



# Guest Experience Workshop



**BlueGator**



# DESIGNING AN INTEGRATED EXPERIENCE

Deliver the Right  
Experience Based On  
These Questions:

**Who is your audience?**

**Where are they in their journey?**

**What do you want to communicate?**

**How should you deliver the message?**

## RECENCY

PROVIDE A REASON TO  
PURCHASE NOW

## DURATION

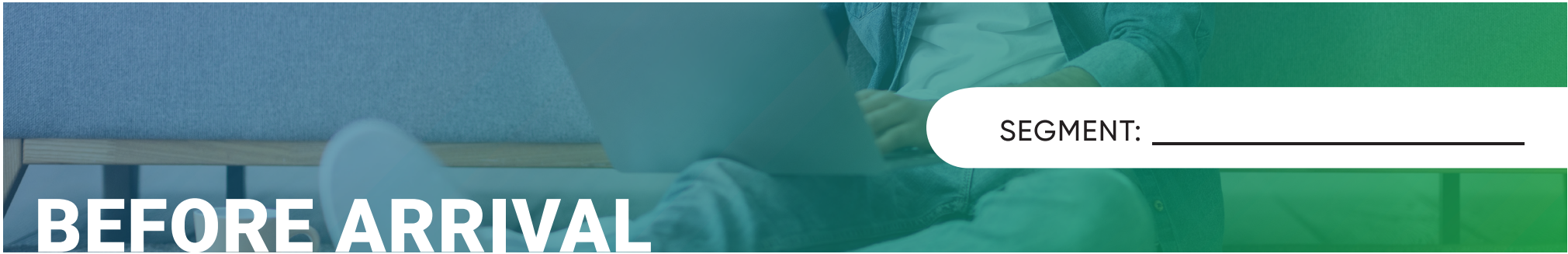
INCREASE THE  
LENGTH OF STAY

## FREQUENCY

DRIVE RETURN  
VISITATION

## SPEND

SPEND/GIVE  
MORE PER VISIT



SEGMENT: \_\_\_\_\_

# BEFORE ARRIVAL

**At this stage of the guest journey, what do you wish the guest knew about their visit?**

**Put yourself in your guest's shoes. What are they thinking and feeling at this stage?**

**Given your goals and the guest's mindset, how could you engage with a guest to help them have a better experience?**

**What type of methodologies are we using?**

- Recency  Frequency  Duration  Spend

**What do we need to know to engage?**

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**When do we need to engage?**

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**What systems need to 'talk' to engage the guest?**

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Can easily deliver the message in time.



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# AFTER LEAVING

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# BUILDING ROI

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NUMBER OF ANNUAL VISITORS: \_\_\_\_\_

## BEFORE:

Engagement Message:

\_\_\_\_\_

Take Rate (%):

\_\_\_\_\_

What percentage of annual visitors might take advantage of this offer?

Value of Upsell / Promotion:

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Revenue your venue would earn if guests upgraded/purchased this promoted offering

Upside:

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Number of Annual Visitors x Take Rate x Value

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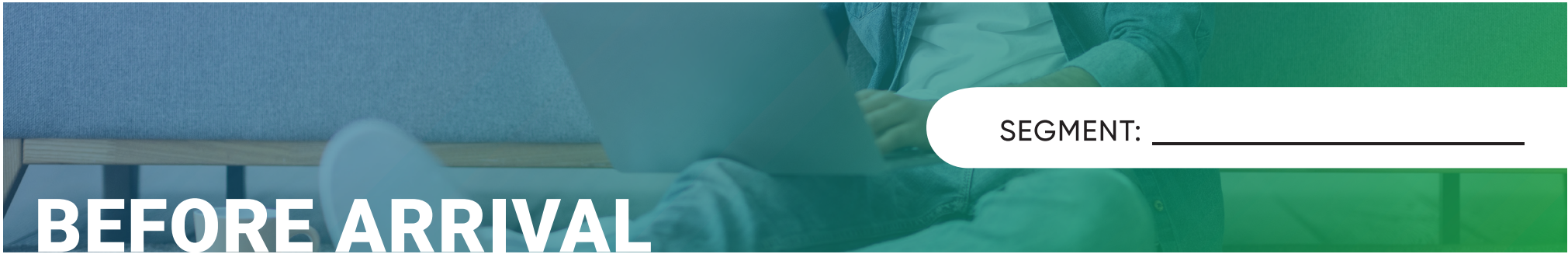
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