue in other markets
- Birthday and family groups have the lowest retention
- We have 85% retention with the other markets



Hiring

What Are You Looking For When Hiring New Team Members?



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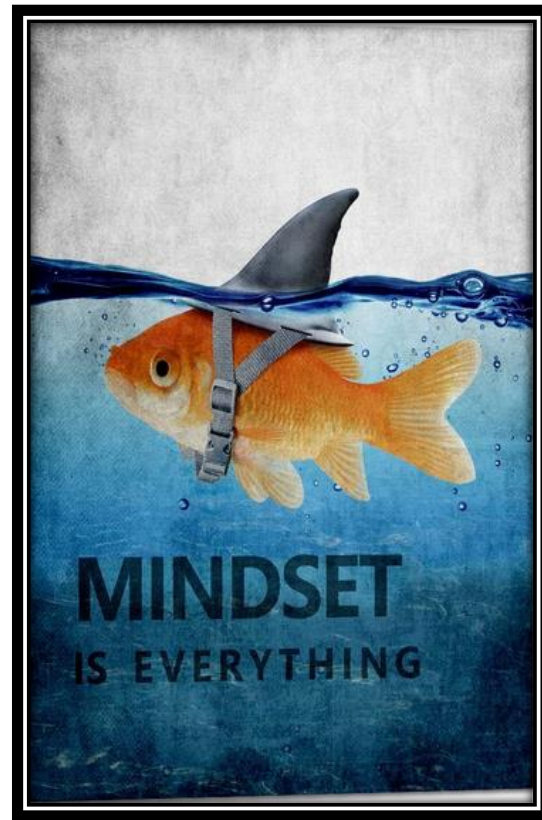


- Personality
- Fit
- Employment History
- Connections
- Sales Results
- History of Improvement





- Promote from within
- Past work experience
- Competitive spirit
- Personality based on the Markets
- Fit within the Fun Spot Culture





- Promote from within
- Team Players
- Personable



Questions?



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