



CONFERENCE: **NOV. 14-17** | TRADE SHOW: **NOV. 15-18** | 2022



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# “How to” Guide for Research Tactics Within the Attractions Industry

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# Today We'll Talk About

- Your Competitive Situation (and why you need research)
- Research Priorities for Attractions
- Types of Research You Should Be Doing
- Building Your Own Online Research Program
  - Tips for Writing Surveys
  - Finding People To Survey
- Q&A

# **We'll Move Quickly Through The Presentation To Leave Time for Questions**

There will be a link to the presentation, vendors I've had success with, and additional resources at the end.



# My Research Background



5 years



5 years



10 years

- Led in-house research teams of various sizes (sometimes just me)
- Completed over 1,000 research & analytics projects

# Your Competitive Environment



GO!

Ninja  
Warrior  
Adventure  
Park

Outdoor  
Theme  
Parks

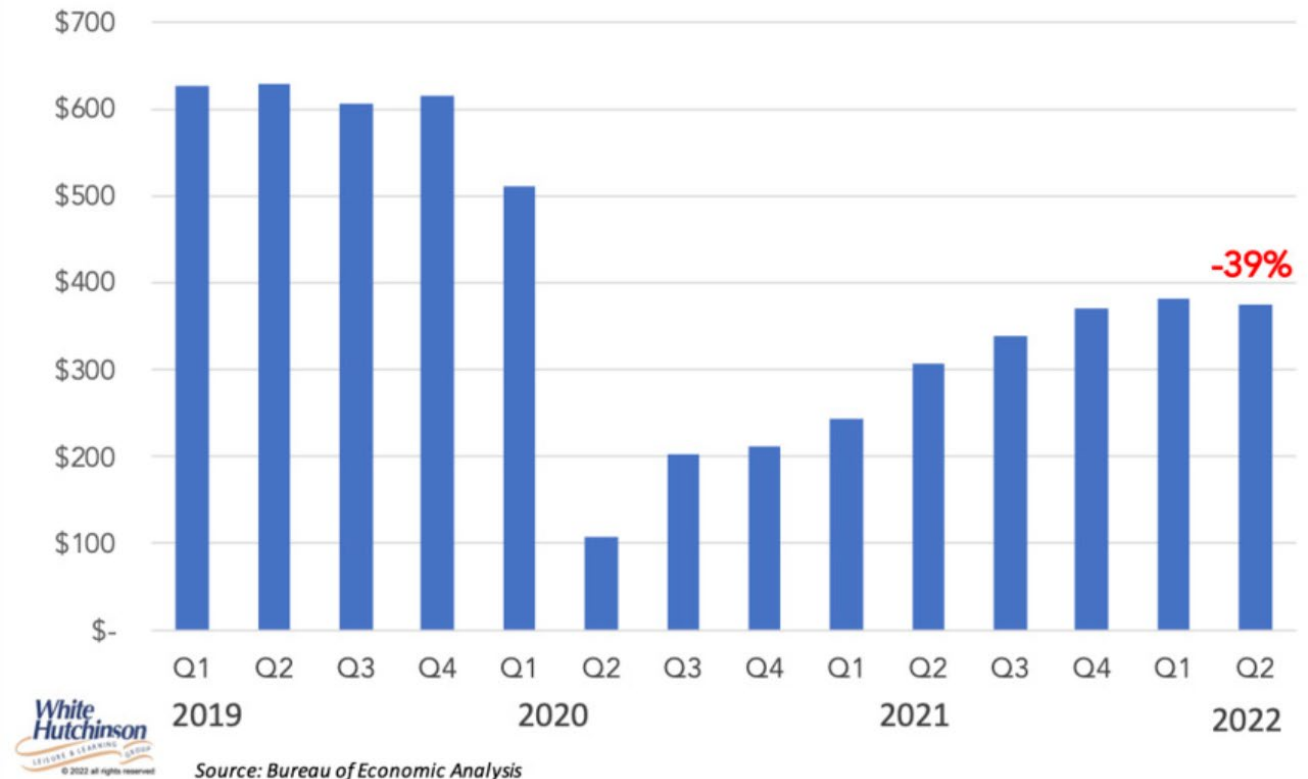
Indoor  
Theme  
Park





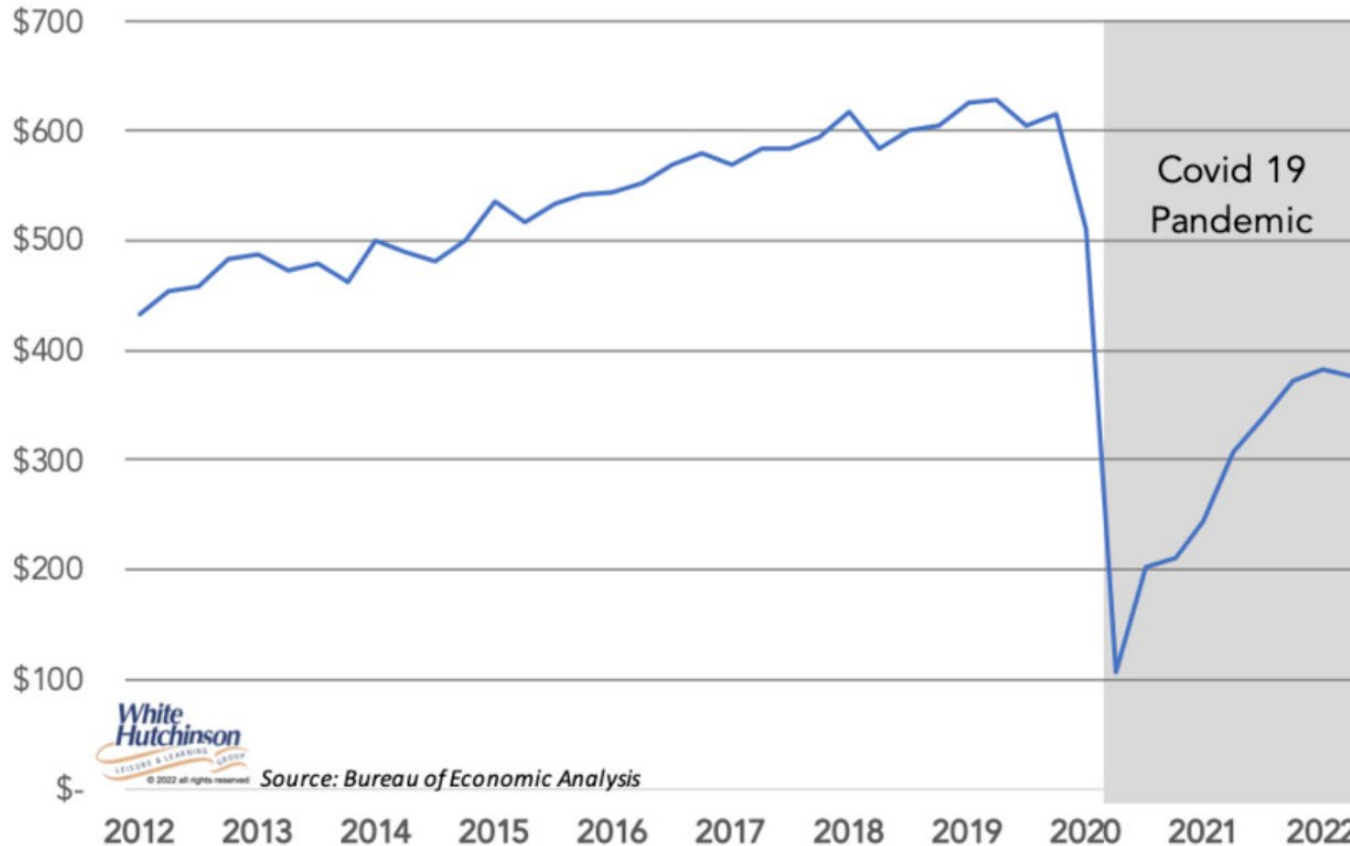
**Average consumer spending on out-of-home entertainment has not returned to pre-COVID levels.**

**Average Household Spending on Amusement Parks, Campgrounds and Related Services in 2022\$ Q1 2019 - Q2 2022**





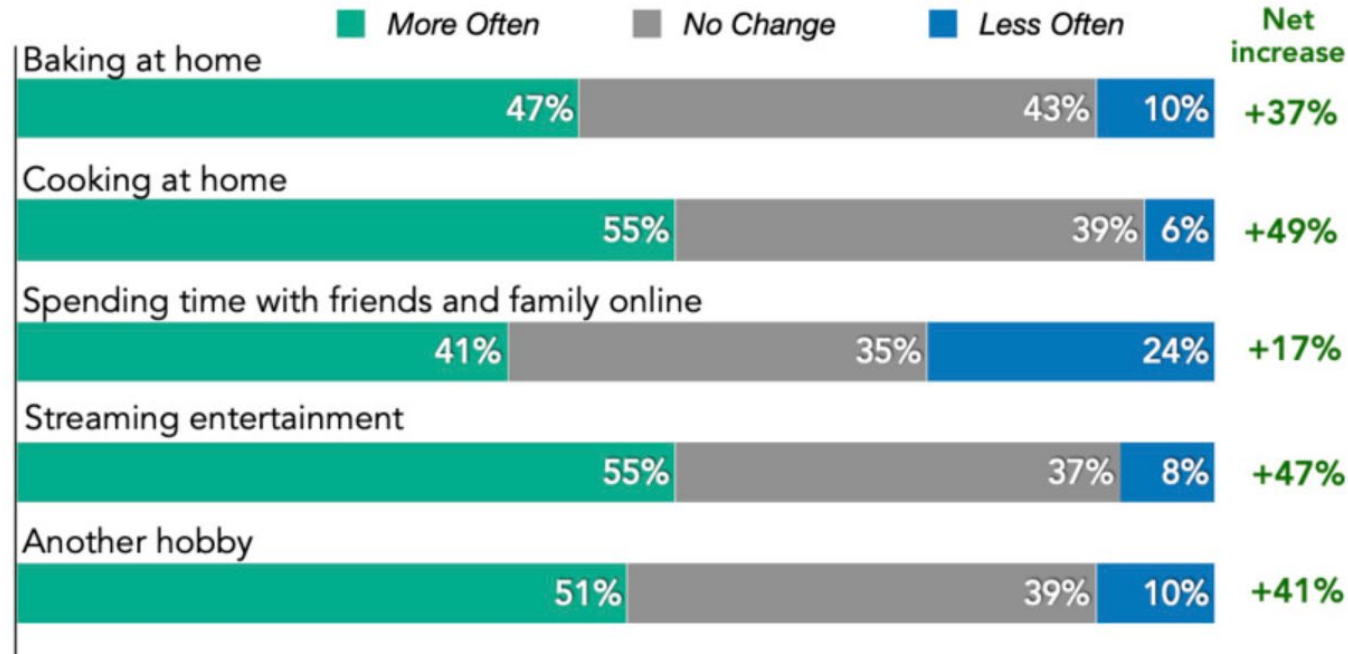
## Average Household Spending on Amusement Parks, Campgrounds & Related Services in 2022\$



**2020 consumer  
spending on out-of-  
home entertainment  
is lower than it was  
10 years ago**

## Continuation of pandemic lockdown activities

Are you doing the following more, less or just as often now as during pandemic lockdown\*



\*Among those who indicated starting this activity during the pandemic  
Source: Ipsos Coronavirus Consumer Tracker, June 22-23, 2022



**People have found new hobbies and interests at home which replace the need to go out.**

Percent who say that since the Covid-19 outbreak large gatherings, going out, and socializing in-person has become more or less important

More important  
**+21%**



Less important  
**-35%**



Net  
**-14%**

Source: Pew Research Center  
May 2-8, 2022 n=1,492

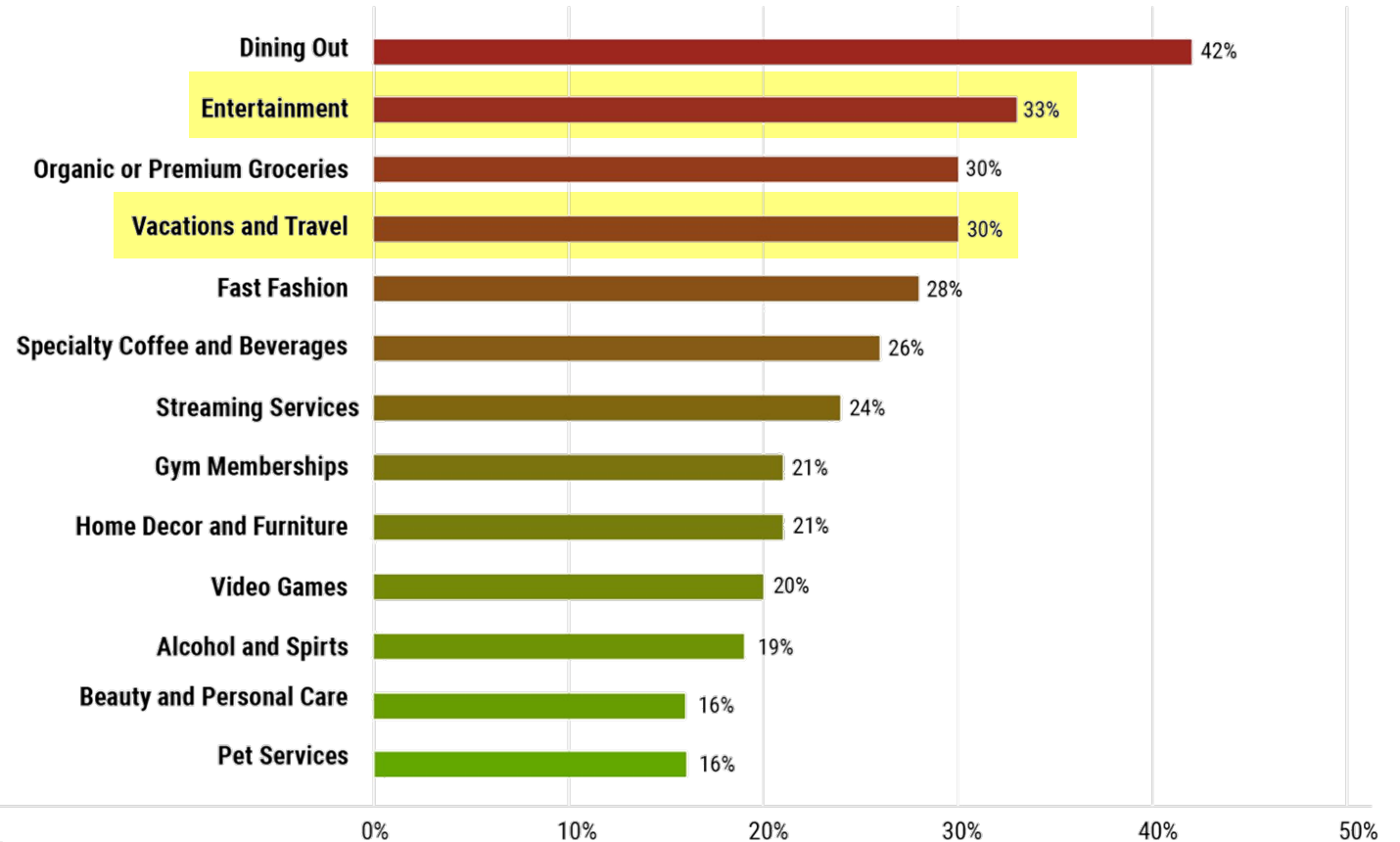
White  
Hutchinson  
RESEARCH & ANALYTICS  
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**For many people,  
going out is simply  
less important.**

**Inflation is causing  
consumers to curtail  
spending on  
entertainment and  
travel**

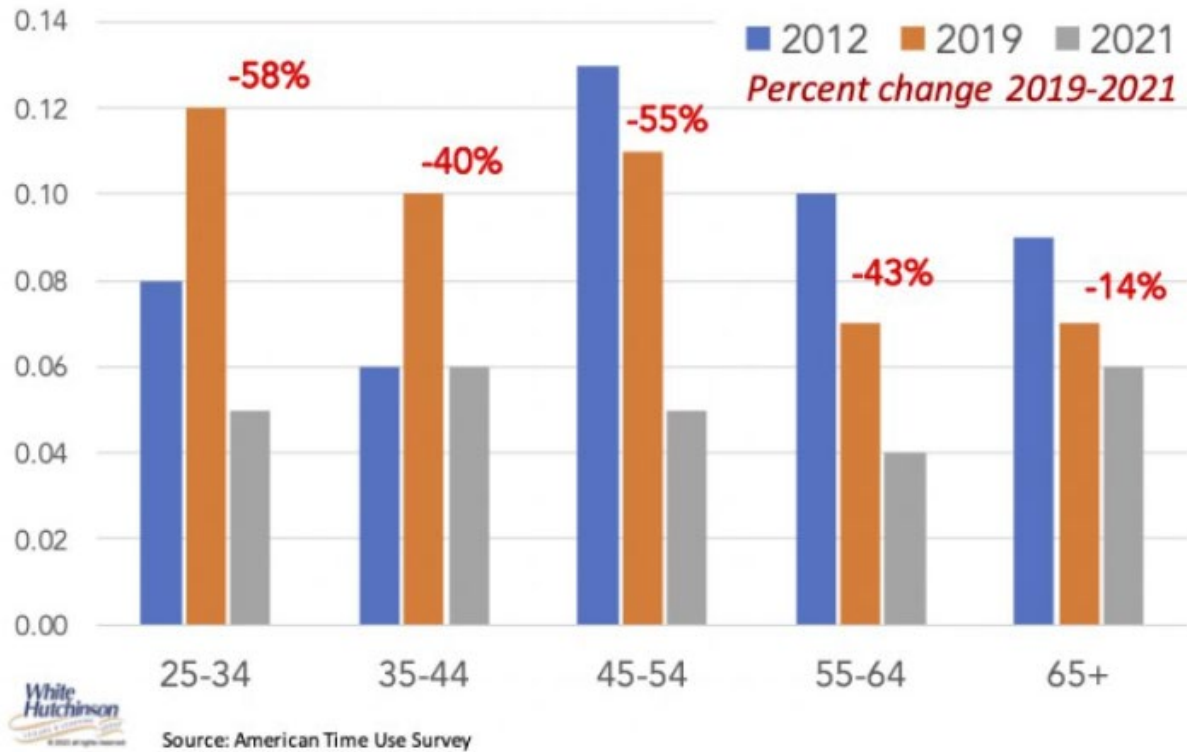
## INFLATION IMPACT ON U.S. DISCRETIONARY SPENDING

What discretionary spending will you cut back on due to rising prices?



 FIRSTINSIGHT

### Time spent on entertainment & arts including travel on an average day, select years



**People are spending a lot less time engaged in out-of-home entertainment than they did in 2019 or 2012.**



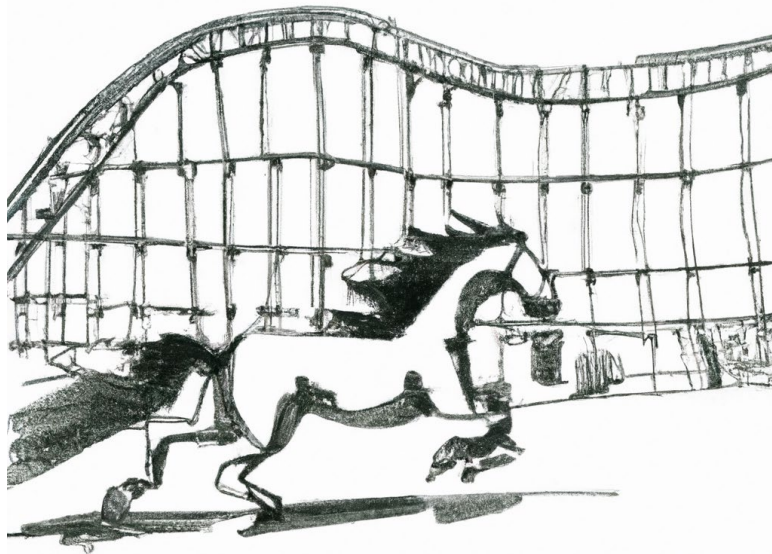
**Entertainment venues face more competition than ever before for share of time and share of wallet.**

# Research Can Help Any Size Attraction:

Drive Attendance

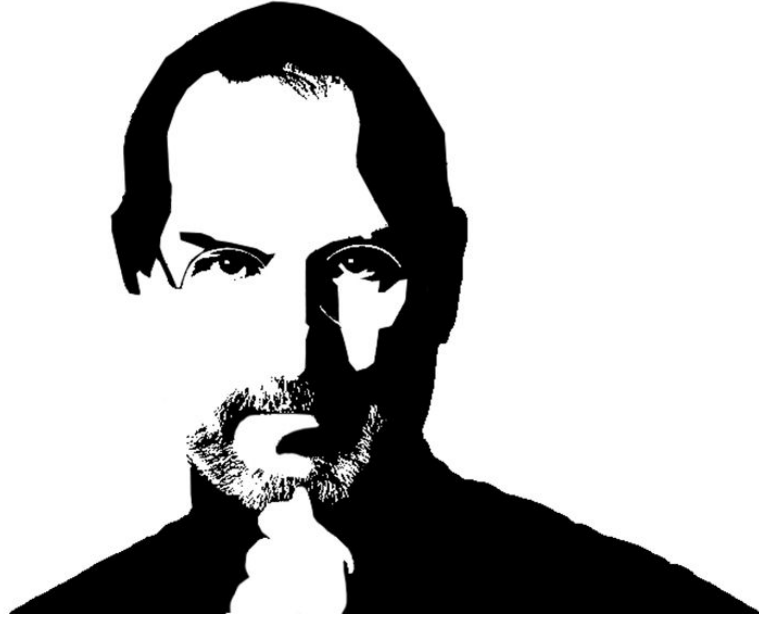
Satisfy Guests

Grow Revenue  
& Profit



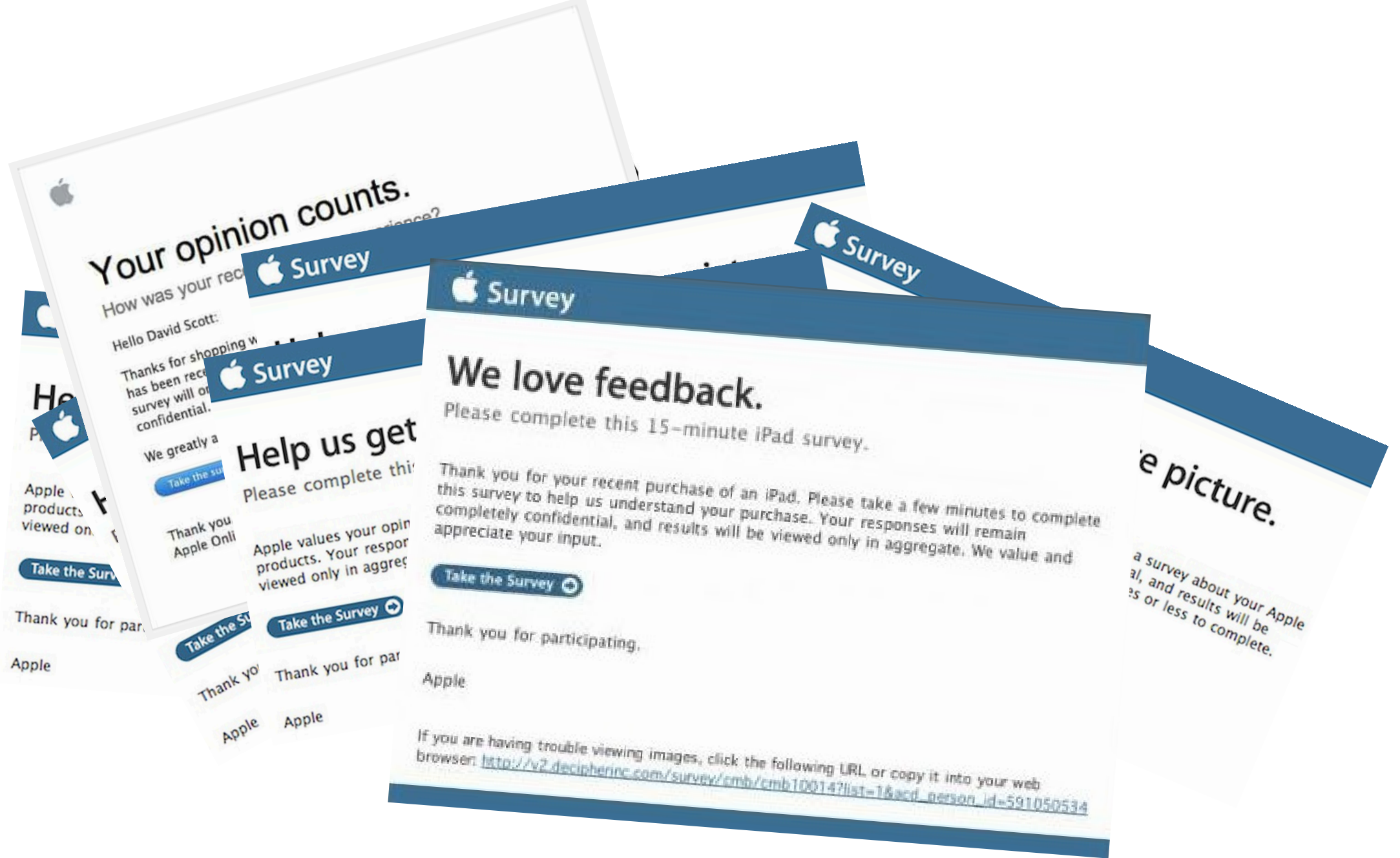
“If I had asked people what they wanted,  
they would have said faster horses.”


~~Henry Ford~~



“People don't know what they want until you show it to them. That's why I never rely on market research. Our task is to read things that are not yet on the page.”

*Steve Jobs*



 Your opinion counts.  
How was your recent experience?

 Survey

Hello David Scott:  
Thanks for shopping with Apple. Your purchase has been recorded and your survey will be confidential.

 Survey

We greatly appreciate your input.

[Take the Survey](#)

Help us get your feedback.  
Please complete this 15-minute iPad survey.

Thank you for participating.  
Apple


Apple values your opinion. Your responses will remain confidential, and results will be viewed only in aggregate.

[Take the Survey](#)

[Take the Survey](#)

Thank you for participating.  
Apple

Thank you for participating.  
Apple

 Survey

We love feedback.  
Please complete this 15-minute iPad survey.

Thank you for your recent purchase of an iPad. Please take a few minutes to complete this survey to help us understand your purchase. Your responses will remain completely confidential, and results will be viewed only in aggregate. We value and appreciate your input.

[Take the Survey](#)

Thank you for participating.  
Apple

If you are having trouble viewing images, click the following URL or copy it into your web browser: [http://v2.decipherinc.com/survey/cmb/cmb100147/list=1&cd\\_person\\_id=591050534](http://v2.decipherinc.com/survey/cmb/cmb100147/list=1&cd_person_id=591050534)

See the picture.

Take a survey about your Apple purchase, and results will be viewed only in aggregate. It takes 5 or less to complete.



# Research can...

- ...tell you what your average customer **really** thinks
- ...provide **better context** for new attraction ideas
- ...show you how to be **competitive** in your market
- ...**inform** management decision-making

**While you may be **a** consumer,  
you aren't **your** consumer.**

**Attraction managers make big errors in judgment when they think that they intuitively know what their customers think because they visit attractions too.**

# Research Can Help Any Size Attraction:

Drive Attendance

Satisfy Guests

Grow Revenue  
& Profit

# Research Can Help Any Size Attraction:

Drive Attendance

Gr

- Where are guests from?
- Who are our guests?
- How much can we charge for tickets?
- What kind of tickets should we sell?
- Who are we competing against?
- How can we differentiate ourselves?
- Why aren't people visiting?
- What new attractions will attract guests?
- What kind of ads work?
- How can we efficiently reach guests?
- How can we get people to visit more?

# Research Can Help Any Size Attraction:

Grow Revenue  
& Profit

- What kind of food items will people buy?
- How can we sell more food?
- What merch should we be selling?
- What happens if we add a processing fee?
- What kind of games will people play?
- How much should we charge for tickets?
- What happens if we raise/lower prices?
- What if we remove this pass benefit?

Satisfy Guests



# Research Can Help Any Size Attraction:

Satisfy Guests

- Did guests enjoy their day?
- What did they like? What didn't they like?
- What can we add to make guests happier?
- Does the food taste good?
- Are we meeting our service standards?
- Is our website friendly and easy to use?
- Do guests think the park is clean?
- Are guests enjoying our shows?
- Are our games too hard?
- Do we have the right attraction mix?
- Will they come back?

Drive

# Let's say you have no research program.



## Where should you start?

**There are TWO types of studies that every theme park can benefit from, all the time:**

- 1. Guest Satisfaction Survey**
- 2. Guest Origin Research**



# #1. Guest Satisfaction Survey

Guest satisfaction research comes down to answering one question:

**Overall, how would you rate your experience at the park?**

This is referred to as your:

**Overall Day Rating**

**The main reason you ask other questions is  
to explain your overall day rating.**

## **Overall Day Rating**

**Rides**

**Park Services**

**Shops**

**Value**

**Employee  
Service**

**Entertainment**

**Food**

**Games**

**These are primarily the areas  
you will want to focus on:**

**Rides**

**Park Services**

**Food**

**Entertainment**

**Shops**

**Games**

**Employee Service**

**Value**

# You Can Get Much More Detailed:

## Rides

- Overall Ride Rating
- Number of Rides Ridden
- Length of Lines
- Safety
- Enforcement of Rules
- Speed/Efficiency of Ride Operators
- Friendliness of Ride Operators
- Experienced a Closed Ride
- Experienced a Technical Difficulty

## Park Services

- Number of Security Guards
- Cleanliness of the Park
- Cleanliness of Rest Rooms
- Photo Buying Experience
- Parking Experience
- Ticket Buying Experience
- Experience Entering the Park
- Experience Leaving the Park

## Shops

- Overall Shops Rating
- Service Quality
- Service Speed
- Shop Keeper Product Knowledge
- Store Cleanliness
- Merchandise Appearance
- Merchandise Quality
- Value for the Money

## Employee Service

- How They Greeted You
- Attention to Safety
- Knowledgeableness
- Helpfulness
- Customer Service Training
- Job-Specific Training
- Friendliness
- Appearance
- Extraordinary Encounters
- Unpleasant Encounters

## Entertainment

- Overall Show Rating
- Convenience of Show Times
- Quality of the Performances
- Appeal of the Show Content
- Number of Costume Characters
- Quality of Character Interactions
- Appeal of Characters You Saw

## Food

- Overall Food Rating
- Service Quality
- Service Speed
- Dining Area Cleanliness
- Appearance of the Food
- Taste of the Food
- Value for the Money

## Games

- Overall Games Rating
- Game Attendant Service
- Fairness of Games
- Value for your Money
- Prize Quality/Value

## Value

**I won't go through these now, but you can find them if you download the presentation later!**



# Steps To Setting Up a Guest Satisfaction Survey

- Choose an Online Survey Provider
- Write a Questionnaire
- Program the Questionnaire
- Send Emails To People After They Visit
- Review the Results

*It really isn't that hard!  
Selecting the questions is  
the hardest part*

# It is possible to conduct your guest satisfaction survey as people leave, but it isn't worth it.

## Pros

- Better random mix of guests
- In-the-moment feedback

## Cons

- Comparatively very expensive
- Requires dedicated interviewer team
- Interrupts the guest experience



# There is also a hybrid version where people take the survey electronically in the park.



## Pros

- Access to on-site guest mix
- Requires less training

## Cons

- To do it right, you still need a recruiting team
- Results still potentially biased
- Interrupts the guest visit

**You can also use kiosks to simplify data entry and reduce labor costs. I still recommend recruiters.**








## #2. Guest Origin Survey

# Guest Origin Survey

- **Simple survey of:**
  - Origin (postal code, country)
  - Ages of everyone in the visit party
  - Other demos (income, ethnicity)
- **Optionally might include:**
  - Why they visited
  - Where they are staying
  - Other competitors they visit
  - Email Address



## Welcome Survey

\*10004-1\*

Hello and welcome to the park! We want to learn a little bit about you and your group as we plan for new park experiences! Your participation is very much appreciated!

☒ For each of the following questions, please try to mark your answers inside the boxes.

1) What is your gender?

☐ Male ☐ Female ☐ Other

2) What is your age?

☐ Under 18 ☐ 25-34 ☐ 50-64  
☐ 18-24 ☐ 35-49 ☐ 65+

3) What is your zip code?

☐ Not from USA

4) Today, how many people are in your immediate party? Don't forget to include yourself! (If you came with a large group only tell us how many people were in your immediate travel party...that is, the group of people you spend most of your time with in the park.)

5) What are the ages of the people in your party?  
Please include YOUR age first!

6) Are you of Spanish, Hispanic, or Latino origin or descent?

☐ Yes ☐ No

7) What race do you consider yourself to be? Please check all that apply.

☐ Asian ☐ American Indian or Alaska Native  
☐ Black ☐ Native Hawaiian or Pacific Islander  
☐ White ☐ Other  
☐ Prefer Not to Say

8) What kind of ticket did you use to visit the park today?

☐ Season Pass  
☐ 1-day ticket (you purchased)  
☐ 1-day ticket (I was given)

9) What is your income before taxes?  
If you are living with or are financially supported by your parents, please estimate their overall household income (i.e. including your parents)

☐ Less than \$20,000 ☐ \$80,000 - \$99,999  
☐ \$20,000 - \$39,999 ☐ \$100,000 - \$124,999  
☐ \$40,000 - \$59,999 ☐ \$125,000 - \$149,999  
☐ \$60,000 - \$79,999 ☐ \$150,000+  
☐ Prefer not to say/unsure

10) Including today, how many times have you visited the park this year?

☐ Just this once ☐ 2 times  
☐ 3-5 times ☐ 6-10 times  
☐ 11 or more times

11) Before this visit, in which of the following years did you visit THIS park? Please check all that apply.

☐ 2021 ☐ 2018 ☐ I visited before, but not since 2017  
☐ 2020 ☐ 2017  
☐ 2019 ☐ This was my very first visit

12) What is your email address?

We need your email address to:

- Enter you in a drawing for free park tickets
- Invite you to take our guest satisfaction survey
- We will NOT share your email address with ANY third parties.

(please print as NEATLY as possible)

## You're Finished!

### Thank You For Your Time



# Guest Origin Survey

## Why You Need It

- Advertising planning
- Capital planning
- Market segment definition
- And a lot more!

## Considerations

- Respondents cannot be self-selected
- Can't be online; need interviewers
- Need 100+ per day
- Most expensive study you will do



# Guest Origin Survey

## Option #1: One Question Survey at the Turnstile

- Limit your survey to just “What is your zip code?”
- Have your turnstile attendants ask and record
- Requires training, can be distracting, slows things down
- Limits your data to just zip codes

None of these options get you the data you get with a survey – but they are much better than nothing

## Option #2: Forget the survey. Use POS & eCommerce analytics

- Look at all of your online purchasers
- Limits your data to just zip codes
- Works if most of your sales are online. You can also collect zip codes at your box office
- It may be enough!

## Option #3: Geolocation Intelligence



# Geolocation Intelligence

- Place of Origin
- Length of Stay at your Venue
- Other Places They Visited
- Basic Demographics
- Behavioral profiles

# Other Research Worth Doing

- **Guest Origin Research**
- **Guest Satisfaction Research**
- Team Member Research
- New Product Research
- Regional Market Studies
- New Ride Research
- Advertising Research
- Food, Shopping, Games Research
- Pricing Studies
- Group Event Satisfaction Research
- Annual Event Research
- Web Analytics and A/B Product Testing
- Web Satisfaction Research
- Brand Positioning Research
- “Blue Sky” Innovation Research
- Employee Research



## Qualitative Research Method

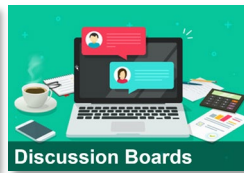
- Data collection through observation and interviews
- Example: Following a family around in the park, take notes
- Very time-consuming but can be very rewarding





## Self-Ethnography

- Guests document their own day using their phone
- Guests take photos, notes, videos, and save receipts
- Less time-consuming, less invasive, but still hard to organize



## Qualitative Research Method

- A one-on-one conversation with a respondent online or in-person
- Example: Asking a guest questions about the purchase process on your website one step at a time
- Time-consuming, but a mostly unscripted way to get interactive feedback

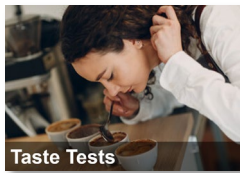




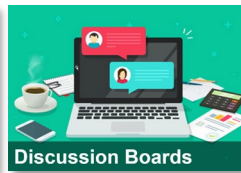
Ethnography



Interviews



Taste Tests



Discussion Boards



In-Person Surveys



Online Surveys



Social Listening



Data Mining



A/B Testing



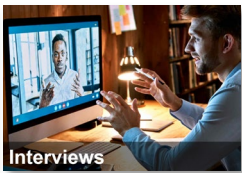
Focus Groups

## Qualitative Research Method

- Several customers in the room at one time led by a facilitator
- Opportunity is to have several people share and react to each other in a semi-structured manner
- Requires some training in group dynamics, and multiple groups



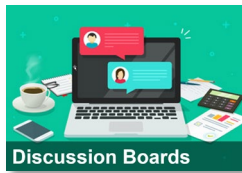
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Interviews



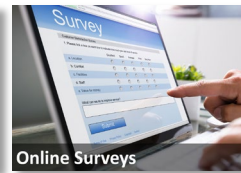
Focus Groups



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A/B Testing



**Taste Tests**

## Qualitative Research Method

- Very specific form of research, not commonly used in theme parks, but can be helpful for testing in-park products with guests





Ethnography



Interviews



Focus Groups



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In-Person Surveys



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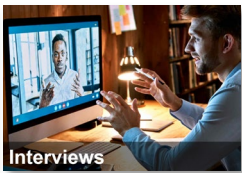


## Qualitative Research Method

- Like a focus group, but online and one session may last days
- Post a question or topic, and allow guests to respond, discuss, share feedback with each other
- You can get many customers involved. Requires moderation, and an appropriate system



Ethnography



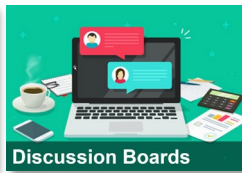
Interviews



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Data Mining



A/B Testing



## In-Person Surveys

### Quantitative Research Method

- Short questionnaires collected at reasonably high volume
- Allows you to collect a good volume of data “in the moment”
- For venues, it’s the best way to collect a representative sample of your customer base
- Potentially expensive





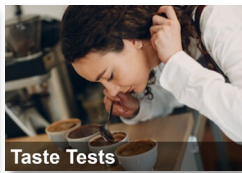
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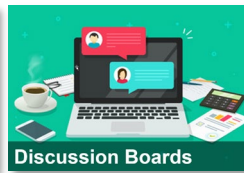
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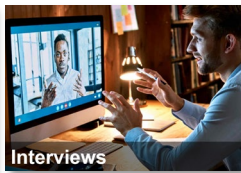
## Online Surveys

### Quantitative Research Method

- Potentially low cost, high volume opportunity to
- Allows you to collect a good volume of data “in the moment”
- For venues, it’s the best way to collect a representative sample of your customer base
- Potentially expensive



Ethnography



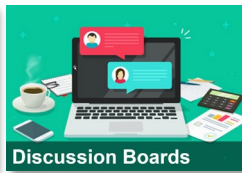
Interviews



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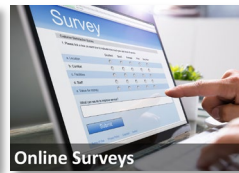
Taste Tests



Discussion Boards



In-Person Surveys



Online Surveys



Data Mining



A/B Testing



## Social Listening

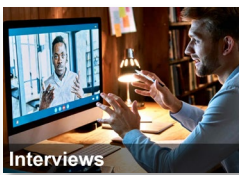
### Qualitative Research Method

- Analyzing conversations and trends posted online about your brand
- Useful for broad sentiment analysis, but hard to get focused feedback on topics





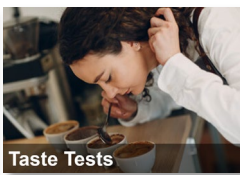
Ethnography



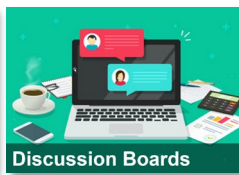
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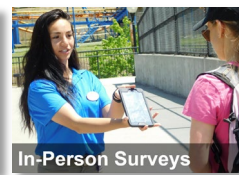
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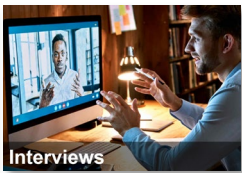


## Quantitative Research Method

- Analyzing the mountain of data you've collected about you customers through transactions and digitally-connected behaviors
- Can be a huge source of information, but requires software and/or special skills to extract



Ethnography



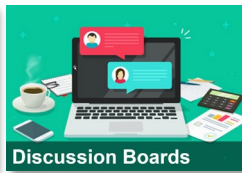
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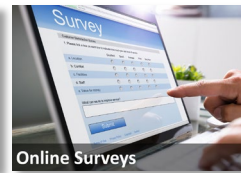
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## A/B Testing

### Quantitative Research Method

- Live testing in the field
- Works especially well for testing products and prices
- Easy to run off of your website

# Who should do your research?

**Do it yourself**

**Hire an agency**





# Do it yourself

## Pros

- Very Inexpensive
- Can go very fast
- Online tools make it easy to setup
- Some tools provide analysis

## Cons

- Much more effort to setup
- Poorly worded questions or non-representative sample = bad data

# Hire an agency

## Pros

- Proper methodologies
- Access to 3<sup>rd</sup> party panels
- Much easier for you
- Access to fancier tools

## Cons

- Expensive
- Potentially Slow
- Can require a lot of hand-holding



**Do it yourself**

**Hire an agency**

# **Quick Guide To Building A Basic Online Research Program**

# **Step #1**

# **Sign up for Survey Software**

# Online Survey Software Considerations

- Easy for you to use
- Friendly-looking, attractive templates
- Mobile friendly surveys
- Easy to use survey logic
- Friendly reporting capabilities
- Ability to do pop-up surveys on your website
- Integration with tools you already use
- Customer support

# Step #2

## Write a Survey

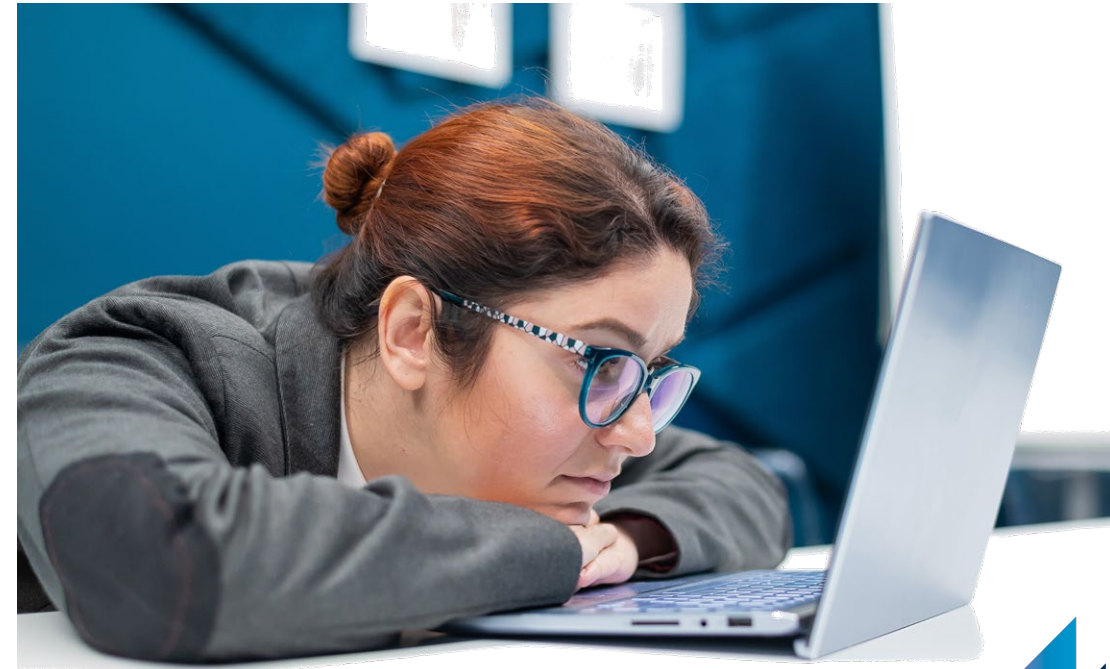
# Tips for Writing Surveys

- Keep questions short and to the point
- Don't get elaborate
- Avoid “fancy” question types
- Be thoughtful about what order the questions are in
- Don't ask more than you have to



# How Long Can You Make Your Survey?

- Maximum length depends on:
  - Survey topic
  - Type of questions you ask
  - Reason for the survey
- While they might not abandon the survey, people will stop reading
- Ask your respondents if it is too long!



# How Long Can You Make Your Survey?

- Think about the effort it takes to answer each question
- Factual questions take less effort than opinion questions or ratings



# Effort Needed to Answer Different Question Types

- Super easy to answer
- Only two choices
- Factual, no opinion

1. Did you eat pizza last night?

☐ Yes

☐ No



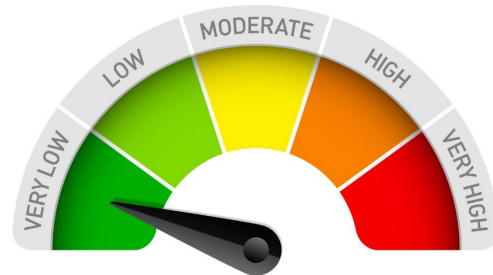
# Effort Needed to Answer Different Question Types

- Opinion-based
- Just two choices

2. Do you like pizza?

☐ Yes

☐ No



# Effort Needed to Answer Different Question Types

- Opinion-based
- Five choices is harder because people have to differentiate

3. How much do you like pineapple pizza?

- ☐ Love it
- ☐ Like it
- ☐ It's OK
- ☐ Don't Like it
- ☐ Hate it





# Effort Needed to Answer Different Question Types

- Keep your scales as simple as possible
- The more options, the harder it is for people to have a visceral response
- 5 points is usually fine
- 3 points for unimportant

4. How would you rate your last pizza-eating experience?

☐ Great

☐ OK

☐ Poor

☐ Excellent

☐ Good

☐ OK

☐ Poor

☐ Terrible

☐ Excellent

☐ Very Good

☐ Good

☐ OK

☐ Not Very Good

☐ Poor

☐ Terrible



# Effort Needed to Answer Different Question Types

- Factual, not opinion
- Manageable number of options to consider
- For the respondent, each checkbox is a yes/no question

5. Which of the following pizza toppings did you have on your most recent pizza?

☐ Pepperoni

☐ Carrots

☐ Red Onions

☐ Apple Slices

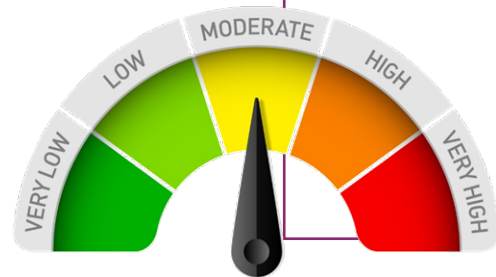
☐ Mushrooms

☐ Ham

☐ Pineapple

☐ Other - Write In

☐ Bacon



# Effort Needed to Answer Different Question Types

- Opinion question
- Lots of different options
- Each one has to be read and considered.

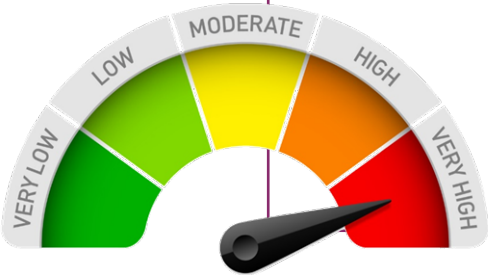
6. Which THREE of the following pizza toppings did you enjoy most?

- |                                       |  |                                       |
|---------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Pepperoni    | <input type="checkbox"/> Yellow Onion  | <input type="checkbox"/> Chicken      |
| <input type="checkbox"/> Red Onions   | <input type="checkbox"/> Extra Cheese  | <input type="checkbox"/> Black Olives |
| <input type="checkbox"/> Mushrooms    | <input type="checkbox"/> Steak         | <input type="checkbox"/> Spinich      |
| <input type="checkbox"/> Pineapple    | <input type="checkbox"/> Green Peppers | <input type="checkbox"/> Beef         |
| <input type="checkbox"/> Bacon        | <input type="checkbox"/> Red Peppers   | <input type="checkbox"/> Ham          |
| <input type="checkbox"/> Carrots      | <input type="checkbox"/> Jelly Beans   | <input type="checkbox"/> Pesto        |
| <input type="checkbox"/> Apple Slices | <input type="checkbox"/> Sausage       | <input type="checkbox"/> Pulled Pork  |



# Effort Needed to Answer Different Question Types

- People hate these
- It's 20 different questions piled into one
- People will start to answer randomly or straight-line just to get through it



6. How would you rate each of the following pizza toppings?

	Love it!	Like it	OK	Dislike it	Hate it
Pepperoni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Onions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pineapple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bacon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple Slices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yellow Onion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra Cheese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Effort Needed to Answer Different Question Types

- Ranking questions, where you have to consider every option versus every other option, is exhausting
- Nobody really needs ranking like this! Hard to analyze
- Sometimes, for ranking it is best to ask for just the top three or bottom three



7. How would you rank the following pizza toppings? Drag them into the right order.  
Drag items from the left-hand list into the right-hand list to order them.

Pepperoni	➡	1. Carrots	⬆
Red Onions	➡	2. Green Peppers	⬆
Mushrooms	➡	3. Bacon	⬆
Pineapple	➡		
Apple Slices	➡		
Yellow Onion	➡		
Extra Cheese	➡		
Steak	➡		
Red Peppers	➡		
Jelly Beans	➡		

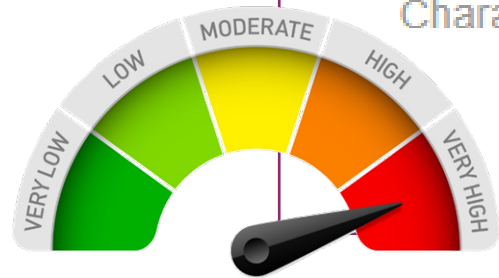


# Effort Needed to Answer Different Question Types

- Open-ended questions take the most energy to answer
- It's best to put them earlier in the survey
- Limit how many you use
- Don't make them required; make it clear that they are optional

8. Write at least three reasons you enjoy pepperoni pizza: \*

Characters used: 0 (minimum 100).



# Key Considerations For Questionnaires

- Don't make your survey too long
- Really interesting topics can be longer
- Be thoughtful about the types of questions you ask
- Remember, every decision takes energy
- Put the most important questions first
- Put the questions in a logical order
- Put the questions in an order that won't bias answers later questions
- Acknowledge when you're about to ask for something hard
- When asking personal questions, remind them the survey is anonymous

**People will finish a terrible survey, but your data will also be terrible.**

# **Step #3**

## **Find People To Survey**

# Find People To Survey

- Invite people on your mailing list
- Integrate with your website
- Collect email addresses at your venue
- Rent panels from third-party vendors
- Integrate with your eCommerce/ticketing system

# You Need to Talk To The Right People

- If you need to know what teens think, survey teens.
- If you need families, talk to families.
- Different groups have very different responses to the same questions.



# Tips for Email Survey Invitations

- Use your branding
- Say why you need their feedback
- Keep the invite short
- Include the length of the survey
- Offer an incentive
- Send through your CRM system
- Send reminders



## Important Park Planning Survey

*We need your feedback to help us plan for next season.  
You could win park tickets or a \$500 Amazon gift card!*

We're conducting a survey to help us plan for 2023 (and beyond) and we'd really like to get your feedback. Your opinions will only be used to improve the park.

In appreciation for your participation you'll be entered into a drawing to win a \$500 Amazon gift card or one of five pairs of tickets to the park.

[Take Survey](#)

### Quick Facts About this Survey:

- **Topic:** How we can improve the park, including new attractions, facility improvements, etc.
- **Length:** 15-20 minutes, depending on your responses.
- **Cost to Participate:** None
- **Chance to Win:** Drawing for \$500 Amazon gift card or one of five (5) pairs of tickets to the park for the 2023 season.

Thank you for taking the time to share your opinions.

Sincerely,

*Theme Park Management Team*

# Tips for Collecting Emails at Your Venue

- Great way to get respondents for guest satisfaction surveys
- Stop people at the exit
- Make sure emails are collected from randomly selected guests
- Let people type their own email into a tablet
- Be clear about what email address is for
- You will get around a 20% response rate
- Promise of a chance to win/incentive always helps

# Tips for Collecting Surveys from Web Traffic

- With the promise of a chance to win tickets, it's easy to get people to take a survey on your website.
- Ask about the website, about products, or anything
- Especially good for fast feedback

# Using Third-Party Panels

- If you want to find out what consumers think (people who aren't necessarily your customers) you should rent a panel
- You don't need to go through a research vendor to do this
- Many panel providers will even field your survey for you
- Tell them who you want to talk to, they will find them for you
- Cost ranges from \$5 to \$20 per respondent

# A Word About Incentives

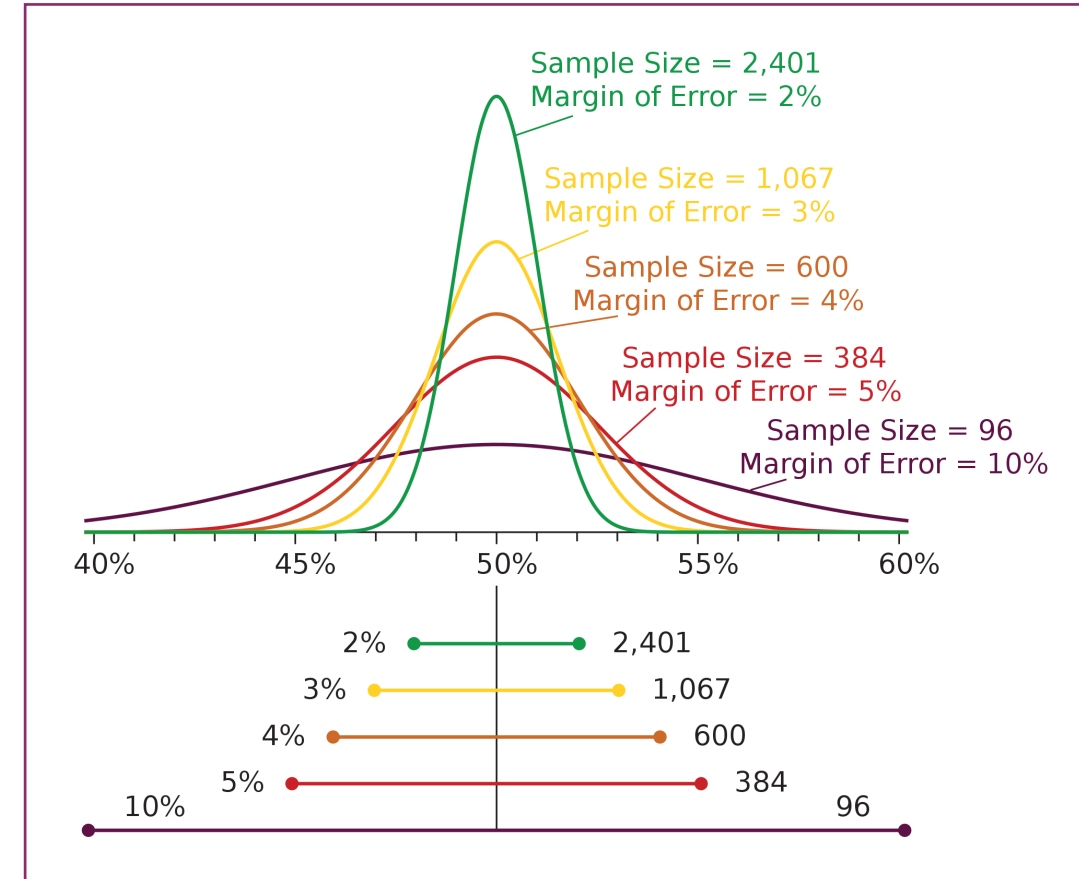
- Incentives dramatically improve response rates
- They generally won't bias your results
- Chance to win is always effective
  - Make sure you have proper rules written up
  - Pairs of park tickets usually work or a pair of passes
- Special discounts can work too





# How Many Responses Do You Need?

- It's not a percent of the population
- The bigger the sample, the smaller your margin of error
- For most surveys 600 is great
- 300 is fine
- If you want to collect 5,000 that's OK too
  - Bigger sample sizes let you slice and dice the data more
  - Depending on the survey, many theme park fans like to be asked their opinion





# Build a Survey Panel

- One of the easiest, fastest ways to find respondents is to build a survey panel
- At the end of any survey you do, ask people to join the panel. Maybe collect some demographics
- You can reach out to your panel whenever you need some fast feedback

# Hosting Your Own Focus Groups

- There is nothing wrong with bringing in a bunch of customers and talking to them
  - Talking to customers is never a bad thing
  - Just make sure you go in organized and ready to listen
- There are several benefits to hiring a facilitator
  - They'll find consumers that match your specs
  - They'll find a focus group facility for you
  - They can put together great moderator guides

# A Few Key Takeaways

- You need to be doing some research
  - Even if you're not, your competitors are
- First place to start is:
  - Guest Satisfaction Survey
  - Guest Origin Research
- It isn't hard to do basic online research
  - Survey software doesn't cost much
  - You can use your own mailing list for many surveys
  - Your guests are HAPPY to give you feedback
- Use a market research firm if you want or need help

# Q&A

I've put together a bunch of resources you may find useful including my contact information if you have **any** questions.



<https://carouselinsights.com/iaapa>