“See it, Feel it, Smell it, Touch it, Hear it: How to bring your shows to life!”

Steve Peet
What is the main reason why companies and/or individuals choose to invest in amusement attractions?
PROFIT
What are the four main elements of a successful and profitable amusement attraction?

Tip: They all start with the letter ‘P’
Product
Promotion
People
Our Profit Providers and their assessment tools
How will they rate?

- What they see
- What they hear
- What they feel
- What they taste
- What they smell
Why is this important and how powerful can sense appeal really be towards achieving better profits?
The Power of Sight

- One large retail chain reported a 55 percent increase in sales just by installing a LED Light display over its end caps of their product display areas.

- Mike Grimes, the president of GH Home Furnishings in Charlestown, MO found when he put a new façade on his building the sales increased 28% and when he did a remodel in the bedding area of his store (new carpet, new walls, banners) the sales in that area increased 45%.
The Power of Sound

- Sound is massively powerful. Research shows that it affects people both psychologically and physiologically. It can change feelings, moods and brand relationships; it can also instigate (or terminate) behaviour and actions, including purchasing decisions. One study found that sound (specifically low-tempo music in a grocery store) increased sales by 38%. Another found that classical music caused shoppers to buy more expensive wines.
The Power of Touch

- A study in the UK analysing attitudes towards online grocery shopping discovered that 55% of those surveyed nominated the ability to touch and hold the product as a key priority before they purchase and a reason why they would be less inclined to buy online.

- Consider the reasons for success of an Apple store. The people at Apple know that comfort, weight and the overall feel of a device is important and they make it very easy to handle and for their customers to get to use the display models.
The Power of Taste

- A Five Star restaurant has replaced their "tea box" with a high quality loose leaf tea line, serving diners with a broad line of uniquely flavoured specialty tea. During the time the new line has been offered, pots of tea sold has increased 600% over the old tea line and profits have increased even more because of the higher price per cup.
The Power of Smell

- Emack & Bolio’s had been suffering floundering sales at its hard to find ice cream parlour in the basement of the Hard Rock Hotel in Orlando. After exhausting a number of strategies to increase sales, the company decided to install a diffusion system that emanated the aroma of waffle cones. The installation of its “aroma billboard” led to a 50 percent increase in sales.

- A trial in a USA casino showed gambling revenue increased 48% with the introduction of a pleasant scent in the test area.
Connecting Sense appeal with Profit at an Amusement Attraction

- Consideration of our guests sensory experience is an important part of each of the profit contribution areas.
- The business must carefully consider what is the desired overall guest experience in each of the following areas and ensure that those areas all work strategically and cohesively together.
Product

1/Design
2/Atmosphere
- Mix of Attractions
- Position
- Price
Promotion

3/Delivery of the promise

- Sales & Marketing
- Advertising
- Sales distribution network
- Media exposure
- Corporate Partners
People

4/Board
5/Management
6/Staff
7/Guests

- Suppliers
- Business networks
Processes

8/General Operating systems

- Guest friendly terms
- Cost effective systems
- Legal compliance
1/ Product Design
Design Considerations

- Do all areas of the attraction visit intertwine to provide an overall pleasant experience where there is a logical continuity of a theme, story or journey?
- Does the design provide ongoing heightened sensory experiences in every area?
2/ Product Atmosphere

Target
To create an environment where the guests experience an immersion into a unique and enjoyable atmosphere that appeals to all of their senses.

We want them to experience a visit that they will consider remarkable.
Atmosphere

What They See
Atmosphere
What they hear
Atmosphere
What they Feel
Atmosphere
What they smell
Add the smell to enhance the immersion.
Atmosphere
What they taste
"#1 Theme Park Restaurant in the World"
Six Years Running
2003-2008
Theme Park Insider
3/Promotion-
Deliver on the promise
Examples of mission statements

- The happiest place on earth
- To entertain, amaze and educate, creating memories that last a lifetime.
- Your one day holiday
- Best day of your life
- Best magic/stunt/comedy/musical show in the world
- Tallest/Fastest/Longest/Wildest ride on earth
4/ The Board

- Endorse the mission statements and core values
- Set the standard and expectations for the guest experience as well as the short, medium & long term expectations for overall business performance
- Can implement various monitoring methods to ensure that their expectations are being met
- Approve the budgets to ensure standards are able to be maintained
5/ The Management

- Have the responsibility to ensure that the Board’s expectations for what the guests experience at the attraction are being achieved by implementing and overseeing aligned policies and procedures.
- Ensure that these policies and procedures are being carried out by the staff through the provision of appropriate staff training and constant mission statement reinforcement.
6/ The Staff

- Understand that they are the face of the business and the importance of their role to provide memorable and remarkable experiences for the guests
- Know how to use the environment that surrounds them to enhance a totally immersive guest experience
When they put on their uniform/costume each day do they think;

- I really don’t know why they make me wear these clothes but it’s a job and it helps pay the bills : ( Or
- I’m looking forward to working with my friends in this great environment and doing my bit so our visitors have a great day : )
7/ The Guests

- Our target is to make them feel that they have arrived into a unique environment where they and their friends and families will have an enjoyable day and experience a heightened positive awareness of all of their senses throughout their visit.
8/ Processes

- What are the methods used to maintain the atmosphere and to deliver on the promise at all trading levels?
- Will the guests consider that cost control procedures have compromised their overall experience?
- Are the queue levels acceptable and are the guests entertained where there are queues?
- Are the staff levels maintained at an optimum for all trading levels?
- Do the processes substitute delivery of the promise?
Why is a multi Sensory experience at an Amusement Attraction so important?

Consider the competition of the modern era

- X box, Playstation, Nintendo, Wii etc
- Shopping Centres
- Casinos
- 3D TV, Giant Screens, View on Demand, Pay TV
- Fast Food Outlets, Themed Restaurants
- Y Generation, internet & social networking
Amusement Attractions can deliver the ultimate multisensory experience
1. Magic Kingdom at Walt Disney World (17,233,000 visitors)
2. Disneyland Park (15,900,000 visitors)
3. Tokyo Disneyland (13,646,000 visitors)
4. Disneyland Paris (12,740,000 visitors)
5. Tokyo DisneySea (12,004,000 visitors)
6. Epcot at Walt Disney World (10,990,000 visitors)
7. Disney's Hollywood Studios at Walt Disney World (9,700,000 visitors)
8. Disney's Animal Kingdom at Walt Disney World (9,590,000 visitors)
9. Universal Studios Japan (8,000,000 visitors)
10. Everland (6,169,000 visitors)
11. Disney's California Adventure (6,050,000 visitors)
12. SeaWorld Florida (5,800,000 visitors)
13. Universal Studios Orlando (5,400,000 visitors)
14. Ocean Park Hong Kong (4,800,000 visitors)
15. Nagashima Spa Land (4,700,000 visitors)
How to achieve and retain the best multi sensory experience?

- Never be satisfied with the status quo. What can you do today that can be better than yesterday?
- All levels of the business must constantly look for any way to enhance the guests’ sensory experiences and support each other to implement improvements.
- Take time out to be a customer at your own attraction and experience that with your family and friends. Listen to what they like and dislike.