

Enhancing Revenue through Entertainment



Attractions and Parks: Enhancing Revenue Ideas for Everyone, **BIG or small**

Rachel Rotella
General Manager



IMAGINE THE POSSIBILITIES



Enhancing Revenue through Entertainment

Enhancing Revenue ideas for Everyone, BIG or Small

Key Points

- Ideas for creating entertainment within your organization to enhance revenue
- Ideas for employee involvement within your organization that can lead to enhanced revenue



Enhancing Revenue through Entertainment

Enhancing Revenue ideas for Everyone, BIG or Small

- Create your own “BUZZ” about your attraction, create ENTERTAINMENT!
- Get your local community & tourists engaged in your brand through special events.
- Make your attraction fresh on the tourists & locals mind or your competitors will.



Creating entertainment could lead to FREE media exposure & in return increase revenue!



Ripley's Bug Fest 2013



Creative special events are great for small attractions brand recognition and driving admits to your door.



More entertainment...more revenue!



Enhancing Revenue through Entertainment

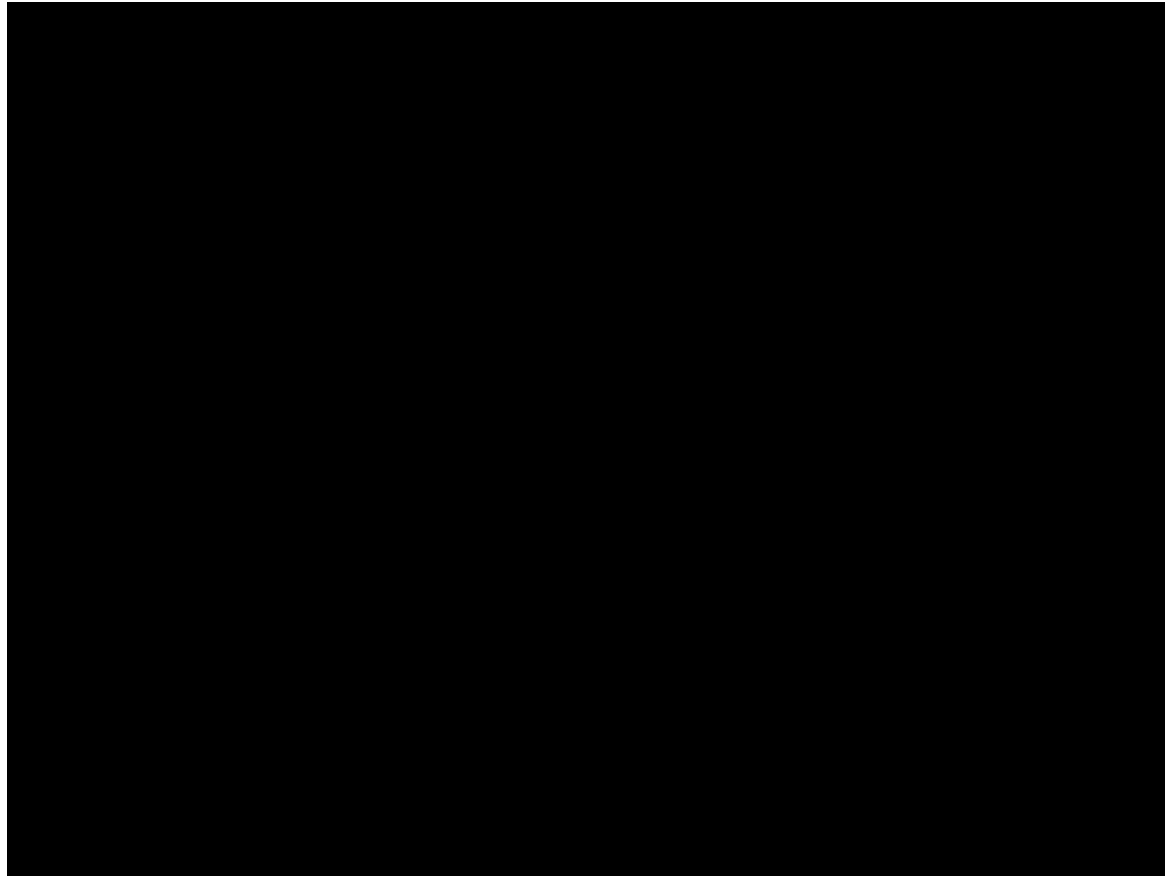
Creating a FUN Environment Can PAY!

- Developing a Fun and entertaining work environment creates employee investment into your organization.
- Employees are more likely to push revenue when they are able to have fun while doing so.
- Teach your staff to be entertainers!

Examples: Staff dances, allow staff to play/wear merchandise, guest interaction



Enhancing Revenue through Entertainment Creating a FUN Environment Can PAY!



Seabreeze , Rochester, NY



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Enhancing Revenue through Entertainment

Creating a FUN Environment Can PAY!

- The Small stuff counts! Small things such as employee dress up days , birthday celebrations, music selection, ect. make a BIG difference.
- When employees feel appreciated and engaged they reflect their satisfaction on our guests.
- Guest Satisfaction= More spending & repeat visits. Long-term effects are PRICELESS!



Food & Beverage and Retail: Enhancing Revenue Ideas for Everyone, **BIG or small**

Adrea Gibbs
Artistic Director



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Lines, Lines, Lines



The use of diversionary tactics:
CREATE FUN!



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What to do?

Take a cue from television

- Know your audience-Engage your audience
- Individual challenge?
- Group challenge?
- Something that will entertain everyone waiting



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Product Scramble



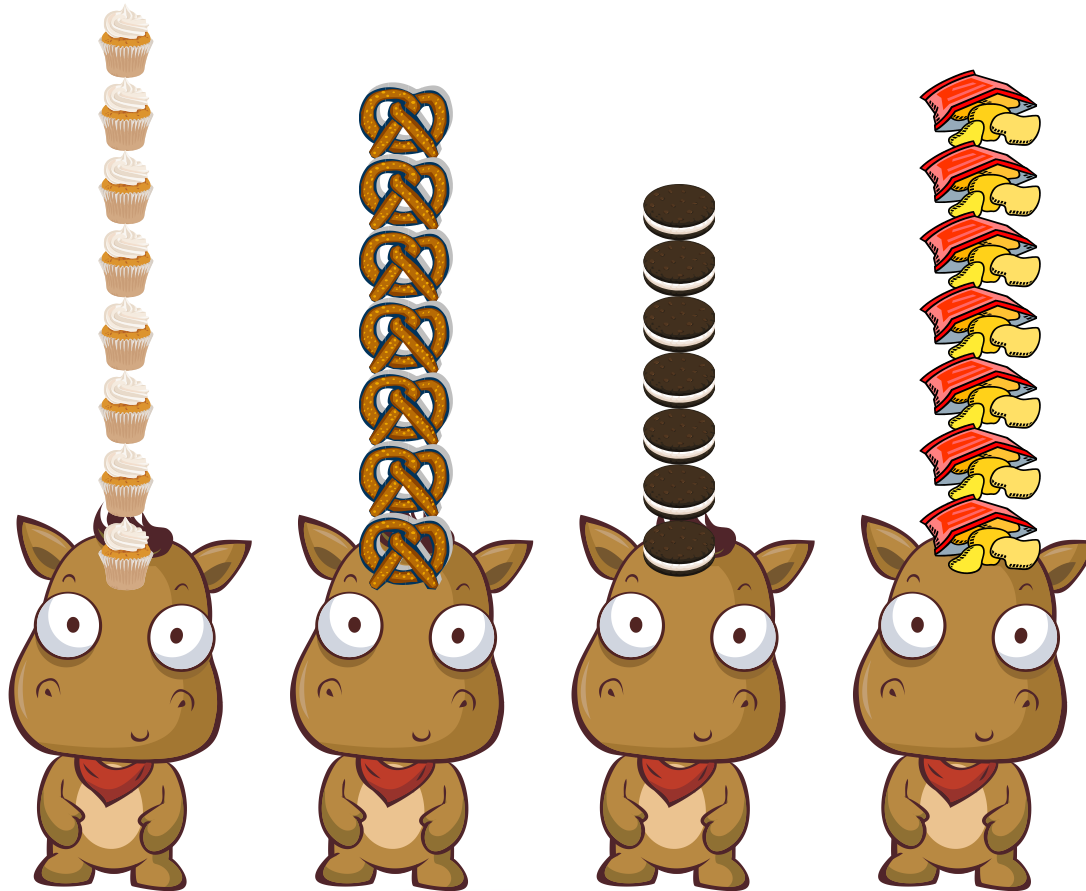
Product Scramble

- 1) Cut the front of a box into 16 even rectangles (you can do fewer for kids and/or use an unusually shaped box if you have one for more of a challenge) and stack them face down in random order.
- 2) When the clock starts, player may begin turning over pieces.
- 3) To complete the game, player must assemble the pieces to recreate the original cereal box within the 60-second time limit.

REQUIRED ITEMS: 1 product box top



The Unicorn



The Unicorn

- 1) When the clock starts, player may begin using 1 hand to stack snack cakes 1 at a time on the forehead.
- 2) If a cake or cakes fall, player may use the same hand to restack them.
- 3) To complete the game, player must stack 7 snack cakes 1 atop the other on the forehead within the 60-second time limit so the freestanding structure stays that way for 3 seconds.

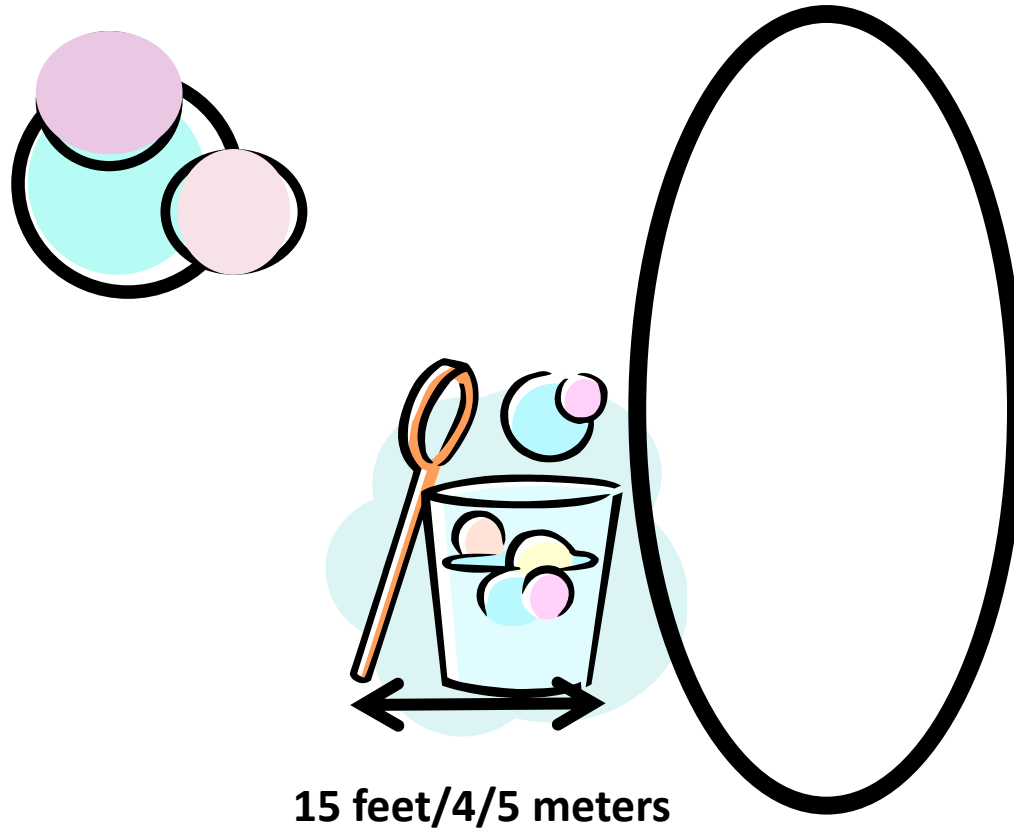
REQUIRED ITEMS: 7 chocolate snack cakes



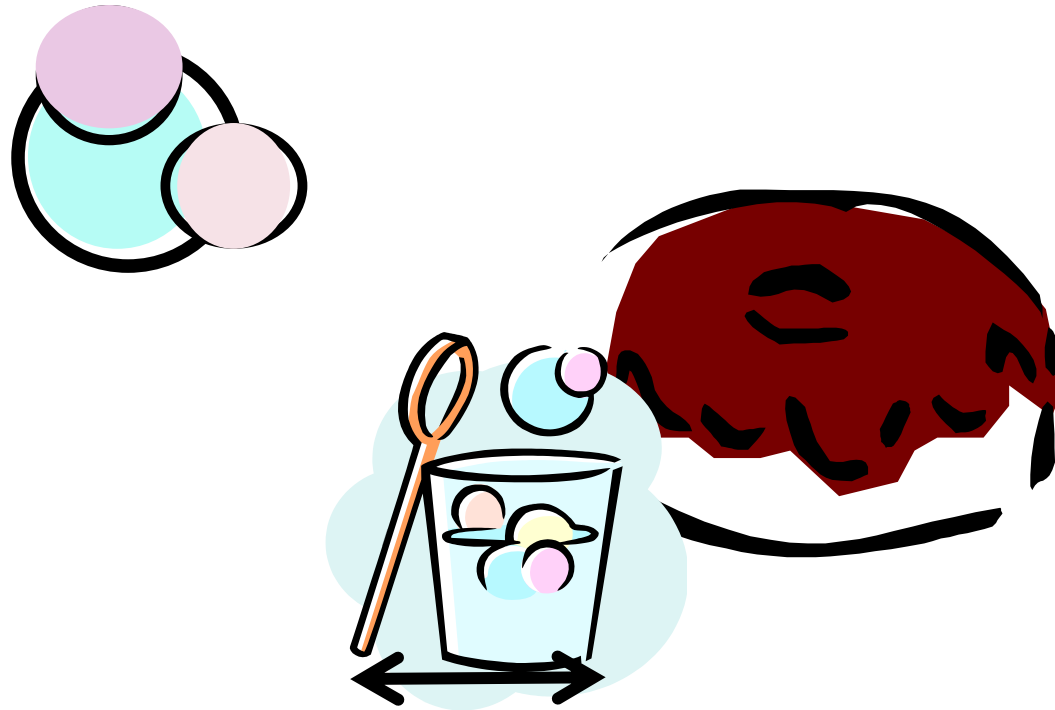
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Mega Bubbles



Mega Bubbles



15 feet/4/5 meters



Mega Bubble

- 1) When the clock starts, player may grab bubble wand and begin blowing bubbles from behind start line, 15' from hoop.
- 2) Player may only use breath to propel bubble.
- 3) Player may not touch the end hoop.
- 4) To complete the game, an un-popped bubble must be created behind the foul line, then blown through the end hoop within the 60-second time limit.

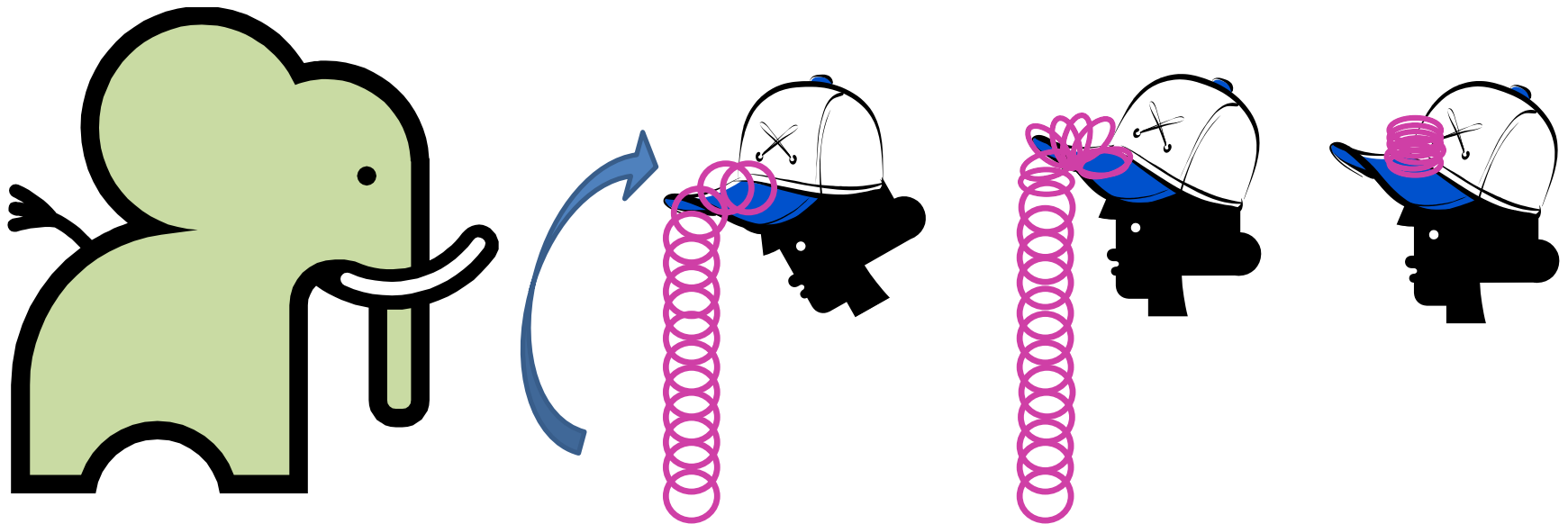
REQUIRED ITEMS: 1 hoop, 1 bottle of bubbles, start line



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Elephant's Trunk



Elephant's Trunk

- 1) Put on the headband.
- 2) Place 5 coils of the spring toy over and behind the headband so they rest between the headband and forehead.
- 3) Prior to game start, the body of the spring toy should be hanging in front of player's face.
- 4) When the clock starts, player may move head and body in attempt to get the spring toy in the stacked position on his/her forehead.
- 5) To complete the game, player must flip the spring toy into the stacked position on his/her forehead, where it must remain for 3 seconds.

REQUIRED ITEMS: headband, spring toy



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Minute to Win It Game Show Network

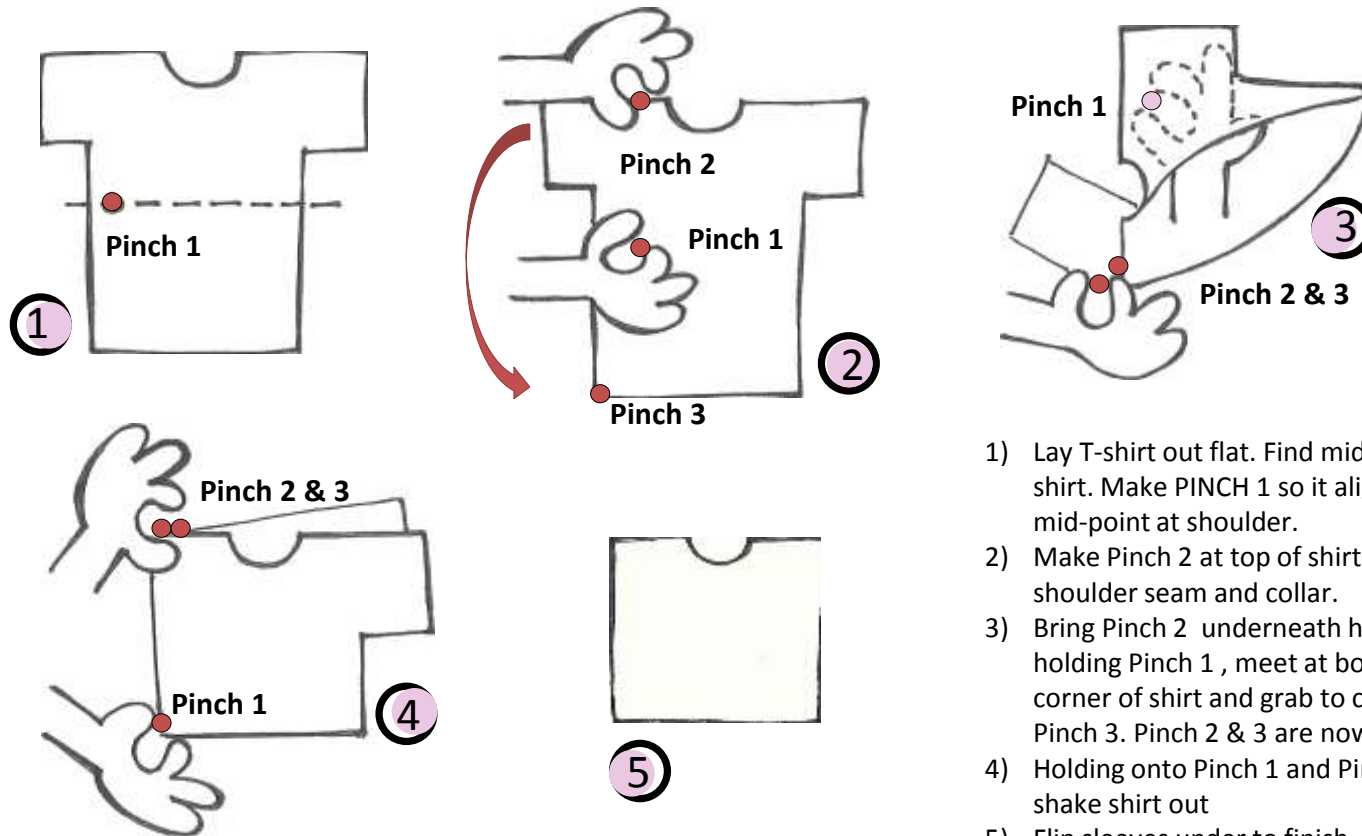
<http://www.nbc.com/minute-to-win-it/how-to/>



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Something fun – How to Fold a T-Shirt in 5 Seconds



Something fun – How to Fold a T-Shirt in 5 Seconds

<http://www.youtube.com/watch?v=An0mFZ3enhM>

<http://www.youtube.com/watch?v=BAxhr0j0thY>



Games Department: Enhancing Revenue Ideas for Everyone, **BIG** or **small**

Eric Meixler
Games Manager



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Stimulating the Senses

- Everything can be entertainment
- Making memories
- Creativity is key!



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Passive Ideas

- Music
 - Enhancing merchandise
 - Targeting specific audiences
 - Children Game
 - Intense Ride
 - Italian Food Stand



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Passive Ideas

- Displays
 - Overflowing merchandise



Passive Ideas

- Lighting – LEDs



Active Ideas

- Soft Barking
 - Playing with prizes
 - Playing the game
 - Wearing merchandise



Entertainment Department: Enhancing Revenue Ideas for Everyone, **BIG or small**

Cindy Altland

Director of Entertainment



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Entertainment Department

- Collaboration between departments is the first step:
 - Where does revenue need a boost?
 - What are guest satisfaction scores or comments and complaints saying?
 - Show & Tell: What programs/promotions can be enhanced to elevate the experience?



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Entertainment Department

- We can help create new opportunities for revenue generation:
 - Roving photographers/strolling performers
 - Vendors at shows and retail tie-ins
 - Exclusive experiences
 - Special programming



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Entertainment Department



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Entertainment Department



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Entertainment Department



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Entertainment Department



We can draw crowds to games, food, & retail locations.



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Entertainment Department

- We can help distract guests in long queue lines:
 - Identify locations and need times
 - Deploy live entertainment to “hot spots”
 - Install TV monitors with fun and interesting content



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Entertainment Department



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Entertainment Department



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Entertainment Department



Entertainment Department

We can assist with
employee training to
assist in attracting
guests to specific
locations:

Banter
Juggling
Playing a Role



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Human Resource Management: Enhancing Revenue Ideas for Everyone, **BIG or small**

Shaun McKeogh

Director Human Resources & Training



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Human Resource Contribution

Recruitment

Get It Right From The Start!

- **ATTRACT** the right people
- **SELECT** the right people
- Consider **ASSESSMENT CENTER ACTIVITIES**



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Human Resource Contribution

Leadership Training

- **COACHING** to establish the right environment
- **TRIGGERS**



Human Resource Contribution

Triggers

- *‘visual, verbal or incident related cues that trigger a predetermined response from Team Members that contribute towards creating a vibrant, interactive, fun & electric atmosphere.’*



Human Resource Contribution

Leadership Training

TRIGGERS PROCESS

- Setting **PARAMETERS**
- **ACCOUNTABILITY**
- Establishing a **STRUCTURE**



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Human Resource Contribution

Leadership Training

TOOLS

- Planning template
- Props/resources



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Human Resource Contribution

Leadership Training

COACHING

- **CONFIDENCE** to coach
- **PRACTICE**
- **STRUCTURE**

MANAGEMENT RESOURCES
Consultants in the World of Leisure Time

ON-THE-JOB COACHING ASSESSMENT
Guest Service Associate

Associate Name: _____ Date: _____

Coach's Observations/Comments

Areas of On-The-Job Assessment	N/A	Needs Improvement	Good	Excellent
BRAND EXPERIENCE				
Did the guest service associate politely ask guest to his or her station?				
Did the guest service associate smile, make eye contact, and greet the guest?				
Did the guest service associate use an appropriate open ended question to determine the guest's origin? "Where are you coming from today?" "Where are you visiting from today?"				
PRODUCT				
Did the guest service associate determine how many in the group by asking properly open-ended questions?				
Did the guest service associate take the opportunity to increase membership (which may be done at closing)?				
Did the guest service associate engage the guest by mentioning a specific exhibit or event occurring at the facility?				
Did the guest service associate suggest or recommend any additional products/ services to the Guest?				
Was the guest service associate friendly and engaging through the interaction?				
Was the guest service associate confident and knowledgeable when responding to a guest?				
CLOSURE				
Did the guest service associate end the interaction with a thank you and a phrase that confirms that we hope to see them in the future?				
Did the guest service associate remind the guest that their she will need a hand stamp for re-entry?				
Did the guest service associate thank the guest for his or her support at the end of the transaction?				
Additional On-the-Job Coaching Criteria				
1. Was the guest service associate adhering to dress standards?				
2. Did you observe the guest service associate properly handling cash or other media?				
Assessed for all associates at appropriate				
Coach's Name _____ Coach's Signature _____				
ADDITIONAL COMMENTS:				

A component of the Management Resources Service Excellence System, www.mgmtres.com



Human Resource Contribution

Creating The Right Culture

- An **INFECTIOUS** environment
- A **POSITIVE** environment
- Business **PARTNERS**
- **ENCOURAGE** contribution of ideas
- **RECOGNITION**



Thanks for joining us!

ENHANCING REVENUE THROUGH ENTERTAINMENT



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Enhancing Revenue Through Entertainment

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