

The RocketRez Guide to Elevating the Guest Experience

A 5 Part Series by RocketRez



Four Phases of the Customer Journey

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Elevating the Guest Experience

Part I

Spending any amount of time in the travel and tourism industry reveals how crucial the guest experience is to the overall success of any tour or attraction.

This five-part series outlines key elements of the guest experience, why each one matters, and the strategies to improve the visitor experience through each phase of the customer journey: from research, booking and pre-visit, to real-time on-site communication and beyond.

Part one will cover the four main elements of the guest experience, how to capitalize on them, and break down the different types of client experiences. It will expand on areas to avoid, and others to strive to perfect.

Established operators in the travel industry know that it's because client experience matters above all else. At RocketRez, it matters too.

Proof is in the Pudding

Numbers don't lie. Guest experience is paramount to continued business success. According to HubSpot¹:

66% of customers expect companies to understand and accommodate their needs. (Salesforce)

82% of customers expect retailers to be able to meet their expectations and accommodate their preferences. (Salesforce)

1 in 4 customers are willing to spend upwards of 10% more if they know it will bring them high-quality service. (Forbes)

Companies that are focused on customer experience are **60% more profitable**. (BrightLocal)

If that weren't enough, in a report released by Forbes², **it was determined that 96% of clients claim that strong customer service is a critical motivator in brand loyalty**. In that same report, Forbes³ also stated the number-one reason clients choose another institution is due to poor guest experience.

If it were ever unclear as to whether guest experience makes a tangible business difference, these statistics should put uncertainty to rest.

Guest Experience From Start to Finish

Those unfamiliar with the guest experience may think it starts at gate admission and stops when leaving the attraction, but that simply isn't true. According to a Nuance Enterprise study published by HubSpot,⁴ 67% of customers prefer to use self-service research options instead of speaking with a company representative. Guest experience begins the moment a potential visitor searches for something to do in the area they're visiting, and carries through to weeks, months and in some cases a lifetime after leaving the venue. Breaking down each step of the guest process, and why they all matter, here are the four operational phases of the customer journey.

Research

Guest experience starts the moment a customer starts planning their visit to a city and searches for activities to do. According to a June 2022 study from Arival,⁵ direct purchases via offline channels, which primarily reflects direct walk-ups to a ticketing office, dropped from 54% to 36% from 2019 to 2022. It's important to have tools and strategies put in place that will increase visibility and appeal to potential guests who are now searching and purchasing online more than ever – a trend unlikely to reverse.

Buying advertising space is a quick and effective way to improve the chances of being seen by prospective customers. Offering last-minute deals on tours or general admission is a sure-fire way to increase appeal.

Once clients reach a website, it's essential their experience be straightforward and user-friendly. Ensuring clear navigation systems, providing information about each aspect of the attraction and making customer reviews readily available allows visitors to stay engaged on the site rather than bouncing to the next result in the Google search. Details on what customers can expect from the experience, and what they should bring to be adequately prepared set up a better experience down the road. Pricing must be transparent.

Booking and Pre-visit

High-quality guest experience continues through the booking process. If booking an outing is a complex and long-winded process, customers are increasingly likely to look elsewhere for the same service. This is shown in data from Forrester Consulting published in Forbes⁶ that companies leading in customer experience outperform their competitors by approximately 80%.

Once the tickets are purchased, the opportunities to delight the guest become endless. Pre-visit communication is among the most important elements in delivering a great guest experience.

Pre-visit email and text messages not only prepare the guests for the day of their visit, but also open up new revenue

opportunities. Upselling to better ticketing packages, pre-selling food and beverage, and delivering timely information about the weather, parking, and arrival times all lead to increased sales and an improved guest experience.

Since the ticket purchase is complete, guests tend to view any additional costs as a separate budget. This is usually distinguished between the advance ticket purchase and the day-of food & beverage or retail.

With the opportunity to engage pre-visit, a third budget may be available for these promotions. Pre-ordering food & beverage or paying for parking can easily lead to a larger spend on site for retail items, or specialty access at the attraction. All of these are regarded as improvements in the overall guest experience. Pre-ordering food means less time waiting in line. Pre-purchasing parking guarantees a smooth experience in the first moments at the venue.

On-site

The guest experience comes to a head when they reach your attraction. When most people think of guest experience, they think of their time on-site. After all, according to a Deloitte study published in 2018, customers tell an average of nine people about a positive experience with a brand, and approximately 16 people about a negative experience. It is paramount you implement strategies that will make that experience easy, straightforward and accommodating.

Be sure there is clear access to the venue, and be mindful of accessibility issues (wheelchair ramps, handicap parking, braille signage, etc.).

Improving on-site experience also means having staff in place who can facilitate traffic, answer any questions guests may have, and address any concerns that arise.

Furthermore, it's crucial that you communicate any attraction changes or closures before your guests arrive, so they have accurate expectations.

Post-visit Engagement

After the parking lot has cleared and the lights have turned off, remember that the guest experience still isn't over. The things that happen post-visit are some of the most important for you as a business owner. 73% of consumers say a good guest experience is key in influencing their brand loyalty, according to the PWC 'Future of Customer Experience' survey.

Implement social media and email campaigns thanking your guests for their business. Create forms that allow customers to submit feedback on their experience and how it could have been improved. Ask guests to submit a positive review if they were happy with the service. Maintain open (but not invasive) lines of communication with past clients, promoting current events and offers. Take any feedback you do get and actively work towards implementing solutions. Your customers will not only feel valued, but it will improve your business optics down the road.

Types of Guest Experiences

When it comes to the type of experiences, it can be broken it down into three categories. First, there is the 'Aggravating Experience', which typically yields negative feedback from clients. There's friction throughout the journey and guests feel frustrated. Second, there is the 'Seamless Experience' that garners no complaints and positive feedback from customers. It's so smooth that it's unnoticeable. Third, there is the 'Delightful Experience', which goes above and beyond for customers, generates lasting results and earns patron loyalty.

The Aggravating Experience

A traveler books a last-minute ticket to a modern art museum in the city she's visiting. The website was slow and difficult to find tickets to the exhibit she wanted, but eventually completed the purchase. She never received confirmation but upon calling customer service was assured that tickets would be waiting for her on site. Upon entry, she waits in a lengthy line to pick up will-call tickets, and misses the time window for the special exhibit she was excited about seeing, cycles through the rest of the attraction being bumped and jostled among the peak crowds. With an already-soured attitude, she is too frustrated to indulge in any concessions after seeing that food and beverage options are cash-only. She calls it a day early and heads home. She leaves a one-star review on Trip Advisor and never returns to the museum.

The Aggravating Experience is one that should be avoided at all costs. It's riddled with misinformation, errors in booking and payment, miscommunication and lack of on-site clarity, and tone-deaf post-visit follow-ups. Mistakes happen, but many of these could be avoided. Digital ticket delivery ensures a coordinated entry and gives opportunity for pre-visit instructions on when to arrive and where to go. Timed entry would also spread the guest throughout the day, resulting in smaller crowds and better viewing. Even with cash-only options, smaller lines and a better experience at every other touchpoint may have led to a food & beverage purchase, an energy recharge, and a better final portion of the day. Receiving incessant messages requesting donations was not an ideal follow-up to the negative review.

The Seamless Experience

A family goes to the renowned city zoo. They purchase tickets online and receive a QR code linked from a text message to use as their admissions tickets. They skip the line, scan in and explore the zoo exhibits at their own pace. This frees up a window in their day to check out an added exhibit they were able to add to their ticket package while on site. They have a sit-down lunch and spend some time in the gift shop while the kids pick out souvenirs. They leave no review, but share a ton of photos on their socials. They'll be back again, with friends.

Throughout the Seamless Experience, user processes are straightforward and carried out without issue. The online booking is user-friendly and easy to navigate, On-site resources - washrooms, concession stands, event schedules, and wait times - are effectively implemented and visible. Traffic flows, wait times are minimal, and the technology all just works. While the Seamless Experience is perfectly acceptable, the top tours and attractions aim much higher.

The Delightful Experience

A traveler purchases tickets to an island historical site that she had first seen on Tik Tok with hundreds of comments about how great it is. Two days before the visit she receives an email with links to pre-pay for parking, and directions with the fastest and safest routes. On the morning of her visit, she received an SMS with the weather forecast and suggestions on what to wear. She was greeted by staff as she approached the dock and guided to the boat and throughout the day. She boards a ferry at an accessible public port using a QR-coded ticket delivered in a mobile web app. Her park admission ticket bundle includes a tour and meal voucher. Nearing the end of the tour, she receives a notification of discounted items in the gift shop, and that the ferry back will be delayed for 10 minutes. Returning home, she receives a friendly follow-up email requesting a review. In the following weeks, she receives more information about new exhibits and opportunities to get involved including a discounted rate on a membership.

The Delightful Experience goes above and beyond expectations. Websites are personalized based on the social post she followed to get there. Booking tickets includes a guided process to select which exhibits to include and which to pass on. Communication leading up to and on the day of the visit is tailored to the visitor's preferences and proactive. Clear and effective follow-ups are made with genuine intent of improving the business.

In the tourism, attraction, and service industries, it is critical not to overlook any aspect of the customer journey throughout its four phases - research, booking and pre-visit, on-site, and post-visit). Implementing simple but effective strategies when it comes to advertising, web development, booking and payment processes and communication and engagement sets attractions apart from the rest. Avoiding the 'Aggravating Experience', setting the 'Seamless Experience' as an expectation, and charting a trajectory toward the 'Delightful Experience' is the first step in building brand awareness, generating more demand and achieving long-term success.

Strategic Marketing that Improves the Guest Experience

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Part II

The tourism industry is an absolute force in the world of digital marketing, estimated to have spent more than \$6 billion on digital ads at the height of purchasing in 2019. The trend will continue. It's estimated the industry will have fully rebounded from the shock of the COVID-19 pandemic by 2023.¹

Many companies in the industry see the value in building the capability in-house to elevate their brand and acquire customers through direct digital marketing, alongside their traditional distribution channels like Online Travel Agencies (OTAs) or reseller networks. The ability to target guests where they live, or where they're visiting, with highly relevant offers built to increase conversion and build brand loyalty is valuable – and worth paying for.

The question is, why does this strategy have to end after purchase? What other business goals can it help? Are operators using digital tools to add value at every touch point along the customer journey?

A new era of operators is breaking the walls down between digital and on-site strategies and services to build holistic relationships with their audience.

We like to call this The Infinite Guest Experience, where operators build a lifelong relationship with their customers offering them varied content, experiences, and products – and improving their offers based on the data they acquire. This allows them to transform transactional customers into members, brand ambassadors, and donor supporters.

"We want to become part of the decision-making tree for families to come to Maui. If we do things right, they will visit our brand several times before they physically come here. They sign up for newsletters, read blogs and follow us on social media. Then when they are here, since we know people spend an average time here of 7.82 days, I want them to visit the first or second day, and it will set the tone for their entire visit. We have a high rate of return visitors."

Tapani Vuori, GM of Maui Ocean Center

The strategies to accomplish this are largely unchanged over the years, but the mediums have changed dramatically. Cloud-connected software can deploy content, promotions, offers, and feedback opportunities that are hyper-targeted in audience and timing. Best of all, cloud-connected software is device agnostic. In the era of smart phones, mobile communication presents massive opportunities for engagement and conversion.

Leading ticketing platforms and attraction operators are implementing innovative ways to engage their audience before, during, and after their experience, and across multiple product lines, to drive incremental and net new revenue for their business.

¹ Statista Research Department. "Travel industry digital advertising spending in the United States from 2019 to 2023." Statista. July 7, 2022.

Before Event

There are more ways than ever to introduce a brand, send out offers, and use the data and feedback to refine campaigns. Digital marketing is the first touchpoint in the customer journey and should be measured with specific goals.

In organizing a digital marketing strategy for tours and attractions the following questions should be addressed up front:

Does the online creative content grab customers' attention?

Is the content shown on the guests' preferred platform? In their preferred format?

Is the website and ticketing engine optimized to capture purchases on any device?

What are the opportunities to communicate with customers before and after they purchase a ticket?

All these factors combine to create a first impression for the attraction, which will last right through to after their visit, when they are likely to leave a review or refer their friends.

Here are some thoughts to consider when looking to enhance the guest experience with digital marketing.

Own your distribution, own your brand

Much like Apple building their own network of retail outlets, or Louis Vuitton insisting their stores stand-alone in only certain neighborhoods, controlling the digital advertising gives control of the path the customer takes to ultimately purchase a ticket.

Modern tour and attraction operators are growth-oriented and social savvy. More than ever before, these businesses are arming themselves with a team of elite performance marketers to build demand for themselves, and not rely as heavily on third-party distributors and marketplaces that own the customer relationship.

Benefits of a performance marketing team generating demand for direct sales:

- No OTA commissions
- Control of your brand and checkout flow
- Own the customer data (name, email, opt-in, SMS)
- Own the retargeting ads (Meta pixel or Google Display)
- Detailed conversion tracking
- Other tools (Abandoned cart recovery, website heatmapping, chatbots)

While OTAs and reseller networks can be great distribution partners, there are situations where they simply do not put the interests of the attraction front and center. It's difficult to justify a commission during peak season and demand is at its highest. It can also be counterproductive to have an offer listed on a reseller site known for discounts as when profitability is the strategy.

Going back to the comparative example in both the above cases, think of Louis Vuitton being offered off the shelf at Walmart. With OTAs, tours and attraction tickets are being buried among the masses. The goal in direct sales is to stand out.

Content, measurement, optimization

What are the components of this “first leg” of the customer journey? This is a mix that will be established based on where the ideal customers live online, and the desired message they should receive. This will dictate the content strategy.

Example Message Types

- Fun and visual
- Expert instructional
- Persuasive and viral

Distribution Channels

- Paid ads
- SEO
- Email Lists
- Social channels

Mediums

- Blog
- Photo
- Short video
- eBook

Content

- Infographics
- Photo-story telling
- Customer video testimonials
- Written ‘How-To’ guides
- Reviews and social Proof

This is by no means an exhaustive list, but it never hurts to reassess if the path that customers are taking includes a mismatch across any of these components.

Many tourism companies are very visual, which lends naturally to social media. But for an audience that likes to “geek out” on their product or service, they may be missing opportunities in blogging and email.

Experimentation can go a long way in determining the correct marketing mix.

Marketing costs money, but what’s the ROI?

There is a cost to acquire any customer, be it online or otherwise. However, this mentality sometimes holds operators back when they see a large price tag associated with their online ads. The key mantra to remember is – what is the ROI?

- What is the ad cost relative to the purchase?
- What is the ad cost relative to an OTA commission?

- What is the average order value (including upselling) from online channels?
- What is it worth to have cash in the bank and customer information days (or weeks) before the event?

Follow the ROI to the highest-performing channels and products using an analytics and conversion tracking software – Google ads + Google Analytics are a good place to start. Naturally, these are the purchases that give the customer the most value.

Check in on your Checkout

Modern enterprise and mid-market software provides the unprecedented ability to customize the checkout experience to reflect the brand style, include the desired flow of information capture and add upselling and cross-selling opportunities to increase add value to the product package and at the same time, increase the average order value. But before optimizing for additional revenue, start by optimizing to reduce drop-offs.

A modern checkout with cart abandonment features, re-engagement options and a smooth and user-friendly interface can restore one in six purchases which would typically drop off due to a bad user experience in checkout.²

² Unknown. “Abandoned Cart: The Ultimate Guide.” <https://www.unific.com>. Date Unknown.

Is it worth it?

Marketers, what is the impact of the following factors on the business:

- Saving 20% OTA commissions on a portion of ticket sales?
- A 10% increase in online conversions?
- Achieving a 7% repeat visitor rate?
- Converting 1.68% of your visitors to members?

These are some common outcomes that businesses experience when they focus on adding value at each point of their customer journey – beginning when customers are searching for things to do.³

³ “RocketRez: The Platform Advantage Report.”

During Event

Once the customers are in the door, the true omni-channel experience begins. Blend digital services with the physical attraction is the new wave of guest experience. This is where creative operators will set themselves apart.

It's a capability worth becoming great at, because secondary spending on-site at an attraction will account for a large part of the total revenue per customer. When customers have pre-booked and paid for their tickets, in their mind, the day of the event is a whole new set of transactions, and a whole new budget to spend on the best possible experience.

Here are a few ways to improve the guest experience while visitors are on site.

The omni-present mobile device

There are a variety of opinions when it comes to guest experiences on the day of the event.

Some operators are of the opinion that times have not changed, and the best way to operate is to direct their customers to a team of friendly and knowledgeable staff. Others are looking into the future, believing that RFID wristbands and biometrics will provide a stunning guest experience, after a large initial investment. To be sure, many of these opinions are biased by the operator's preference, and the specific vertical they operate in (RFID is a must at water parks, for instance).

While it largely depends on the type of attraction (water parks are very different from museums) offering a user-friendly interface delivered through the visitor's mobile device that enables visitors and operators to interact in real-time is gaining traction among mid-market operators looking to provide a Disney-like experience. This strikes a balance where customers get all the benefits of technological advancements, without having to wrap their heads around new or unfamiliar technology.

There may be some resistance to putting payment info

on a bracelet or authorizing facial recognition scanners to trigger a transaction, but functions performed on an iPhone where most people keep their most secure information is seeing limited push back. Particularly when delivery of tickets, payment links, booking tools, and special offers are delivered via SMS.

Consider the following statistics:

SMS open rates beat email by nearly **5x**.

Response rates to SMS marketing are **7.5x higher** than email.

64% of consumers think companies who text value their time, are progressive and would recommend them to others.⁴

The medium of mobile is highly effective in communicating with customers who are on the go. This is often the case with any live event, and certainly pertains to tours and attractions.

⁴ Guest Author. "12 SMS & Text Message Marketing Statistics That Will Surprise You." Rebrandly. October 9, 2018. <https://doi.org/https://blog.rebrandly.com/12-sms-text-message-marketing-statistics/>.

A mobile experience that augments the physical one improves the guest experience in several ways:

Operational tools to save time

Customers love to feel in control of their day, particularly when they oversee moving around the attraction with their family. Tools like a virtual queue, mobile food and beverage ordering, and a GPS map all complimented by push notifications and a chat operator on standby make guests feel that they have everything they need to plan a seamless and efficient day across the park.

Some of the functions guests can execute with a mobile web app:

- Buy tickets, food, and retail items
- Buy and store tickets to access easily
- Access photos, fill out forms, and fill out surveys
- Study your Site Maps and stay updated on wait times
- Communicate with a chat bot for quick help requests
- Use one QR code for admission and on site payments for food and retail.

Operational tools save operators time and money on customer service tasks, while providing a great guest experience.

Upselling & Cross-Selling tools to drive revenue

Upselling and cross-selling strategies are only as good as their relevance to the customer. For this reason, sending a customer a targeted push notification with a special offer is more effective when it is done on the day of the event.

Upselling on site using strategic marketing messages converts at a rate 7x higher than upselling online.⁵

Well-designed apps can transform guest mobile devices into a digital wallet for the purchase of food & beverage, retail items, and additional ticket packages.

Data to make decisions & improve the customer journey

Best-in-class operators like Disney and Universal have been offering customers their own proprietary phone apps for years. But they are among the very few who can command the download of a native mobile app. Browser based web apps as a guest experience delivery method such as RocketPass are the new norm and proving highly effective.

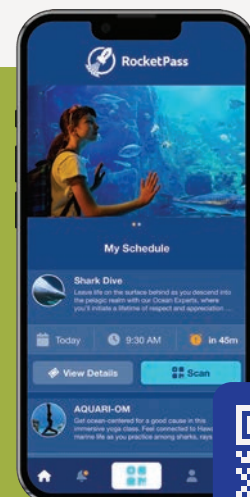
Beyond being a fun tool for guests, it is a data and analytics engine which provides operators with consumer behavior insights including which guests are likely to spend more, which are the most satisfied, and where opportunities lie to provide a more personalized experience.

If the data shows that customers that come in before 11 a.m. spend twice as much at your quick service food counter than those who arrive between 11 a.m. and 1 p.m., or that families of four are three times more likely to purchase an item from the gift shop than friend groups of 4, it becomes easier to confidently make some decisions about how to strategically market and promote tickets to maximize sales and profit.

⁵ Walters, Rene. 2022. The Ultimate SMS Guide for Tour and Activity Operators. TourOpp Go!

RocketRez has released the beta version of a mobile guest experience RocketPass. It transforms a ticket into a digital wallet to be used for purchasing any tickets, retail or food and beverage items all with a single QR code. It also functions as an information and communication platform delivered through an intuitive browser-based web app, available on any smartphone or tablet.

Sign up to join the waitlist!



After Event

One of the biggest advantages that technology affords operators is the ability to communicate with guests after their visit to keep them coming back and get their referrals in the hands of their friends. In 2022 and beyond, the guest experience doesn't end when the customer leaves. In a sense, it never ends.

Here are a few of the key methods:

User generated content

It's no secret that people love to share what they're doing with their friends and network. In effect, smart phones and social media have turned anyone who is interested into a content creator.

Potential customers are relying less on publications to let them know what to do in town, they are looking around at what their friends are doing. Reviews, likes, pictures and tags on social media all fall under the umbrella of user generated content, and it is one of the most trusted forms of recommendation a business can get, because it is authentic.

Consumers today have a high bar for authenticity - which is reflected in the following statistics:

- Consumers are **2.4 times** more likely to view user-generated content as authentic compared to content created by brands.
- A full **92 percent** of consumers trust recommendations from people they know, and 70 percent trust online consumer opinions.
- Nearly **80 percent** of people say UGC has a high impact on their purchasing decisions.⁶

Operators must look at what opportunities they are putting forward to let their customers be their content creators.

- Do they have a photo booth, or a photographer on-site?
- Are the photos customizable? Is there an appealing background?
- Are they high-resolution quality, worthy of a share on Facebook or Instagram?
- Do they have engagement campaigns like hashtags, mentions, like and share in exchange for a promotional offer?

There are many ways to enhance the guest experience by making it more interactive through user generated content. People love to be the star of the show.

⁶ Beveridge, Claire. "What is User-Generated Content? And Why is it Important?" Hootsuite. January 13, 2022. <https://doi.org/https://blog.hootsuite.com/user-generated-content-ugc/>.

The power of reviews

One very powerful form of user-generated content for tours and attractions is customer reviews. Positive reviews aid in discoverability, conversions and help to justify pricing decisions.

RocketRez has partnered with TourOpp Go! to allow operators on the platform to build automated sequences to request reviews from their guests, via SMS, at the exact time they are getting home – while the magic is still in their head. The result is staggering. TourOpp Go! customers average 24 more reviews per month versus their existing solution, totaling 288 additional reviews per year.

This level of activity on Google reviews will have a significant impact on search engine ranking to improve discovery from potential in-market customers. Then, when customers are searching for things to do online, there is nothing more reassuring than reading happy reviews from recent customers.

⁷ Walters, Rene. 2022. The Ultimate SMS Guide for Tour and Activity Operators. TourOpp Go!

Turning visitors into members, and then, into donors

Many tours and attractions, such as museums, galleries, zoos and aquariums, are funded significantly by donor contributions. On these balance sheets, contributed revenue is just as important as earned revenue.

For these operators, adding value beyond a transactional relationship with customers can yield tremendous results. On average, converting a visitor to a member increases their lifetime value 4.5 times more as a customer over a 10-year span, and membership revenue is smooth, recurring, and often paid upfront.⁸

Software tools can help track, measure, manage, and communicate with repeat customers to show the value of memberships and drive fundraising campaigns through donations from the most enthusiastic members.

⁸ Unknown. "Crunching The Numbers – Just How Valuable Are Your Members? (DATA)." Impacts Experience. April 9, 2019. <https://doi.org/https://www.colleendilen.com/2019/04/09/crunching-the-numbers-just-how-valuable-are-your-members-data/>.

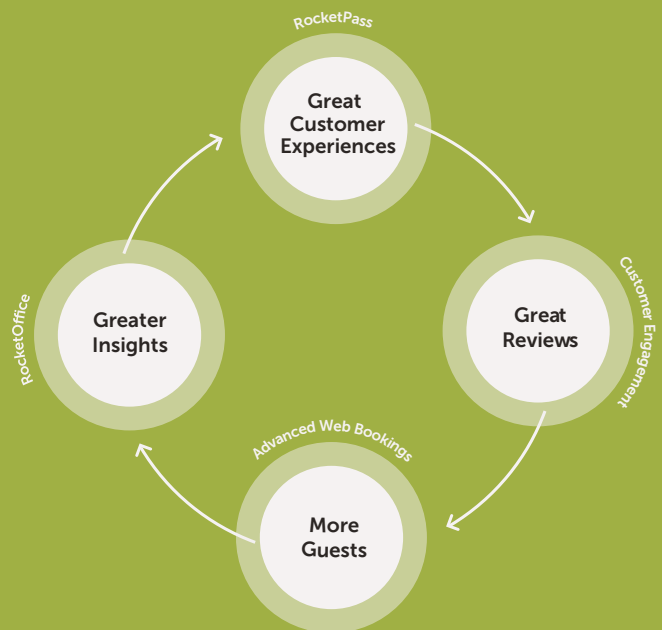
Conclusion

All marketing, in any business, has basically the same goal; generate more demand for the product or service. For every dollar invested, the goal is to get more dollars back.

In the context of tours and attractions, RocketRez thinks of this effect like a flywheel, where data is the foundation that leads to great experiences, more great reviews, and more revenue with less money spent on campaigns or promotions. The world of customer data is changing rapidly, and technology is available to the mid-market that is more sophisticated, at affordable prices.

Strategic marketing aimed at generating new revenue before, during and after the visit and delivering a great guest experience are part of the same operational flywheel. Great marketing is no longer at the expense of great guest experiences. When done well, it enhances it.

We recommend auditing your current process to see if you're taking advantage of digital tools to increase your customer experience, before, during and after an event.



Expanding the Experience with a modernized tech stack

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Part III

Tours and attractions are multi-faceted experiences, with wide-ranging products, venues, promotions and bundles available to offer.

The combinations are endless, and depend on the type of experience, and the audience it draws.

No matter what, expanding the operation involves either expanding product lines or increasing distribution. Part 3 of the RocketRez Guide to Elevating the Guest Experience focuses on how to strategically expand offers and capabilities to achieve maximum results.

In 2022 and beyond, elite operators are using their tech stack to increase revenue and improve their guest experience. They're able to quickly create and market new offers to a larger audience than ever before, enabled by cloud technology.

The following are common ways that tours and attractions leverage their tech stack to increase revenue while at the same time elevating their guest experience:

Cross-Selling Retail and F&B

Most businesses seek out ways to further monetize their customer experience. This is done by way of ancillary products and incremental revenue, such as retail products and food & beverage sales.

It has long been a tradition of attractions to funnel traffic leaving their venue out through the gift shop. Retail items has become a major revenue source as well as free advertising from satisfied guests donning t-shirts and hats promoting the attraction around town and among their friends and network of influence.

In the Guest Experience Revenue Effect research study, the RocketRez composite organization brought in 14% of its total revenue from retail sales.¹

Providing food and beverage options on site is another strategic method to generate new revenue, not just from the concessions sold, but operators have long known that guests need fuel. Specifically at an attraction where guests are spending several hours on site, being able to recharge and re-energize leads to more satisfied customers who spend more time and more money during their visit.

The composite organization drew 24% of its revenue from food and beverage.²

With a modern tech stack, operators now have the opportunity to not just provide these peripheral products, but to sell them together; bundle them, package them, upsell, cross-sell and use them to enhance the guest experience in a variety of ways.

With a unified ticketing platform, guests can now pre-order their food when they purchase their tickets, and with the proliferation of ecommerce, the endless aisle gift shop can now be available online, to purchase in advance and pick up on the day of the visit.

Online (Web Engine)

One-stop digital shops that allow guests to book tickets, buy merchandise and reserve dining arrangements in one fell swoop see a significant increase in order values. When done well, upselling and cross-selling effectively online in the ticket purchase checkout can increase average order value by up to 30%.³

The key to this is a great online checkout that includes affordable and complementary offers at the exact right time.

For example, a traveler is purchasing tickets to a boat tour around the city. Upon adding two tickets to the online cart, an offer is presented for discount price for two drinks with each of the tickets purchased. Knowing that passengers purchase an average of 1.5 drinks during the tour, and that the added cost isn't likely to dissuade the customer from completing the purchase, along with the improvement to their experience where they won't have to pull out their wallet to pay during the tour, this offer is a simple add-on that increases revenue above the expected average and improves the experience at the same time.

In-Person (RocketPass)

Historically, communicating with guests and finding ways to delight them was limited to their on-site experience. More recently with email and SMS marketing, social media and website chatbots, communication became much easier before and after the visit, with a noticeable gap while guests are on site.

Once again that script is getting flipped with innovative new technology such as the RocketRez mobile guest experience platform, RocketPass. Operators can now focus on real-time communication during the visit and leverage their new technology to drive sales and enhance the guest experience.

Once the tickets are booked and the day is planned, the time to showcase the attraction and focus on delivering a memorable experience is when a customer arrives on site.

95% of family travelers told a 2019 Trekksoft study that their priority was keeping their families entertained and happy. Most attractions now have an on site gift shop, and sell refreshments and snack foods to keep guests happy and fed. If there's an itch for something, an excellent guest experience should put in the best effort to scratch it.

An operator's investment in this strategy is worth it, as offering items to improve the experience when a customer is on site converts at a 7x rate to upselling in their online booking engine.⁶ And with new tech like RocketPass, this has become something that mid-market tours and attractions can easily now do.

But there's often more to it than t-shirts and Slurpees. 87% of consumers are more likely to purchase from businesses that offer personalised experiences, according to research from Epsilon.⁷ Patrons want to feel their hard-earned dollar goes a long way, and many businesses have expanded their distribution and line of products, offering premium experiences for those willing to pay above their standard base ticket price.

Using a mobile guest experience platform connected directly to the customer allows operators to provide a personalized experience through features like text messages and notifications that have exclusive offers, and promotions that are related to what the guest is doing or seeing at that moment. Guest behavior and preferences can only be determined with data and insights provided by the mobile platform that provides feedback on every touchpoint along the customer journey.

Stack Your ACV

Strategic Pricing

Most tours and attractions have an opportunity to add revenue through pricing strategies, as many customers are willing to pay more for premium time slots when they book last minute, or when demand is high. Operators who implement dynamic pricing see an average revenue increase of 9.6% on average in their first year.⁸

Smart pricing algorithms and a ticketing platform that allows for automated price adjustments on any sales channel enable operators to capitalize on their best marketing efforts to drive demand. Automated dynamic pricing takes the guess work away from operators and sells tickets at market value – what guests are willing to pay. At the same time, prices are just as often adjusted down to increase sales volume when factors such as weather or competing attractions reduce the demand.

This allows operators to maximize profitability by constantly negotiating between margin and demand.

Keep them coming back

Memberships

Another method to incremental revenue growth especially among zoos, aquariums, museums, and non-profit attractions is by providing exclusive perks that come with a membership paid on a subscription basis. This provides operators the benefit of consistent, recurring revenue which is often prepaid, and auto-renews.

Using communication tools built into the ticketing and operations platform, a sample of RocketRez customers were able to convert their annual visitors to members at a rate of 1.68%, adding meaningful bottom line to their business.⁹

Guests who become members are likely to be great brand ambassadors, leaving positive reviews and sharing their experiences on social media. Data from the Guest Experience Revenue Effect report shows the positive impact that reviews can have on driving new visitors. But customers who become members alone have a 7x greater lifetime value as a customer, largely stemming from repeat visits and ancillary product purchases.¹⁰

Private Events

Tours and attractions are great venues for private events like corporate gatherings, weddings, graduations and more. Many operators include private events as an offering - not just for the revenue they bring in, but for the second- and third-order effects.

For example, at any given event, the attraction has an opportunity to show itself off to a captive audience of guests they might not otherwise have attracted. As a result of their experience, a certain number of those guests are now more likely to come back as a visitor with their family or friend, join as a member, or even host their own event there.

This creates an exponential effect, as the word-of-mouth spreads until local organizations become hot destinations for private events. Many art galleries, museums, zoos or aquariums have become important centers in their community this way.

For operators, the ideal customer journey should begin with attending an event or facility and ends with a lifetime membership; turning ancillary revenue into exponential growth for the tour or attraction.

¹ "The Guest Experience Revenue Effect." RocketRez, September 11, 2022.

² "The Guest Experience Revenue Effect." RocketRez, September 11, 2022.

³ "The Guest Experience Revenue Effect." RocketRez, September 11, 2022.

⁴ Kutschera, Stephanie. "Travel statistics to know about in 2019 and 2020." TrekkSoft. TrekkSoft, June 6, 2019. <https://www.trekksoft.com/en/blog/65-travel-tourism-statistics-for-2019>.

⁵ Kutschera, Stephanie. "Travel statistics to know about in 2019 and 2020." <https://www.trekksoft.com>. June 6, 2019. <https://www.trekksoft.com/en/blog/65-travel-tourism-statistics-for-2019>.

⁶ Walters, Rene. 2022. The Ultimate SMS Guide for Tour and Activity Operators. TourOpp Go!

⁷ Unknown. "New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experiences." Epsilon. January 9, 2018. <https://doi.org/https://www.epsilon.com/us/about-us/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>.

⁸ "The Guest Experience Revenue Effect." RocketRez, September 11, 2022.

⁹ "The Guest Experience Revenue Effect." RocketRez, September 11, 2022.

¹⁰ Walters, Rene. 2022. The Ultimate SMS Guide for Tour and Activity Operators. TourOpp Go!

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The Power of Data Analysis in Driving Revenue

The RocketRez Guide to
Elevating the Guest Experience

Part 4

Maximizing Efficiency and Increasing Profits through Strategic Data Analysis

In the travel and tourism industry, data is available and accessible from a multitude of sources — operations software, customer feedback, employees, and even plain old observation. But being able to coherently report and qualify that data and use it to drive additional revenue is what can take an attraction from good to great.

In this chapter, we will go over the three measurable variables of operational efficiency, outline the differences between new and incremental revenue, compare top-down and bottom-up approaches to customer data analysis, and demonstrate how to properly quantify these figures to keep an operation in its best shape.

What to measure.

There are three key variables to bear in mind when measuring the full scope of an operation's efficiency — time savings, cost savings, and revenue which is further broken down into two sub-categories: new and incremental revenue.

1. Time Saved

The saying "time is money" is tried and true, though thinking about the amount of time saved is more abstract than strictly analyzing the material ways of saving money.

Two ways operators can maximize time saved are through automation and employee training.

Automation not only saves time, but also increases employee productivity. Operators should consider automating employee tasks not only in terms of time savings, but in the ability to redirect their skillset to value-building activities; creating and managing new content

and offers, process improvements, and turning data into actionable insights to make the team operate efficiently. According to RocketRez's 'The Guest Experience Revenue Effect' report, tours and attractions who partner with RocketRez save an average of 35 hours per week by automating routine operational tasks like pricing, data entry, and some customer service activities.

Similarly, one of the biggest hindrances to employee training for seasonal and part-time workers is the system ease of use. Employee training time on a legacy ticketing platform equates to 142 paid hours, compared to RocketRez employee training time measuring an average of 62 paid hours.

The more operators can streamline their experience (for both their staff and customers) the more banked hours and money from the payroll are saved, and the more time a customer will have to spend money at other facilities on-site that generate incremental revenue.

2. Cost Savings

Thinking about this is a bit more black-and-white. We could mince numbers about who provides the cheapest wholesale cola for the snack bar or the best bulk hand soap for the restrooms, but neither of those necessarily help your operation run smoothly.

The average RocketRez customer uses four different Software as a Service (SaaS) point solutions, according to 'The Guest Experience Revenue Effect', sometimes in combination with a legacy on-premises ticketing/access control software. Consolidating all software under the all-in-one RocketRez platform provides operators the ability to add modules as their business needs dictate, and save costs by shifting to a monthly subscription and a usage-based pricing model.

The time saved from being able to report seamlessly across the entire business is a core differentiator of the RocketRez platform. Customers can scale operations without increasing headcount. Scaling operations into new products and the latest exhibits at a tour or attraction generally comes with demands for new employees to support growth.

The power of automation on the RocketRez platform has allowed operators to do more with less. Improvements to operations such as timed-ticketing, faster admissions and payments, pre-booking and pre-purchasing add-ons like parking, feed for zoo animals, or even gift shop items require less staff to manage. Certain companies have an opportunity to use self-serve kiosks, running on the same user interface as the RocketRez point-of-sale, to reduce the need for several full-time employees in the ticket booth. Automated chatbot technology reduces customer service time spent by 75%, fundamentally changing the structure of customer service on-site for many tours and attractions.

3. Revenue

Revenue is the total amount of money coming into an operation, often from multiple streams. It can be broken down and measured in two different ways: new revenue and incremental revenue.

New vs. Incremental Revenue

- New revenue is the initial purchase. An example of new revenue is a customer browsing online for fun activities to do on vacation, finding an excursion they are interested in, purchasing tickets and attending a facility for the first time.

Other examples include donations, events, memberships and subscription models.

- Incremental revenue is money spent on top of the customer's initial purchase. Examples of this include upselling and cross-selling, dynamic pricing (algorithmic pricing based on traffic and demand) and various peripheral goods like gift shop merchandise, food & beverage, higher-level tour packages like VIP access and skipping the line.

When the attractions provide an attendee with a remarkable customer experience (see: RocketRez Customer Flywheel) during their new revenue period, their incremental revenue lives on in second, third and future visits. They continue to try new upsold activities and purchase snacks/merchandise they may have missed during their initial visit.

Quantifying the Data

To predict, measure and report this data, operators must put themselves in the position of the customer and their hard-earned dollar.

What do their patrons spend their money on most? When are they spending it? Why are they spending it?

A platform like RocketRez — where all the operational systems from ticketing to food and beverage, retail, and communications with visitors are housed in a single system — provides operators with a centralized data hub that makes the answers to these questions much clearer.

With an overview of an operation's revenue sources, operators can answer the tough questions about what facets of their attraction are making and draining money, what aspects of their operation can be improved, and which money-making aspects of their operation are crucial to be running seamlessly to ensure profitability.

Re-Thinking Customer Data Analysis

There are two ways to look at and re-evaluate the data of an operation: **top down** and **bottom up**.

Top down is a term for the total amount of revenue received by an attraction in a period of time, divided by the number of visitors to that attraction in that same period of time. For example, if an attraction made \$45,000 in a single day of operations, and 1,500 people visited in the same day, the average top-down revenue would be \$30 per person. This is often referred to as per-caps — the revenue generated per-capita (per person).

Top-down revenue helps an operator realistically quantify how much money they will earn in a day, month or year based solely on the amount of people that pass through a ticket turnstile in a single day, whether they actually end up spending \$9 or \$900.

Conversely, **bottom-up** analytics are more detailed and focus on the individual customer's buying habits, measuring each purchase as a unit of data contributing to their full guest experience (advertising, ticketing costs, wholesale food costs, parking expenses, etc.). This allows you to measure the total revenue from a single customer in a way that gives you much more information. For example, a visitor spent \$70 in an entire day at an attraction; \$35 on an upsold

entrance ticket, \$15 on food & beverage using a coupon they got for referring a friend, \$15 on a gift shop souvenir and \$15 on parking. There is money being made at each step, and RocketRez data shows you where the money was made, and where it could be made in future visits.

Legacy res-tech providers offer top-down measurements, while RocketRez looks at data from the bottom up. That is because it's the clearest way to view your useful and actionable data.

The data is more detailed, analyzing single- and family-sized parties, age, gender, timeframe of visit, etc. It's comprehensive data, tracking a guest from the preliminary stages of internet browsing, to on-site behaviour, all the way to their post-visit review and re-engagement. This information offers far more perspective than top-down data because operators know where their opportunities lie. They know what offers to send to their customers, and how they are likely to respond.

Being able to report on and understand your data is no easy task, but gaining insight into the visitor activity and behavior will aid in seeing growth year-over-year. Consider the story your current tech stack tells you about your data, and more importantly, what it does not tell you.

Key Takeaways

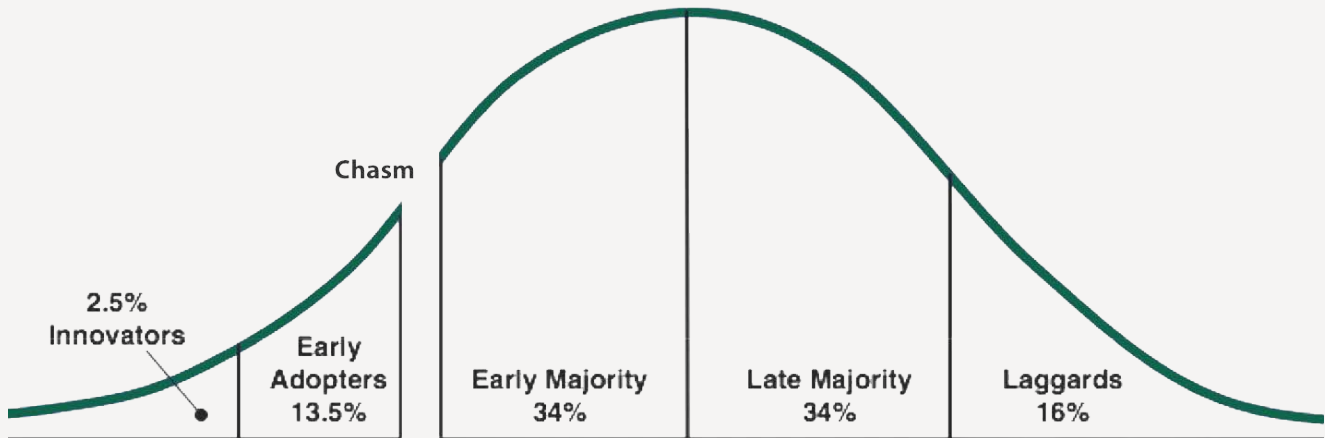
- There are three key variables to bear in mind when measuring the full scope of an operation's efficiency — time savings, cost savings, and revenue.
- **New revenue** is the initial purchase; **Incremental revenue** is money spent on top of the customer's initial purchase.
- With an overview of an operation's revenue sources, operators can answer the tough questions about what facets of their attraction are making and draining money, and what aspects of their operation can be improved.
- There are two ways to look at and re-evaluate the data of an operation: **top down** and **bottom up**. Top-down analytics is the total amount of revenue received by an attraction in a period of time, divided by the number of visitors to that attraction in that same period of time; bottom-up analytics focuses on the individual customer's buying habits, measuring each purchase as a unit of data contributing to their full guest experience.
- Bottom-Up analytics are most beneficial to operators, with useful and actionable data.

How to Future- Proof Your Guest Experience

The RocketRez Guide to
Elevating the Guest Experience

Part 5

Technology Adoption Life Cycle



In his brilliant book, *Crossing the Chasm*, Geoffrey Moore outlines that organizations adopt new technologies based largely on their identity as one of the below five personas. There is often a batch of visionary businesses that embrace new technology early, the majority will wait until new tech becomes mainstream, and a healthy handful are so cautious that they must be forced to change from the status quo.

The tours and attractions industry often falls into the late or laggard categories. Case in point, many businesses required a global pandemic to upgrade their technology to experience the increases in efficiency that modern software can provide. This could be described as “going digital”.

However, new advancements in tech stacks, mobile tools, and artificial intelligence may thrust the business world into a forced state of “digital transformation”. In their 2022 Digital Transformation Report, Skift and AWS described the difference, and how it may affect the traditional businesses in the tour and attraction space:

“What many companies may not realize — or what they may not be willing to fully address — is that moving content online, building apps, and collecting customer data is only the starting line for digital transformation. Applications built on legacy systems designed for another era don’t meet the needs of today’s consumers, and it’s not enough from an operational standpoint to just “go digital.”

In recent years, RocketRez has demonstrated that it is the most complete platform for tours and attractions, built as a fully connected SaaS platform and constantly updated with features and modules that solve more customer problems, using the best methods that modern technology can provide.

We are the preferred provider for the early majority, and as technology continues to evolve, it’s important for us to speak on the latest trends, and how they can benefit your operation.

Source Skift and AWS: 2022 Digital Transformation Report

Machine Learning and Artificial Intelligence

One of the biggest trends in technology right now is the implementation of machine learning and artificial intelligence (AI) in all facets of an operation. RocketRez recently released our wildly popular **Guide to ChatGPT for Tours and Attractions**. ChatGPT can independently be a valuable tool for operators and their employees to save time and increase output in a few key areas. **There are a few ways that ChatGPT can help tour and attraction businesses immediately, without significant training or any disruption to your normal processes.**

Increase Marketing Output

- Create personalized marketing campaigns that target specific customer segments.
- Generate new ideas for content creation such as blog posts, social media updates, and email newsletters.
- Analyze customer data and trends to stay ahead of the curve and create content that resonates with the audience.

Save on Repetitive Tasks and FAQs

- Set up an automated chatbot with AI-generated responses to handle mundane tasks and reduce the number of staff members needed to handle these tasks.
- Streamline operations by automating repetitive tasks such as data entry and report generation.

Prompts for using ChatGPT in tour and attraction businesses

Getting the most from ChatGPT requires some experimentation with prompts, here are a few that can get you started:

- Generate creative social media captions, Instagram posts, and pins to promote products and services.
- Write informative, engaging, and SEO-friendly blog posts with persuasive titles and meta descriptions.
- Create personalized email marketing messages to target specific customer segments.

Dynamic Pricing

Forward-thinking companies, like RocketRez and our dynamic pricing partner Digonex, have already been using artificial intelligence to create an algorithm to adjust prices in real time based on various factors such as demand, time of day, and weather conditions. This technique has been widely used in the airline and hotel industries for years, and it is now becoming increasingly popular in the attraction and entertainment industries.

Dynamic pricing is a trend that is set to become a bigger part of tour and attraction operations in the future, and it has the potential to offer many benefits to operators. Firstly, dynamic pricing can help operators optimize their revenue by charging higher prices during peak times when demand is high and lower prices during off-peak times when demand is low. This strategy can help attractions maximize their profits and offset the costs of running the attraction.

For a deep dive on topics like this, check out our Revenue Management eBook



Additionally, dynamic pricing can also help improve the guest experience. By adjusting prices based on demand, operators can encourage guests to visit during off-peak times, which can help alleviate overcrowding and reduce wait times. This can lead to a more enjoyable and stress-free experience for guests, which can increase the likelihood of repeat visits and positive word-of-mouth.

Potential Pitfalls

In all cases where artificial intelligence is used, operators must exercise caution and control over their processes to ensure that their algorithms are not “over-optimizing” and eliminating the human element of their service. The goal is not complete autopilot, but rather a healthy, hierarchical employer and employee relationship with your AI tools. They are great workers, but they must be told what to do by the boss.

In dynamic pricing, it's imperative to ensure there are reasonable limits on the range of prices the algorithm will produce. Ticketmaster has come under fire for allowing their algorithm to run wild for popular concerts. Guests may become frustrated if they perceive that they are being charged different prices for the same product or service based on factors beyond their control.

Therefore, operators must communicate clearly and effectively about their pricing strategies to avoid confusion and mistrust. Companies like Digonex allow for complete operator control to set upper and lower limits on prices and edit, modify or delete any pricing the algorithm produces manually should the operator choose to.

Mobile Tools

Mobile tools and apps are transforming the way visitors experience tours and attractions. As technology continues to evolve, mobile apps are becoming increasingly popular for their ability to enhance the guest experience. Here are some of the ways in which mobile tools and phone apps will enhance the guest experience at tours and attractions in the coming years:

Personalization

Mobile tools and apps allow operators to collect data on visitors' preferences and behavior, allowing them to create personalized experiences. For example, visitors can receive recommendations on attractions, activities, and services based on their interests, making their experience more enjoyable and memorable.

Convenience

Mobile tools and apps can help visitors navigate the attraction with ease. Features such as maps, directions, and real-time information on wait times and attraction availability can help visitors plan their day and optimize their time at the attraction.

Accessibility

Mobile apps can improve accessibility for visitors with disabilities. For example, audio descriptions, captions, and other assistive technologies can make it easier for visitors with visual or hearing impairments to enjoy the attraction.

Interactivity

Mobile apps can add a new level of interactivity to the guest experience. For example, visitors can use augmented reality technology to interact with exhibits and attractions in new and exciting ways.

Overall, mobile tools are set to revolutionize the way visitors experience tours and attractions. As we enter an era of increasing personalization and interactivity of experiences, it is important for tours and attractions to be thinking about the opportunities that mobile may present to enhance the guest experience and collect valuable data.

The Death of Cash

Another trend that is becoming increasingly important is digital wallets and contactless payment systems. More and more guests are expecting to be able to pay with their phone or a wristband, and operators need to keep up with this trend.

The death of cash is a phenomenon that is being felt across many industries, and tours and attractions are no exception. Increasingly, visitors are choosing to pay for their experiences using credit cards stored on file, tap-and-go mobile payment systems, and other digital payment methods. In response to this trend, many tours and attractions are implementing technologies to avoid cash altogether. For example, some operators are using mobile payment systems that allow visitors to pay for their tickets and other services using their smartphones.

Others are implementing contactless payment technologies such as Near Field Communication (NFC) and Radio Frequency Identification (RFID) to enable visitors to pay with a simple tap or swipe. These technologies not only offer a more convenient payment experience for visitors, but they also help operators reduce the risk of fraud and theft and improve their cash flow management. As such, it is likely that we will continue to see the decline of cash in tours and attractions, as digital payment methods become more prevalent and advanced.

Payment solutions are determined by vertical

Savvy tours and attractions can tailor their payment solutions toward the nuances of their own operation, largely dictated by the vertical they operate in.

Instituting RFID payments may be more trouble than it's worth for a zoo, but waterparks, for instance, increase the guest experience meaningfully by providing guests with a waterproof payment option. A simple observation deck may find less value from creating their own phone app, but a zoo or aquarium that incorporates retail, food and beverage, and events into their offering may find it a very user-friendly way to introduce customers to the breadth of their services and send targeted offers.

We recommend being thoughtful about payment methods as an important element of guest experience, and an opportunity to design a system that reflects your operation in the best light.

Pro Tip: RocketRez recently released RocketPass, our mobile app that can be branded and customized to your attraction. It enables easy traveler access to view their upcoming bookings, receive messages and notifications about their purchase, share tickets with family and friends, scan their pass for admission when they arrive, and pay with their card on file when they are making a purchase at your store.

Talk to one of our experts today to see how RocketPass can super charge your attraction!



Data & Insights

In recent years, the rise of cloud computing has created companies that are re-shaping the world of data by dramatically improving the processes of data collection and processing to create valuable insights for operators.

Modern data and insights can be a powerful tool for tours and attractions to improve their revenue and guest experience. By collecting and analyzing data from various sources such as ticket sales, visitor feedback, and social media, operators can gain valuable insights into visitor behavior, preferences, and trends.

Here are some ways in which tours and attractions can use this data to make more money or improve the guest experience.

Pricing Optimization

By analyzing visitor behavior and demand, tours and attractions can adjust their pricing strategies to maximize revenue. For example, they can use dynamic pricing to charge higher prices during peak times and lower prices during off-peak times. They can also offer pricing bundles and packages that are more attractive to visitors. Data that shows the results allow for rapid testing and incremental improvements to pricing strategies based on real-world and real-time feedback.

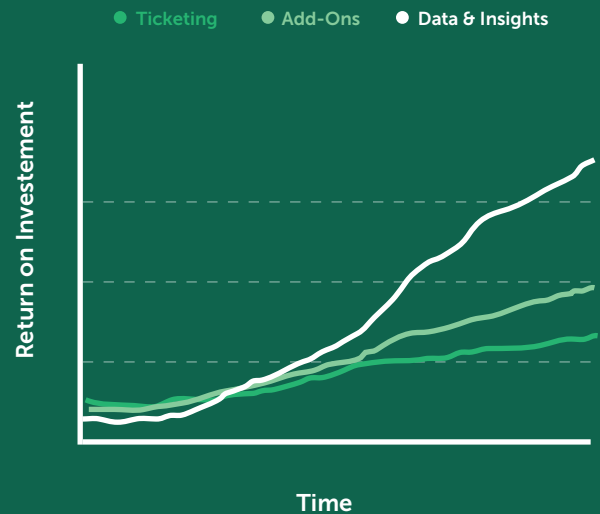
Personalization

Using data and insights, tours and attractions can offer personalized experiences to visitors, which can help increase guest satisfaction and loyalty. For example, they can offer customized tours based on visitors' interests, preferences, and behavior.

Operational Efficiency

Data and insights can help tours and attractions optimize their operations and improve their efficiency. For example, by analyzing wait times and visitor traffic patterns, operators can adjust staffing levels, queue management, and other operational processes to improve the guest experience.

Investing in the future



Targeted Marketing

Data and insights can help tours and attractions target their marketing efforts more effectively. By analyzing visitor demographics, behavior, and preferences, operators can create more targeted and relevant marketing campaigns that are more likely to resonate with their target audience. When operators know key bits of information, it can rapidly compound to drive scalable results. Knowing the average time between when guests purchase tickets, and the day of their visit tells operators the ideal time to ramp up targeted advertising for an important weekend or event.

Customer data in a "cookie-less" world

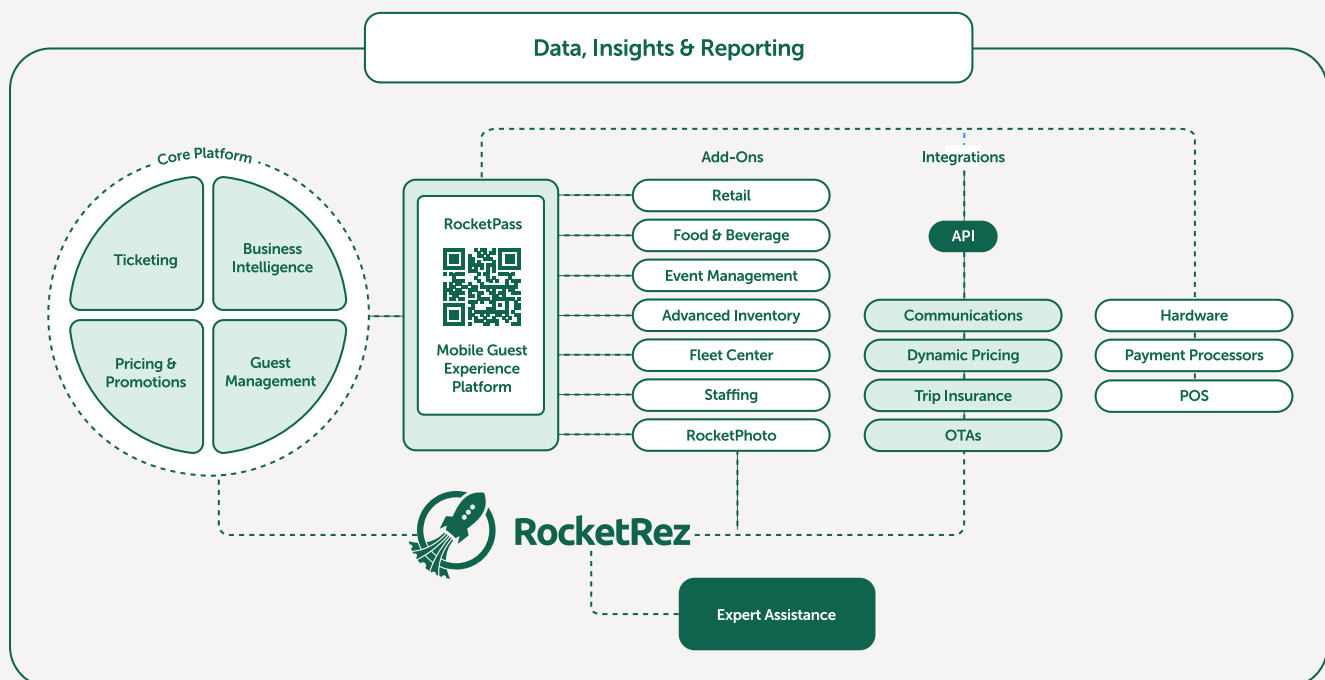
Advanced marketers are preparing for a "cookie-less" world in digital advertising. As rules and regulations grow more privacy-centric and key browsers allow for third-party blocking, it is harder than ever to get strong data and attribution in your Google, Meta, and TikTok business managers (attribution tracking is losing effectiveness by the day).

RocketRez believes in having a strong foundation of first-party data collected through opted-in channels on your website. Our team has invested in development and integrations to feed Google, Meta and TikTok with first-party data, achieving some of the industry's best match rates and return on ad spend.

We are leading the way when it comes to first-party data strategy in the tours and attractions space, increasing ethics and success in direct digital advertising for the cookie-less world.

Modern Tech Stacks

Finally, it's important to have a modern tech stack that can keep up with the latest trends. Many operators are abandoning legacy platforms in favor of all-in-one solutions or building their own tech stack using APIs. In either event, it is imperative to have a solution that runs your core processes, has add-on functionality and the ability to scale up, and collects data across every area of your business.



RocketRez is fully cloud-based and updated regularly with new features and product integrations. Data is tracked across the entire platform, making it easy for operators to run reports to better understand their sales and profitability, without pulling from separate software systems or building models in Excel.

Having this technology stack integrated elegantly from front-to-back works like magic for all your key stakeholders.

For your guests

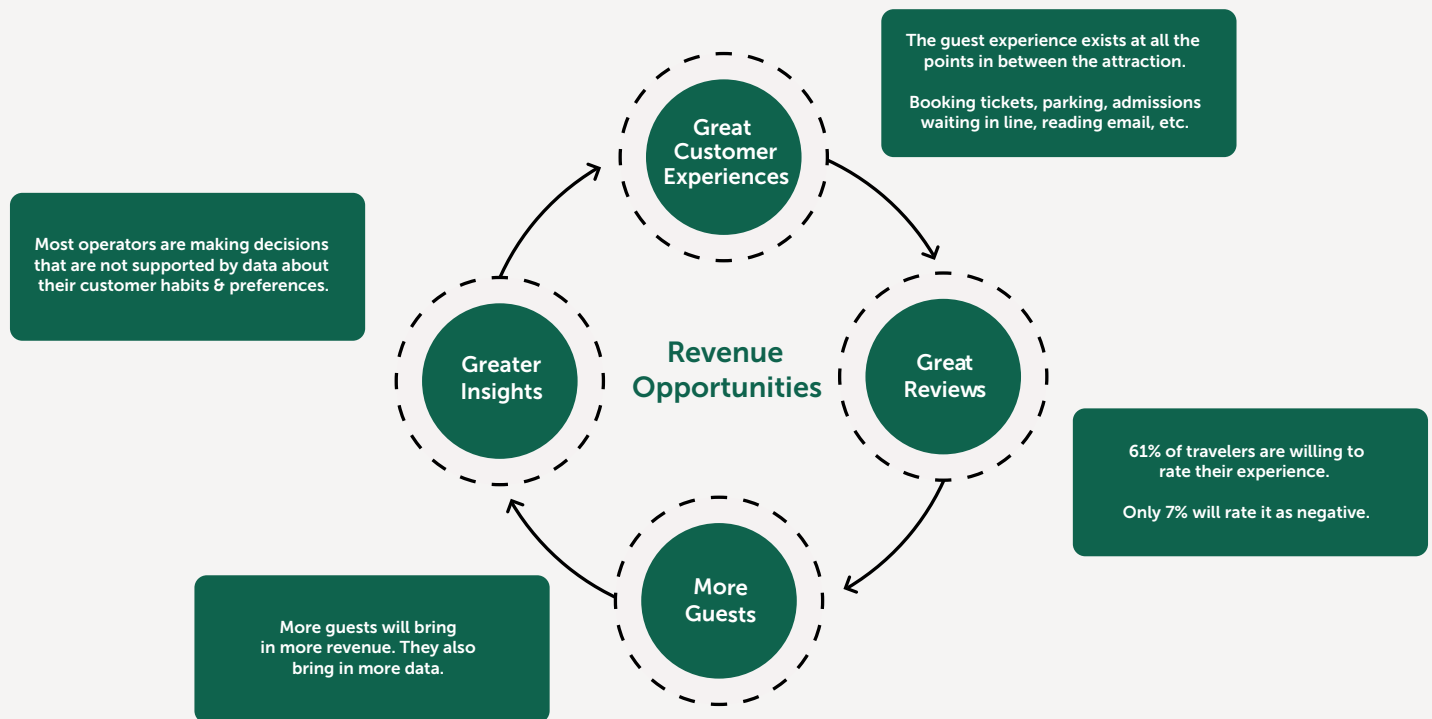
You will be providing a “Disney-like”, self-directed guest experience through the RocketPass app, which lets you track the success of all your offers and promotions.

For your employees

You will be providing a robust platform with industry-leading ease-of-use, and all the features needed to excel at their job.

For your management team

You will be making decisions with the help of a platform that turns all your data into actionable insights.



You might find similar features in many other systems, but it matters how they are put together, and whether they are linked to one another. RocketRez unlocks the value of your guests and elevates performance in revenue and operations.

In conclusion, by staying ahead of the latest trends in technology, you can future proof your tour or attraction operation and provide a seamless and personalized experience for your guests.