



# **Automation and Digitalization in Attractions Operation**

**Wednesday - September 4, 2019**

**Randy Josselyn**

**Principal – Gateway Ticketing Systems**



### **About Me**

- Chair IAAPA Finance and Technology Committee
- Liaison / Instructor for IAAPA's Institute for Attractions Managers
- Live in Nashville, Tennessee

### **Industry Experience**

- Gateway Ticketing Systems
- Wild Rivers Waterpark
- Disney Parks and Resorts
- Natural History Museum Los Angeles
- Phoenix Zoo
- Hawaiian Falls Waterparks
- Capital Wheel
- Living Planet Aquarium

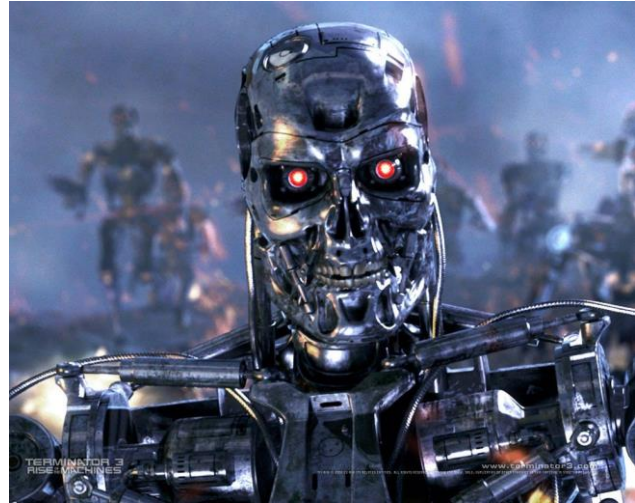
# Automation and Digitalization in Attractions Operation



## Table Activity

**Give Some Examples of Automation and Digitalization Outside the Attraction Industry**

# Automation and Digitalization in Attractions Operation



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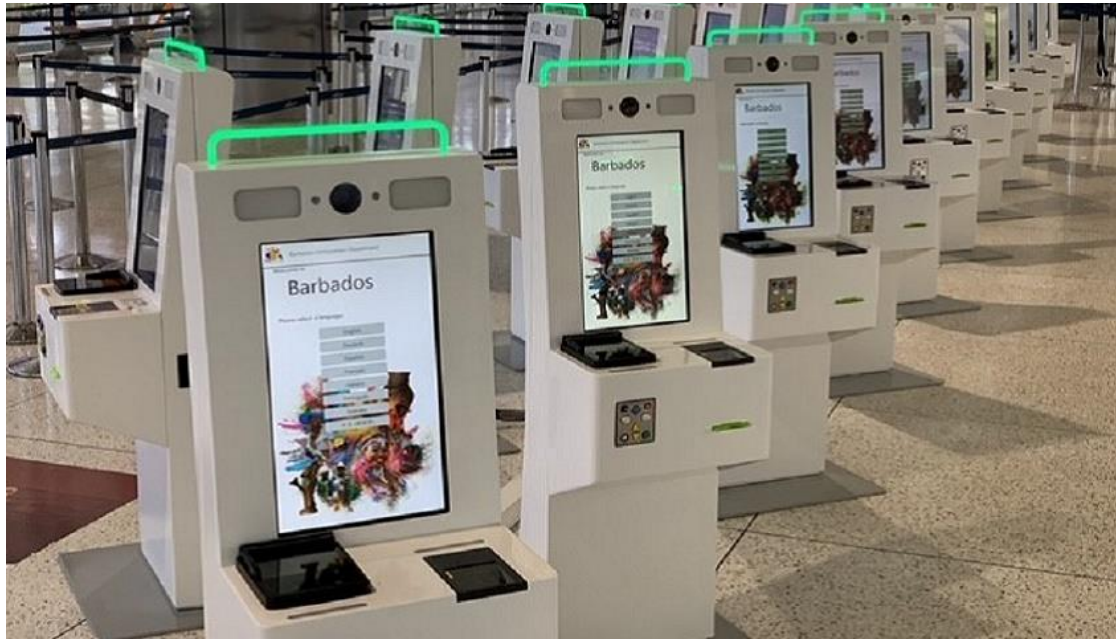
# Automation and Digitalization in Attractions Operation



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# Automation and Digitalization in Attractions Operation



## Question

# Why Automation and Digitalization in the Attractions Industry?

# Automation and Digitalization in Attractions Operation



1<sup>st</sup> IAAPA Entertainment Industry Conference

# Automation and Digitalization in Attractions Operation



# Automation and Digitalization in Attractions Operation

## “Innovate with Purpose”

Gary Daniels

VP – Digital Experience Walt Disney Parks and Resorts



# Automation and Digitalization in Attractions Operation



## Table Activity

**How are You Using Automation and Digitalization at your Attraction?**

# Automation and Digitalization in Attractions Operation

- Cashless Spending
- Kiosks
- Mobile Ordering
- Document Management
- Incident Reports
- Safety Inspections
- Food Preparation
- Alternative Payments
- Facial Recognition
- Biometrics
- Guest Wayfinding
- Currency Management
- Online Ticketing
- Gamification
- Virtual Reality
- Augmented Reality
- Digital Signage
- Automated Guest Communications

# Automation and Digitalization in Attractions Operation

## Visual Media, Rides and Ride Systems

# Automation and Digitalization in Attractions Operation



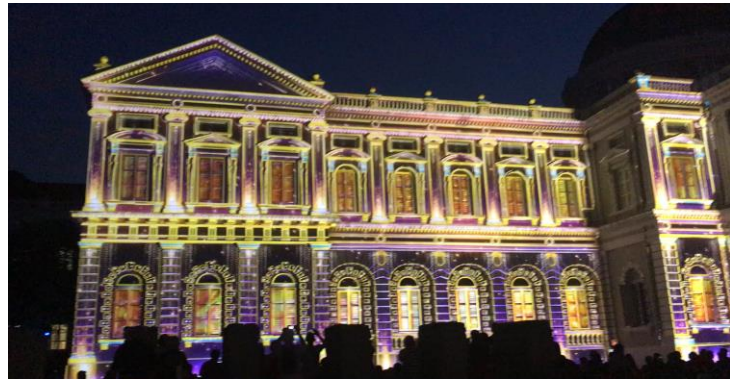
# Automation and Digitalization in Attractions Operation







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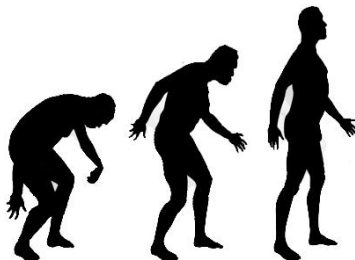
# Automation and Digitalization in Attractions Operation

## Ride Safety / Documentation



The way **we** communicate has changed!

## Welcome to the Digital Era of Attraction Operations!



# APLICACIÓN

- La aplicación integra todas las características en un solo software.
- Un nuevo concepto para nuestro viejo y bien conocido amigo llamado:

## ***“Checklist”***



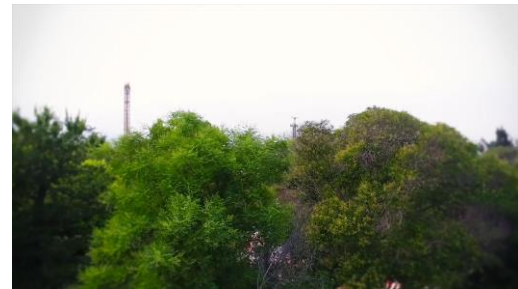
- Checklist con infinitas estructuras lógicas y aplicaciones.

## ***“Salto Cuántico”***

- Los principales checklists de Fantasilandia:
  - Seguridad y Productividad
  - Inspecciones y Mantenciones Rutinarias
  - Desglose y Registro del Downtime



# ¡DISRUPCIÓN! LA NUEVA FORMULA



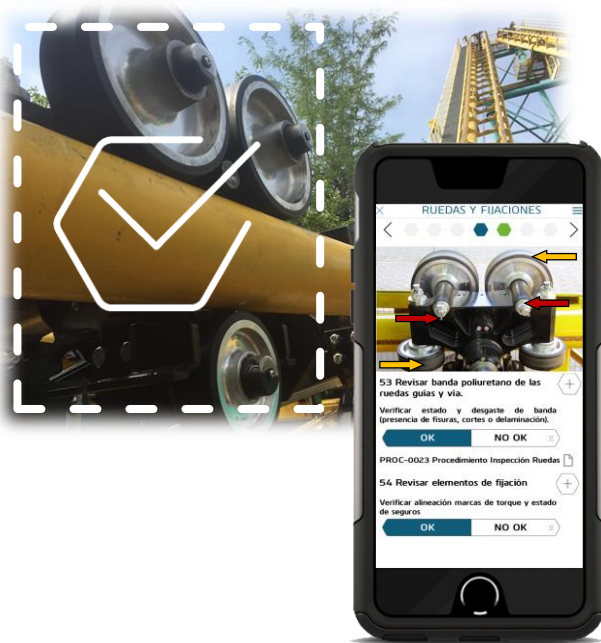
# BENEFICIOS ¡DIGITALIZACIÓN!



- Hallazgos
- Alertas
- Eficiencia del Checklist
- Registros
- Acciones y Seguimiento
- Downtime
- Gestión y Control Activos
- Seguridad y Productividad

# CHECKLIST

## CHECKLIST FINALIZADO



## REPORTE ENVIADO

# RESULTADOS

- Seguridad
- Productividad
- Mantenibilidad
- Comunicación
- Trazabilidad
- Análisis

AUMENTO

- Papel y Tinta
- Espacio Físico
- Malos Hábitos
- Errores
- Pérdida de Registros
- Administración

REDUCCIÓN

# Automation and Digitalization in Attractions Operation

## Kiosks



# Automation and Digitalization in Attractions Operation





# Automation and Digitalization in Attractions Operation





# Automation and Digitalization in Attractions Operation



# Automation and Digitalization in Attractions Operation



## Empire State Building

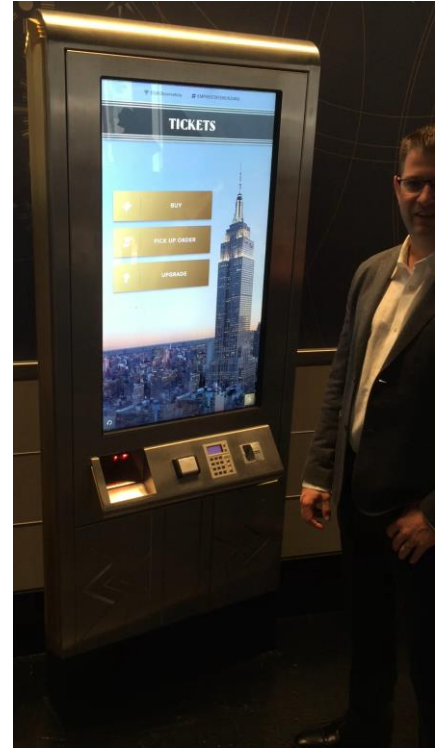
- New Visitor Entrance
- New Kiosks
- New Turnstiles
- New Experience

**EMPIRE STATE**  
REALTY TRUST

# Automation and Digitalization in Attractions Operation



# Automation and Digitalization in Attractions Operation



# Automation and Digitalization in Attractions Operation



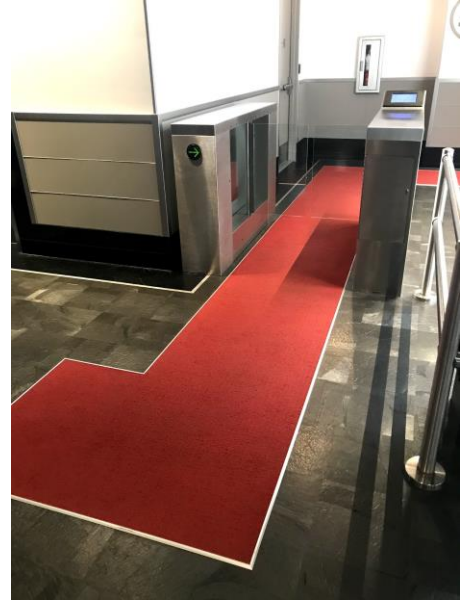
# Automation and Digitalization in Attractions Operation

## Automated Admission Control





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# Automation and Digitalization in Attractions Operation



# Automation and Digitalization in Attractions Operation



# Automation and Digitalization in Attractions Operation

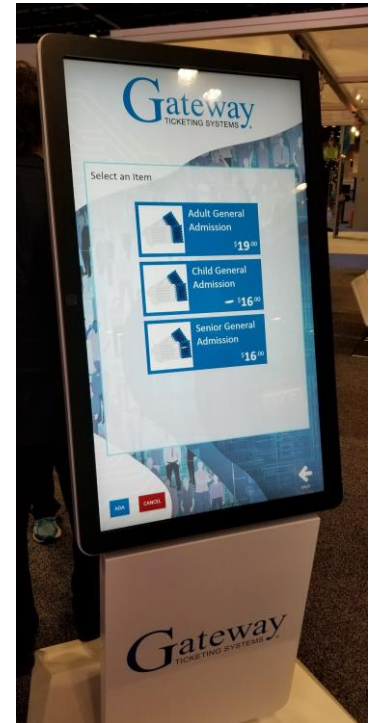


# Automation and Digitalization in Attractions Operation

## Food and Beverage

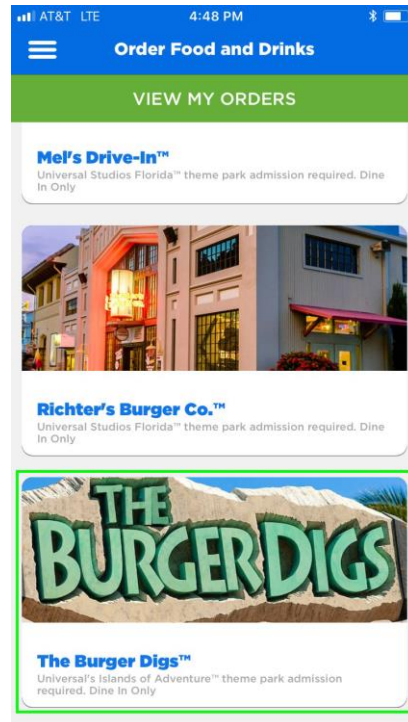
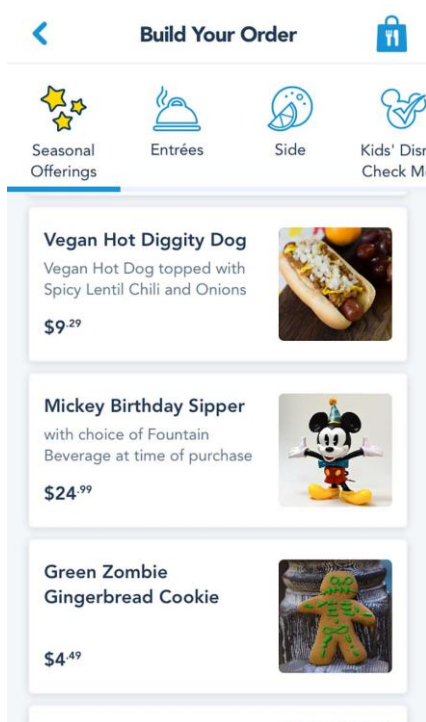


# Automation and Digitalization in Attractions Operation





# Automation and Digitalization in Attractions Operation





# Automation and Digitalization in Attractions Operation

Order, Pay, Enjoy...

## Mobile Order

ON THE DISNEYLAND MOBILE APP

**FIRST THINGS**

**Link your pass**  
If you are a Passholder, link your Annual Passport via the "Link Tickets" button to receive your discount.

**Download**  
Download the app, login, or create an account.

**Tap "I'm here"**  
Enjoy your day! When we order another order, visit the restaurant and tap "I'm here" in the app.

**Monitor your progress**  
Monitor the progress bar - you'll be able to see how it's going and will receive a push notification when your order is ready.

Mobile ordering enables Guests to make meal purchases on the day of their visit through the Disneyland App at select fast casual and quick service restaurants in Disneyland® park and Disney California Adventure® park without waiting in line to order and pay.

Message, data and roaming rates may apply for Disneyland App. Availability subject to handset limitations and features may vary by handset or service provider. Coverage not available everywhere. If you're under 18, get your parent's permission first. Mobile order is subject to restrictions and change without notice.

**Pick-up your food**  
Visit the designated mobile order pick-up window to collect your food from a Cast Member.

**MOBILE ORDER PICK UP**



# Automation and Digitalization in Attractions Operation

## Currency



# Automation and Digitalization in Attractions Operation



# Automation and Digitalization in Attractions Operation



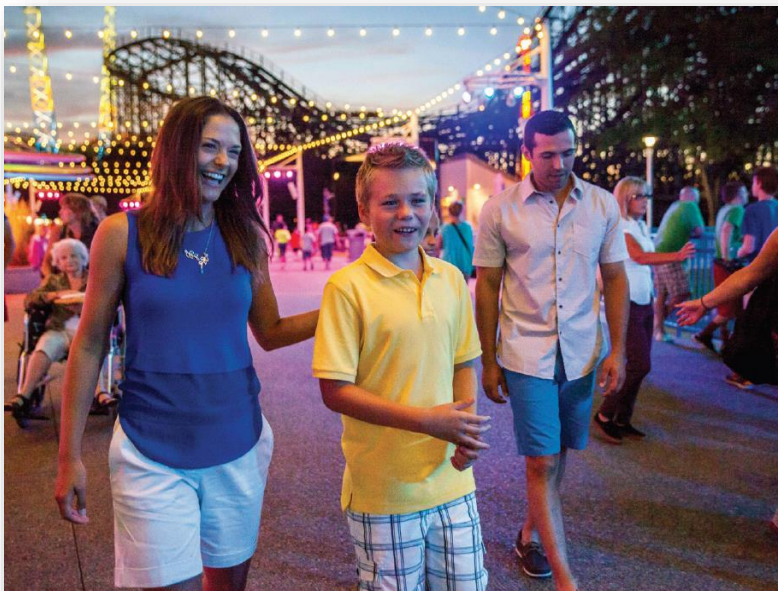
# Automation and Digitalization in Attractions Operation





The team at Cedar Fair Entertainment noticed immediate results such as:

- Reduced time spent on cash discrepancies and counting cash
- Improved oversight of the volume of cash in float
- Fewer associates needed in the cash office and more time in customer facing activities
- Quicker and more accurate deposits to the bank
- Ability to manage thousands of cashier tills with technology from anywhere within the park



**Reduced cash inventory 30% and  
reduced cash control labor hours 15%**

Cedar Fair Entertainment Company





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Glory CI-300 Cash Automation Solution

*"We eliminated 40 to 70 hours per day spent on counting cash. Errors and reconciliations were reduced, the cash recyclers managed thousands of fills and were placed throughout the park to limit walk time from the cash room to their destination."*

*"In a year with record attendance and revenue, we saw a 15% reduction in our cash control labor hours because of Glory's cash recyclers."*

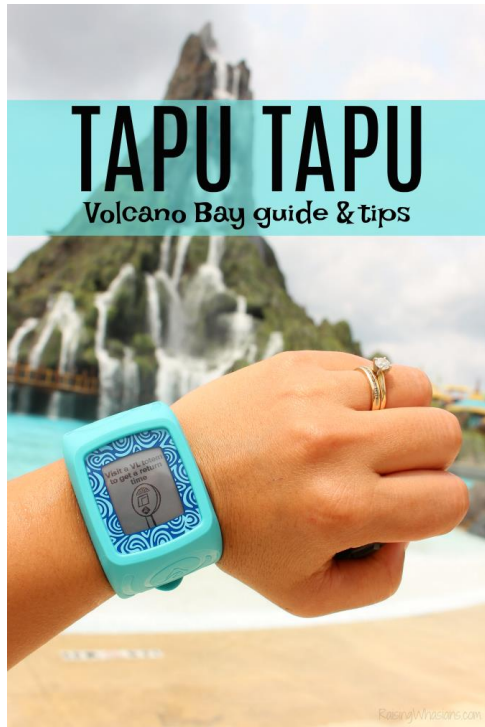
**Claudette Vogelsang, Vice President Finance,  
Knott's Berry Farm, a Cedar Fair property**

# Automation and Digitalization in Attractions Operation

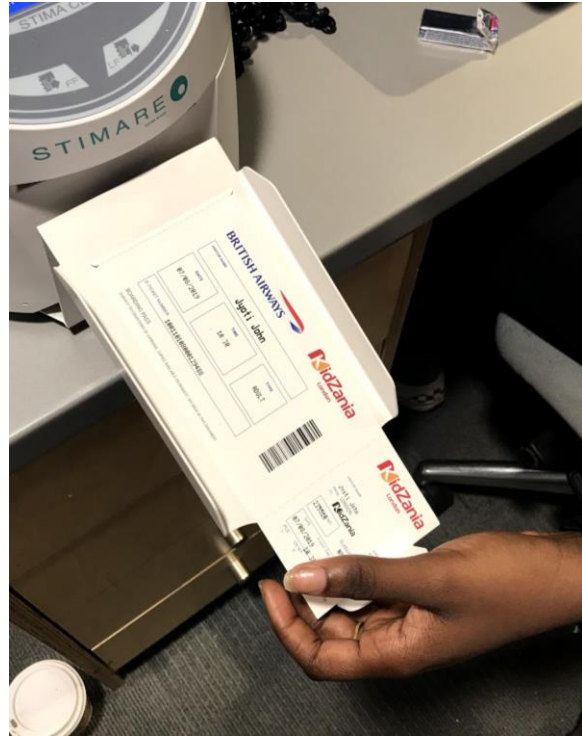
## Guest Wayfinding



# Automation and Digitalization in Attractions Operation



# Automation and Digitalization in Attractions Operation





# Automation and Digitalization in Attractions Operation





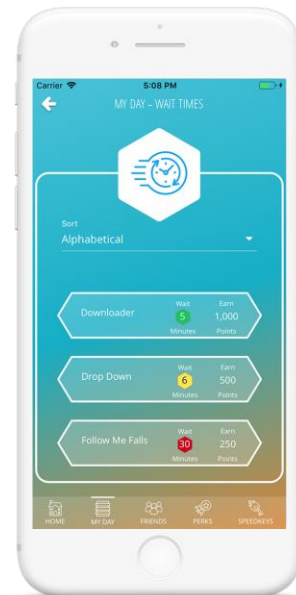


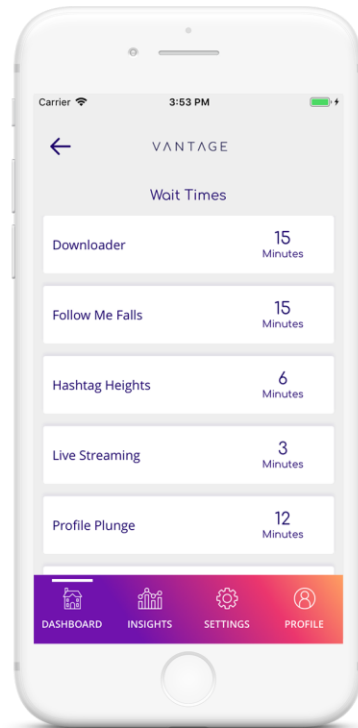
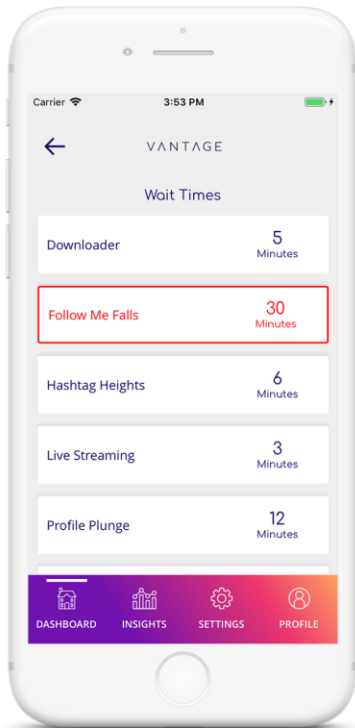
















# Automation and Digitalization in Attractions Operation

## Putting it Together





# Automation and Digitalization in Attractions Operation

## Finance and Labor



# Automation and Digitalization in Attractions Operation

[illegible]

# Automation and Digitalization in Attractions Operation

sage



mip<sup>®</sup>  
FUND ACCOUNTING  
by communitybrands<sup>®</sup>

intuit<sup>®</sup>

abila<sup>™</sup>



# Automation and Digitalization in Attractions Operation

Automate but Audit  
Trust but Verify  
Respect the Inspect  
MBWA

# Automation and Digitalization in Attractions Operation

Ask:

Will your customers accept?

Will it cost you more to maintain?

Is it just for “show”?



# Questions?

**Randy Josselyn**

**Principal**

**Gateway Ticketing Systems**

**[rjosselyn@Gatewayticketing.com](mailto:rjosselyn@Gatewayticketing.com)**