

▶ WHERE THE **BUSINESS** OF **FUN** BEGINS



The Royal Treatment

How to deliver and develop a VIP guest program at your attraction
21 September 2016

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EURO ATTRACTIONS SHOW 2016 • WWW.IAAPA.ORG/EAS



SANDY CLARK MBA ICAL

Operations Director – The View from The Shard



Sits on the IAAPA EMEA Education Sub-Committee
IAAPA EMEA Institute of Attraction Managers Faculty Chair
IAAPA Certified Attractions Leader (ICAL)
Trustee of the Museum of Carpet, Kidderminster

Previous roles:

Head of Visitor Services at the Natural History Museum, London
Exhibition Manager at the Tower Bridge Experience, London
Senior Rides Operator / Merchandising Supervisor, Chessington
World of Adventures, Surrey



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MELISSA LOCKWOOD

Rides & Attractions Manager - Ferrari World Abu Dhabi



Accomplishments

Bachelor of Science & Master of Science

Ellis & Associates Instructor Trainer

National Recreation and Park Association Aquatic Facility Operator

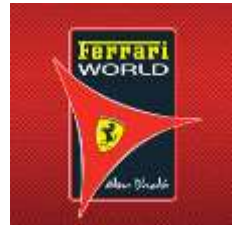
Certified Parks and Recreation Professional

American Red Cross Water Safety Instructor

Previous roles

Operations Manager – Yas Waterworld

Texas and Missouri Parks and Recreation



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BOB MONTGOMERY

CEO – Longleat Enterprises



Previously board member for the Branson, Missouri and Carlsbad, California YMCA's, the Lowndes County Convention and Tourism Authority, and the “Holy Land Experience” in Orlando Florida.

He has also served as Chairman of the San Diego North Convention and Visitors Association

Previous employers:

Paramount Entertainment

The LEGO Group

Canadian National Real Estate

Herschend Family Entertainment.



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CHRIS BATES

Revenue & Distribution Director – PortAventura World



Previously, owner & consultant at Enrich Revenue, Barcelona.
Before that, from 2004 to 2008, Chris was Regional Director of Revenue & Distribution at Morgans Hotel Group, in the USA and UK, with more than 20 years' experience within the Hospitality Industry working with luxury properties.
Chris has an BS from the Johnson & Wales University, in Providence (Rhode Island, USA) in Hospitality Management.



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The Royal Treatment

How to deliver and develop a VIP guest program at your attraction

Melissa Lockwood, Rides & Attractions Manager
Ferrari World Abu Dhabi

21 September 2016



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What makes the UAE Unique?

- Elected Monarchy = Royal Family
- Large disposable income for many residents and tourists
- Neighboring GCC Countries: Saudi Arabia, Bahrain, Kuwait, Oman, Qatar & UAE
- VIP/bespoke services available at malls, movie theaters, restaurants, etc.
- 365 operation of most parks

Start at the Beginning

- Tiered ticketing options
- Add on for annual pass holders
 - Bring a friend
 - Upgrade for a day/FastPass
 - Discounts on F&B, Retail
- Upselling to different levels

BRONZE	SILVER	GOLD	PLATINUM
UNLIMITED access to the park	UNLIMITED access to the park	UNLIMITED access to the park	UNLIMITED access to the park
	3 USE Fast Pass access	UNLIMITED Fast Pass access	UNLIMITED Fast Pass access
		FREE Souvenir Towel	FREE Souvenir Towel Souvenir Photo
			VIP Treatment Beach Club Access Stall Locker Free Valet Parking One free Combo meal Unlim. bottled water
• Bronze Adult: AED 210 • Bronze Child: AED 195	• Silver Adult: AED 320 • Silver Child: AED 275	• Gold Adult: AED 485 • Gold Child: AED 420	• Platinum Adult: AED 600
SELECT		SELECT	SELECT

Cabanas



EAS

Euro
Attractions
Show



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Lounges and Meeting Rooms



Bespoke Services

- **Guest Escort** – personal escort to guide the guest around the park and take the group to each ride
 - **Fast Pass/skip the queue**
- **VIP lounges and privileges**
 - **Unlimited food & beverage**
 - **Discounted merchandise/experiences**
- **Cabanas**
 - **F&B, safe for valuables**

Bespoke Services

- Park rentals before or after regular operating hours
- Park buyouts for the entire day
- Ladies only events and rentals
- Royal Family requests

VIP Locker Room & Lounge



VIP Locker Room & Lounge



Next Steps

- Look for areas in your facility you can dress up or customize for rental or special groups
- Seek out those VIP guests who may be interesting in visiting your facility
- Everyone wants to feel like a VIP!

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Bob Montgomery, CEO
Longleat Enterprises

21 September 2016



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Longleat Enterprises



Our Mission:

To provide unique, immersive and authentic experiences, while protecting and preserving our natural and built heritage

Define your VIP Offer

The VIP Experience reflects your brand & cultural values:

Brand Values

- Wondrous
- Real
- Pioneering
- Immersive
- Heritage



Cultural Values

- Engage & Inspire
- Put People First
- Continuously Improve
- Act with Integrity
- Take Safety Seriously

Develop the VIP Program

- Compelling
- Memorable & enduring
- Emotional connection
- Exclusive
- The Royal Treatment!
- Worth every penny



Considerations

‘A premium price requires a premium experience’

- **Capacity**
 - Physical/operational (i.e. animal welfare, vehicle capacity)
 - Guest experience (risk of ‘diluting’ VIP experience)
- **VIP infrastructure & resources**
 - Dedicated staff – both administration and delivery
 - Dedicated facilities - parking, reception, vehicles etc.
- **Staff connection and engagement – cultural values**
- **Unique and value for money**
- **Continual development & improvement**
- **Distinct sales & marketing positioning and strategy**





Longleat's VIP Development

2011

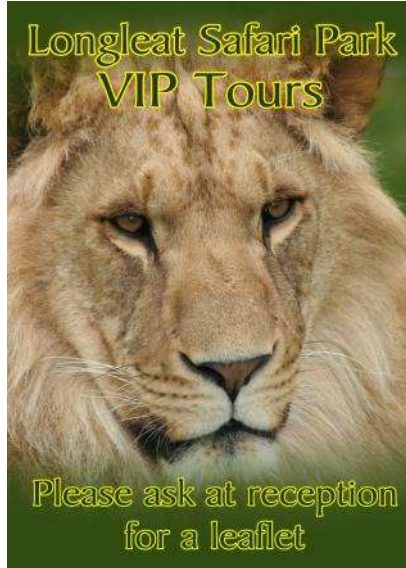
- ✓ 3 experiences
- ✓ 1700 guests
- ✓ £140K revenue
- ✓ Viewed as a ticket upgrade
- ✓ Modest resource allocation



2016

- ✓ 21 experiences
- ✓ Dedicated VIP branding
- ✓ Dedicated resources
 - ✓ Team of staff
 - ✓ VIP reception area
 - ✓ Web pages
- ✓ Live availability online
- ✓ Gift vouchers & messages
- ✓ On the day upsells
- ✓ Revenue increase x5 vs 2011

Longleat's VIP Development



VIP Branding



On-site Communications



LOVE PHOTOGRAPHY?

Spend some time getting up close to the magnificent Longleat Cats during the Big Cat Photographic VIP Experience

Book for yourself, or buy as a gift at
longleat.co.uk/vip
01985 845100

VIP
LONGLEAT



BECOME A VIP TODAY!

Upgrade your ticket today to become a VIP and take an **off-road Safari adventure** or **feed the penguins!**

Visit Guest Services now to find out more

www.longleat.co.uk/vip | 01985 845100

VIP
LONGLEAT



GIVE THE VIP EXPERIENCE OF A LIFETIME!

Would you like to get up close and personal to some of Longleat's most sought after animals, or know someone who would?

Treat them to a visit as a VIP, and create memories to last a lifetime

vip@longleat.co.uk | www.longleat.co.uk/vip | 01985 845100

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LONGLEAT

Social Media

Choose Longleat
Published by Sprout Social (1) · 22 June · 🌐

Know an animal lover? Gift them a VIP experience and they'll love you forever (probably) 🐾



2,249 people reached

Boost post

Like Comment Share

Annette Rogers, Owen Rogers and 49 others

Robert Hancock Sarah Cotes
Like · Reply · Message · 1 · 23 June at 22:32

1 Reply

Choose Longleat
Published by Sprout Social (7) · 24 May · 🌐

Photographer Simon King got THIS CLOSE to a tiger, & you can get almost as close with our VIP Big Cat Photographic Experience:
<http://bit.ly/BigCatVIP>



115 people reached

Boost post

Like Comment Share

Choose Longleat
Published by Sally Boyce (1) · 22 March · 🌐

EXCITING NEWS: Already booked to visit this Easter? We've got a few VIP spaces left for an off-road safari tour, penguin feeding and our new VIP red panda experience! Call the VIP team on 01985 845100 to upgrade your ticket, or visit longleat.co.uk/vip



Animal Experience Days, VIP Days Out, Wildlife Experiences - Longleat VIP

Longleat animal experience days make the perfect VIP day out either for yourself or as a gift experience. Four great VIP animal experience days and loads of unique...

LONGLEAT.CO.UK

48 people reached

Boost post

Like Comment Share

Reviews

"Wonderful day out"

★★★★★ Reviewed 14 July 2016

We took the Bronze VIP tour and it was great. Cara was brilliant, very keen to ensure that we, and the other couple on the tour, saw what we found most interesting and she was very informative on so many fronts

Visited July 2016

"Awesome experience"

★★★★★ Reviewed 9 July 2016

My girlfriend and I bought the penguin experience package (She is a HUGE fan of penguins). The guide named Christopher was very nice and taught us so much about penguins. We fed the penguins and held one of them for photos. But for those who only want to take a picture when the penguins, you can always take a picture with them (they are wandering around basically) in the penguin island (but you cant touch them as a normal ticket holder as opposed to VIP ticket holders like us). But still, watching them waddling around and actually patting them is soooooooooo unforgettable.

"Fantastic "

★★★★★ Reviewed 2 July 2016 via mobile

Took my niece & nephew to be zoo keepers for the day they absolutely loved it, was near on impossible to drag them out when the park closed! Their grandad did the tiger feeding experience again throughly enjoyed it. We all want to go back soon! Highly recommended it. Toilets were also mega clean despite the fact it was a bank holiday weekend. Food excellent & reasonably priced

Visited May 2016

"VIP trip"

★★★★★ Reviewed 20 June 2016 via mobile

80th gift of gorilla feeding for my aunt meant booking an extra ticket so I could accompany her and a weekend away for three to ease the journey from Yorkshire. So not a cheap adventure but as we three did a VIPs trip there eight years ago I knew it would be worth it! We were not disappointed!!!! Highly recommend this treat if you love your apes. It's not what you expect! Not going to spoil the fun with too much detail! Try it!

"Another Amazing day out"

★★★★★ Reviewed 25 June 2016 via mobile

Visited longleat many times before as live quite local and have always thought it is well run and the best of the safari parks we have visited in the uk.

Did a VIP tiger experience this time which was a present and was amazing to get up so close to 3 beautiful girls. The guide was very knowledgeable and the experience is one I'll never forget.

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The Royal Treatment: How to deliver and develop a VIP guest program at your attraction

Chris Bates, Revenue & Distribution Director
PortAventura World Parks & Resorts
21 September 2016



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What is PortAventura World?

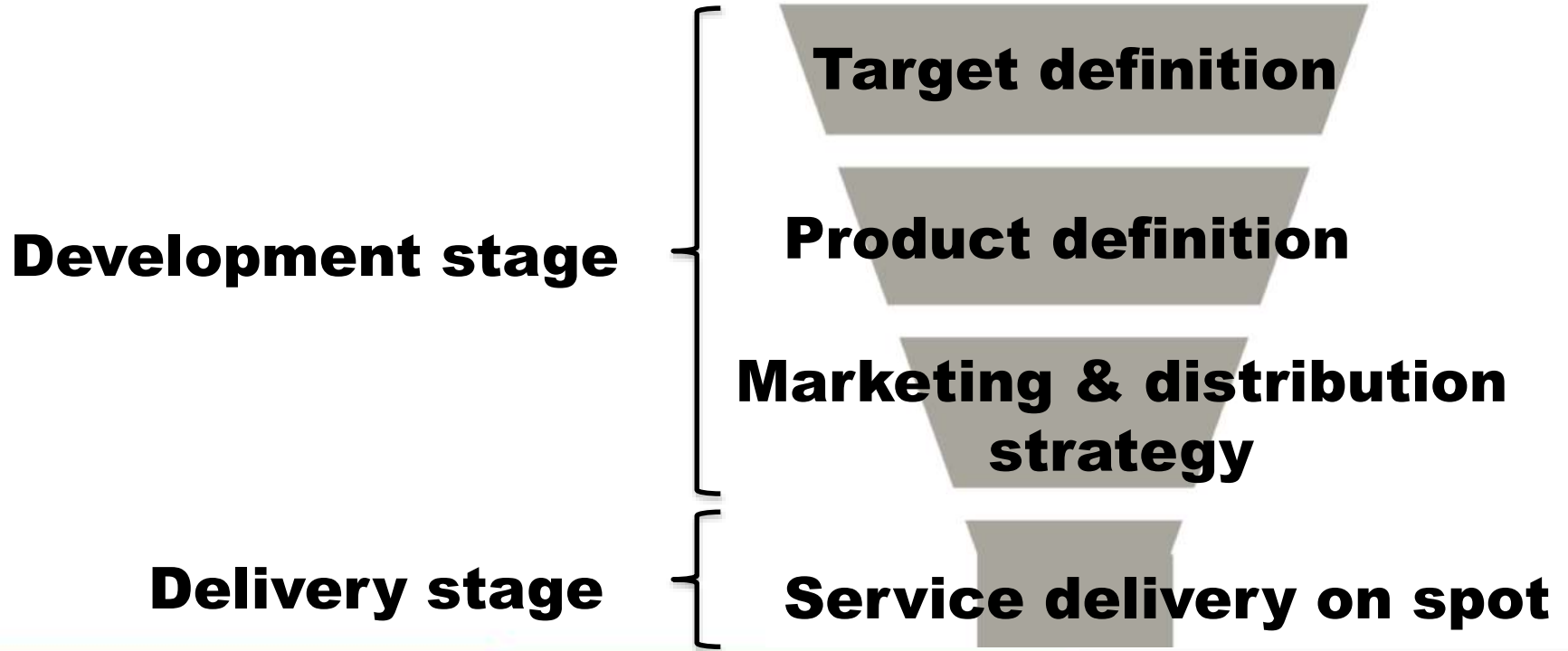


VIDEO NON AVAILABLE



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The Royal Treatment in 4 steps



Target definition



Product definition



Marketing & distribution strategy



Service delivery on spot



PortAventura Hotels

BENEFITS FOR REGULAR CLIENTS



FREE AND UNLIMITED ACCESS

to the park and discounts on tickets to Costa Caribe Aquatic Park.



PORTAVENTURA PASS

pay in the park using your room key.



SPECIAL DISCOUNTS

on Express Premium wristbands and passes.



FREE WI-FI connection



FREE PARKING AT THE HOTEL

subject to availability.



PREFERENTIAL BOOKING

for table service restaurants.



DISCOUNTS ON TICKETS

to PortAventura Caribe Aquatic Park (see calendar for park opening dates).



BREAKFAST Buffet



PICK-UP SERVICE AT PARK SHOPS

we deliver your purchases to the hotel.

ADDITIONAL BENEFITS FOR UPGRADE ROOMS

- ✓ Express **Premium** wristband (Fast Track) giving **unlimited access** to attractions and the best seats at shows, with **no waiting around**.
- ✓ **Personalized** reception check-in.
- ✓ **VIP** amenities
- ✓ **Special gift** for children
- ✓ Minibar service
- ✓ Breakfast **room service**
- ✓ Buffet or **à la carte breakfast** at Hotel Restaurant
- ✓ **Private** restaurant (breakfast and lunch)
- ✓ **Bathrobes** and pool towels
- ✓ **Lounge club**
- ✓ **Exclusive** parking
- ✓ Luggage pick-up and drop-off service

Additional Premium Services

- ✓ Welcome Drink
- ✓ Transfer Service
- ✓ Guided visits
- ✓ Welcome minibar
- ✓ Fruit dish
- ✓ Bottle of Cava or Wine
- ✓ Premium Kit
- ✓ VIP breakfast
- ✓ Cirque du Soleil show tickets
- ✓ PortAventura Express:
 - ✓ Max
 - ✓ Max Gold
 - ✓ Premium
 - ✓ Premium Gold



Combo with iconic brands



Ultimate Combo: PortAventura Park & Camp Nou Experience

By Julia Travel 1.1h Free cancellation No booking or credit card fees



Go on an unforgettable 2-day adventure that takes you to endless attractions at PortAventura Park, followed by a visit to Camp Nou, the home of 3-time World Cup champions FC Barcelona since 1957. You and the whole family are sure to have a great time at both of these iconic Spanish locations.

Make your way to the Julia Travel office in Barcelona, where you hop into a coach and take a hassle-free ride to PortAventura Park. This sprawling, resort-style amusement park features 6 different themed areas, each replete with attractions, shows, shops, and restaurants. Get your blood pumping with 40 attractions designed to pin you to your seat, including the Hurricane Combar free-drop and Shamshala, the highest roller coaster in Europe. The day ends with a ride back to the travel office.

[Show more](#)

Premium experiences



Pack Ferrari 458 Intro

- ✓ 1 discovery lap in a Hummer H2 as a copilot.
- ✓ 1 lap driving a Ferrari 458 Italia.



Pack Ferrari 458 Pro

- ✓ 1 discovery lap in a Hummer H2 as a copilot.
- ✓ 3 laps driving a Ferrari 458 Italia.



Pack Ferrari 458 Sport

- ✓ 1 discovery lap in a Hummer H2 as a copilot.
- ✓ 2 laps driving a Ferrari 458 Italia.



Pack Ferrari 458 Premium

- ✓ 1 discovery lap in a Hummer H2 as a copilot.
- ✓ 5 laps driving a Ferrari 458 Italia.

What's next?



VIDEO NON AVAILABLE



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THE **FUN** BEGINS
AT **EAS** 2016
JOIN US!

Thank you

Connect with me!

www.linkedin.com/in/cbatescrme



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WHERE THE BUSINESS OF FUN BEGINS



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Questions



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