Delivering a Connected Guest Experience at your Attraction
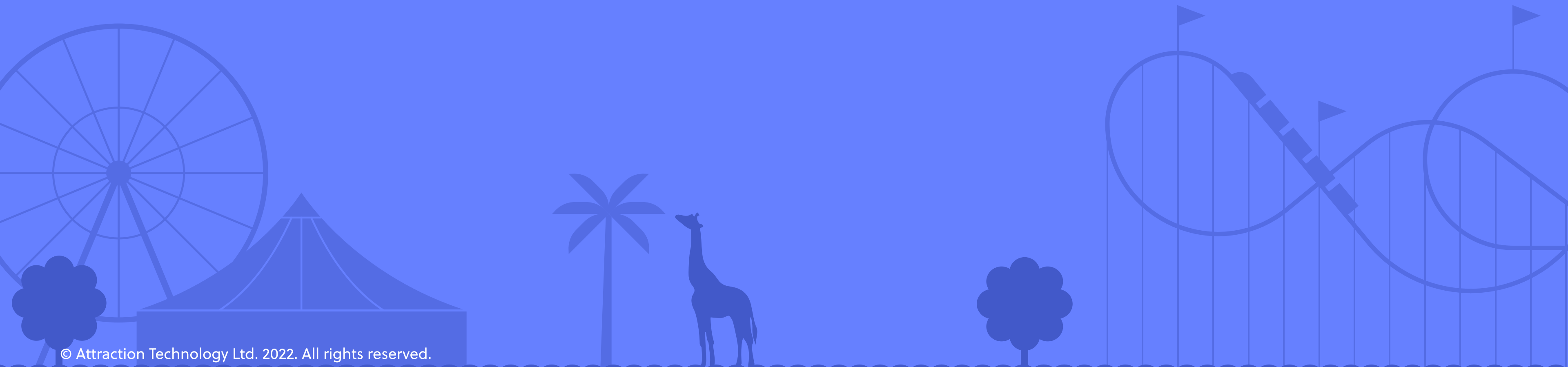
Attractions.io

Digital natives now account for over 50% of your guests.

This tech-savvy generation considers technology, specifically the web, messaging apps, emails and social media to be an integral and necessary part of their lives.

And they think, learn, and understand the world around them differently from their predecessors.

💡 **What is a digital native?**

The term 'digital native' describes a person who grew up with technology that is by and large, now fundamental to their social, educational and professional lives. The term contrasts with 'digital immigrants' who were born before the digital age, and have swapped analogue activities for digital alternatives.

Characteristics of digital natives:

Relying on this ability to access information and services at all times, digital natives are accustomed to an on-demand lifestyle. They value speed and have little patience for waiting around.

⭐ 60% of under 45s want all episodes of a new TV series to be released at the same time.

📷 69% of adults will happily spend extra to reduce the time they have to wait to enjoy a new product or service. On average, adults will pay up to 21% extra to access the services and experiences they desire faster.

Digtial natives' expectations are changing:

Online businesses like Netflix, Uber, and Amazon reinforce digital natives' expectations by consistently improving the accessibility and delivery of their products and services:

The median wait time for an Uber vehicle is just 3 minutes, 8 seconds in the US. (Meanwhile, 60% of traditional taxi riders still wait over 20).

Amazon now offers same-day delivery in the US and Europe.

Personalized Netflix recommendations generate 80% of viewer activity.

These friction-free interactions influence consumers' expectations of other experiences – including how they spend their leisure time.

"We live in an age of instant gratification. You want to buy something – you go on Amazon and it arrives the next day.

You want to watch a movie, log on and watch a movie – you don't check movie times. You want to watch a TV show? You don't even have to wait week to week"

Simon Sinek

Author & Inspirational Speaker

What does this mean for attractions?

entertainment on-demand

You are no longer just competing with other physical attractions when you're battling for a share of people's leisure time.

You are also competing with digital experiences – and the convenience they offer.

This pressure is only likely to increase. With plans already underfoot to build a virtual theme park, hybrid and digital entertainment experiences are set to explode in the next decade.

at home VR experiences

The Problem

In-person experiences often don't meet the needs of today's guests.

In their digital lives, your guests can access almost everything they want, when they want it – without waiting around.

They know that technology exists to solve their problems and they expect to see it used effectively at the location-based businesses they visit.

Being impatient, when they encounter friction that they know could easily be eliminated, they're quick to switch their loyalties to the brands and experiences offering a smoother customer experience.

⭐

Won't be visiting again...

Ridiculous place if you have a disability, no information provided, and expect to queue and queue and queue some more...

⭐

Half of the rides were shut!

Charge full price, but most attractions were closed, with no communication. Very dissatisfied. It shouldn't be open or not charging full price.

⭐

Where do we go?!

Was there a show on? There were no signs up to say what was happening, poor communications from the park.

⭐

Park map is rubbish...

The map wasn't detailed at all, we ended up walking down random paths to find the roller coasters.

favourite animals on the park map board, so we just didn't see them...

⭐

Missed out on activities

Booking activities online was difficult, with constant error messages happening when I tried.

⭐

Queues, queues & queues

Expect to wait 60-90 minutes a ride even on wet quiet days.

⭐

Food very expensive

The biggest problem though was the food, I would 100% recommend you take your own food.

⭐

Didn't see many animals!

Sources of friction in the guest journey

When digital natives head out to real-world experiences, they often encounter friction that impacts on their experience:
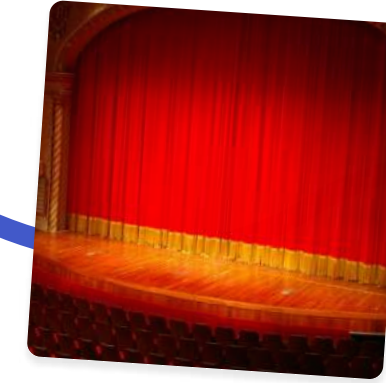

| Difficulty Parking | Queuing at admissions | Finding facilities | Long wait times for rides | Queues for eateries and activities | Missing shows & talks | Difficulty navigating | Photos only available from one location |

They believe that technology should solve common inconveniences like this and be used to create a seamless guest experience.

The Solution

Deliver a connected guest experience

It's time to up your game and deliver a connected guest experience that meets the expectations of your digitally native visitors.

It should be seamless, connecting every touchpoint to minimise the friction encountered by guests during their visit.

Anything less won't be tolerated for long by a generation of guests with an expectation that this is the minimum level of service you should offer.

59%

of digital natives say experience tech makes them more likely to revisit. While 44% say the use of tech encourages them to stay longer.

Theme Park Tribune

What is a connected guest experience?

A connected guest experience recognises that today's guests' expect world-class digital support before, during and after their visit to your attraction.

It provides this for them by connecting all the tools they need to plan and experience an exceptional day out into a single, easy-to-use visit companion.

Satisfaction

Spend

Loyalty

Engagement

Awareness

Advocacy

Deliver an experience that delights your largest visitor demographic

The old way:
On site – on your own.

❌ The guest experience is a rollercoaster all of its own, with guests riding high and low during their visit.

❌ Your tech doesn't talk to each other: you have point solutions for ticketing, photos, food and more that disrupt the guest journey.

❌ Your data sits in silos – without a holistic view of the guest journey, you can't offer guests the personalisation they expect.

The new way:
Your Connected Guest Experience.

✅ Every touchpoint your guests encounter is connected, integrated and designed with their needs in mind.

✅ Your point solutions are integrated into a single interface that spans the entire guest journey, putting everything guests need to manage their day in their hands.

✅ Visitor data from multiple sources is consolidated, organised, and actively used to improve guests' experience.
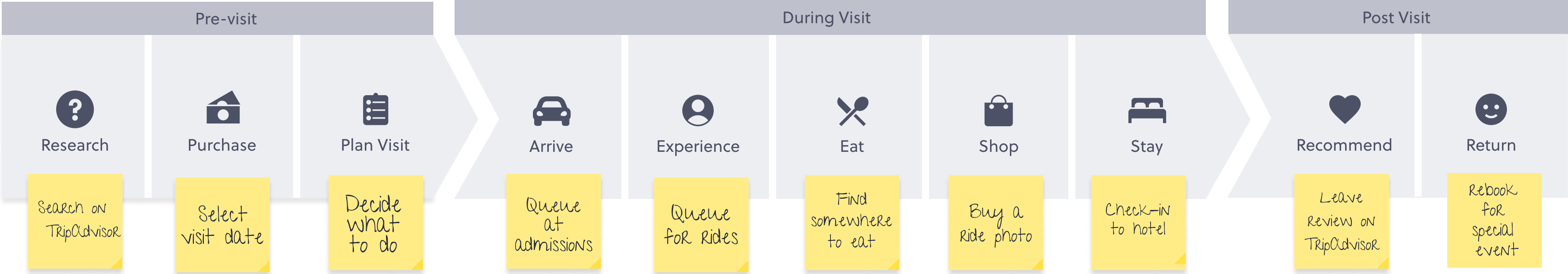
The three components of a Connected Guest Experience

Building your connect guest journey

1. Your digital companion

A digital companion spans every touchpoint in the guest journey, and makes the tools and information guests need to plan, experience and reflect on their visit accessible on demand. Think of it like having a personal guest services advisor on hand 24/7.

| Pre-visit			During Visit					Post Visit	
Research	Purchase	Plan Visit	Arrive	Experience	Eat	Shop	Stay	Recommend	Return
Search on TripAdvisor	Select visit date	Decide what to do	Queue at admissions	Queue for Rides	Find somewhere to eat	Buy a Ride photo	Check-in to hotel	Leave Review on TripAdvisor	Rebook for special event

2. Integrated technology

Only offering point solutions for ticketing, photos, food ordering and ride ops creates a disconnected experience for guests and operators.

That's because point solution providers focus on an isolated element of the guest journey, rather than thinking about it holistically. And as a result, your data gets locked up in silos.

By integrating these systems within your digital companion and ensuring they communicate with one another, you can deliver the seamless experience your guests expect and combine data from multiple sources to understand your guest's needs better.

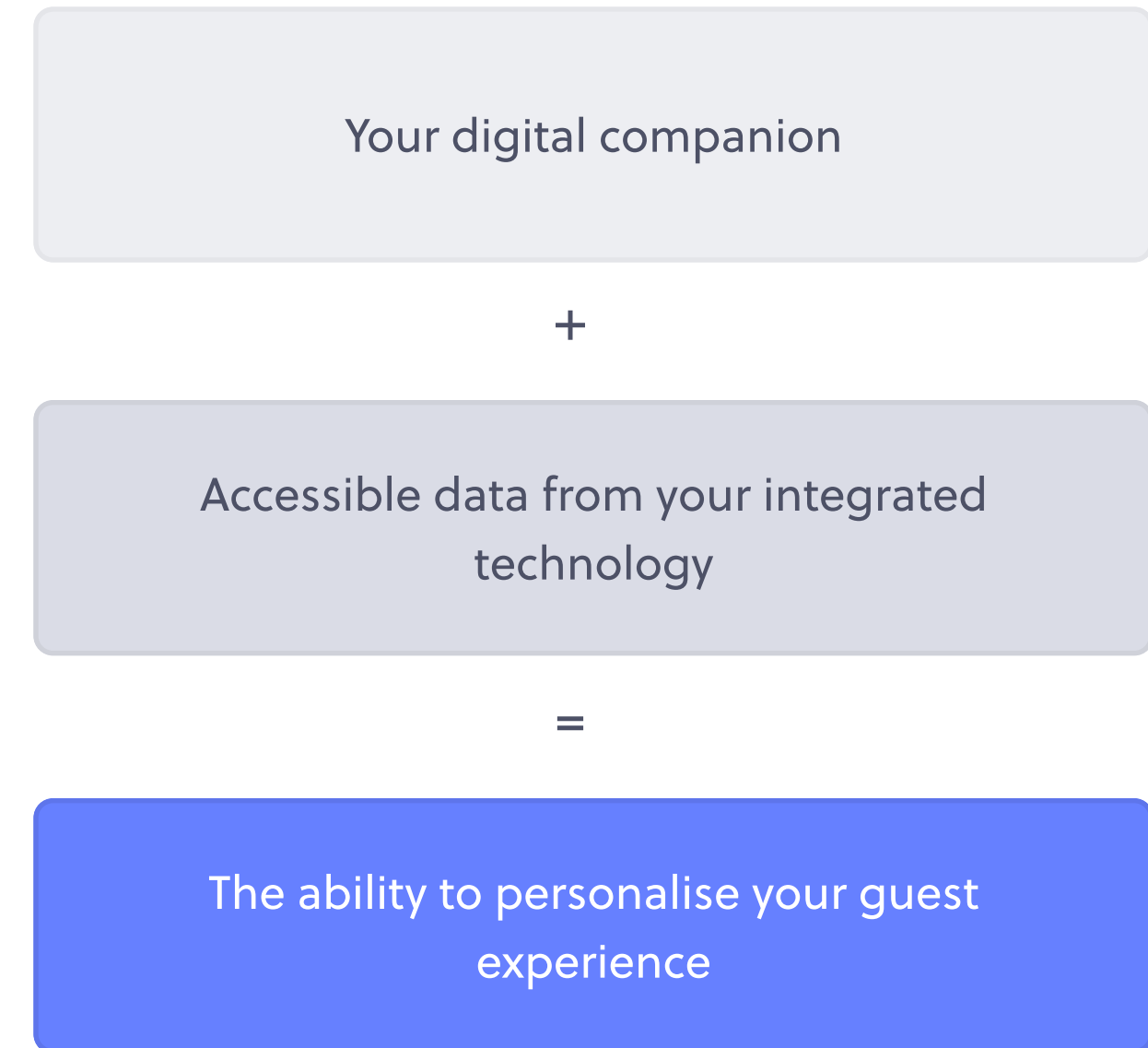💡 **PS. Attractions.io is vendor agnostic.**

We integrate the attraction industry's best ticketing, queuing, photo and KDS solutions with our guest experience platform to create a single guest interface. Ask us for recommendations!
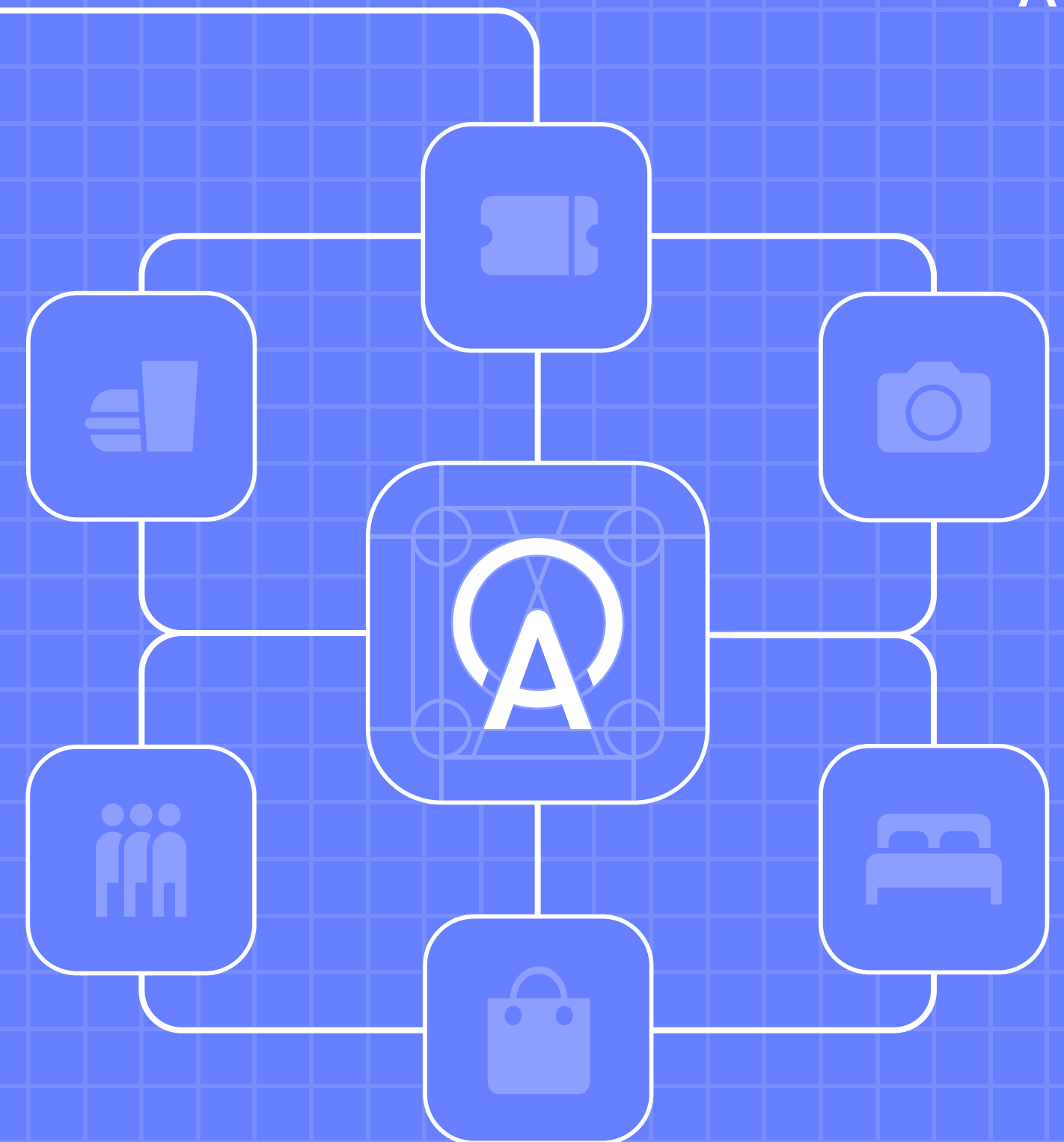
3. Personalised experiences

Take a leaf out of Netflix's book and use guest data to deliver the hyper-targeted experience today's digitally native guests expect. Increase satisfaction, spending and loyalty by letting them know about the events, offers and experiences that match their preferences.

✓ 93% of companies using personalisation increased their revenue last year.

✓ 81% of consumers are willing to share basic personal information in exchange for a personalised experience.

✓ 79% of consumers agree the more personalisation tactics a brand uses, the more loyal they are to that brand.

Your digital companion

+

Accessible data from your integrated technology

=

The ability to personalise your guest experience

What's Next?

How we can help

We built Attractions.io to help attractions thrive in the digital age.

Our guest experience platform integrates with your existing tech stack to deliver a connected guest experience that delights today's digitally native guests.

✓ Break down data silos

✓ Connect every touchpoint

✓ Reduce friction

✓ Influence NPS & spending

Our mobile app technology powers exceptional visitor experiences for:

What do guests say?

96%
Say apps powered by our platform make their visit better.

4.8 ★ ★ ★ ★ ★
Average app store rating.

★ ★ ★ ★ ★
Wow! Wow! Wow!
I never thought it could be easier to access your pass for your entry! I also really like the map accessibility, it's easy to get to rides and attractions.

★ ★ ★ ★ ★
Loved this app!
From booking dining reservations to knowing where everything is and what was going on in the park. Everything you need at the palm of your hands.

★ ★ ★ ★ ★
Awesome
The best app! I love the park and this app helps complete and complement the experience.

★ ★ ★ ★ ★
Very very useful
Very easy to use. I love that our membership passes are readily available in the app.

How we can help

Deliver your own connected guest experience.

Our solution consultants can help you review your current guest journey and take the first steps toward building a connected guest experience.

Book a 30 minute call too:

✓   Review your current guest journey

✓   Evaluate your existing tech stack

✓   Understand the next steps for your business

Book a Call