

SABINE LEHMANN

- Curiositas: specialist attractions and tourism futures consulting company
- AAVEA: Founder and Chair
- Board member of IAAPA (EMEA GR)



WHAT IS AN ATTRACTION?

- Museums, theme parks, aquariums, trampoline parks, cableways, ziplines, botanical gardens, zoos, family entertainment centres and more...
- Managing an attraction is an **art and a science**



WHO IS YOUR COMPETITION?

- Biggest threat is from outside our industry!
- Malls?
- Out-of-home vs in-home entertainment
- **Home is the new hangout!**
- We are competing for customer's time, attention and money.



(SOME) SOCIAL MEGATRENDS

Drivers:

- A focus on personal well being
- The preciousness of leisure time
- The need for safety and security

The product experience:

- Authenticity
- Hyperlocal
- Luxury redefined
- Locations based socialization
- Individualisation

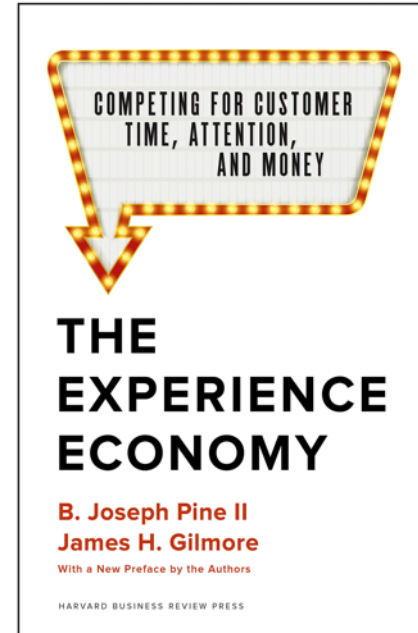
The personal experience

- Experience economy
- Collective anxiety
- Fluid identities



EXPERIENCE ECONOMY DRIVES ALL

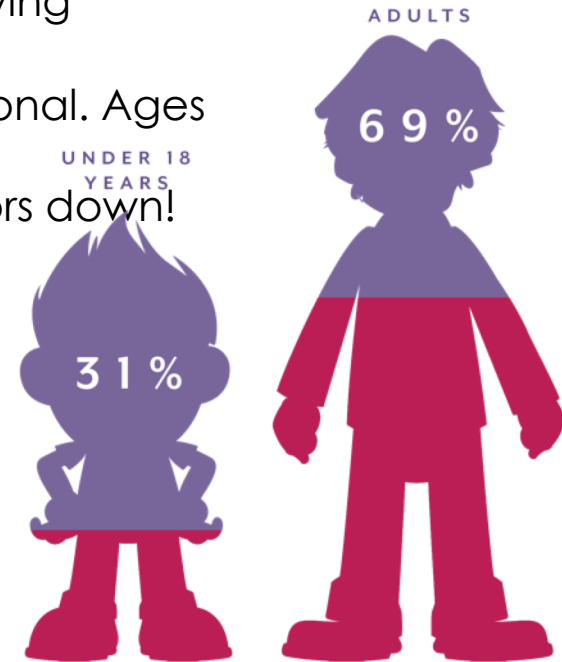
- People are collecting experiences not possessions.
- Experience economy – happiness no longer focused on possessions but by creating, sharing and capturing experiences.
- Key: memorable experiences
- Competing for the consumer's time, attention and discretionary spend.
- PS, Joe Pine will be talking at the AAVEA virtual conference on 20th August!



THE SCIENCE (OF ATTRACTIONS MANAGEMENT)

5 NUMBERS EVERY ATTRACTION MANAGER SHOULD TRACK

- 1) **VISITOR NUMBERS** Count all of them, paying and non paying
- 2) **VISITOR DEMOGRAPHICS** % local, domestic and international. Ages
- 3) **DWELL TIME ON SITE** Dwell time = revenue. Slow your visitors down!
- 4) **SECONDARY SPEND** F&B, parking, photo memories, retail
- 5) **TICKET YIELD**



TICKETING & ADMISSIONS STRATEGY

Pricing should not be used as a blunt instrument

Majority of income is through ticket admissions (60 – 80% depending on attraction type)

Online ticketing has great benefits

A number of pricing strategies can be investigated

- Fixed admissions pricing
- Dynamic pricing
- Variable pricing
- Use to manage capacity and drive demand in your quiet times

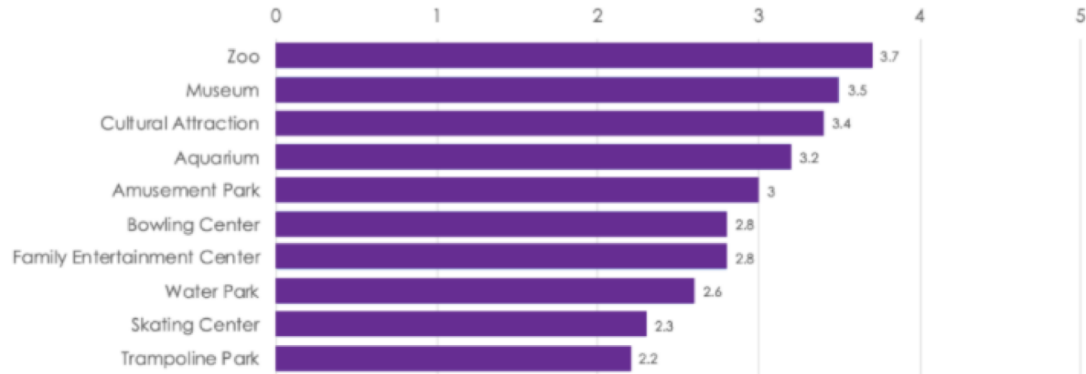


ATTRACTION'S COVID-19 PROTOCOLS

- AAVEA (African Association of Visitor Experiences and Attractions) worked closely with TBCSA and IAAPA (Global Attractions Association) on protocols.
- TBCSA and IAAPA guidelines available on the AAVEA website: www.aavea.org.za
- Attractions are different from other mass gatherings:
 - Capacity can be managed
 - Audience is made up of parties that are 'Covid clans'
 - Guests generally keep moving
 - Seated positions are generally controlled by employees.

RE-OPENING WILL BE TO A DIFFERENT WORLD

On a scale from 1-5, with 1 being “Least Likely” and 5 being “Most Likely,” how likely are you to visit the following attractions types with 3 months of reopening?



Data: Amusement Advantage Inc., May 7th, 2020

RE-OPENING WILL BE TO A DIFFERENT WORLD

- Trust is the new currency “support the fun don’t spoil the fun”
- Re-assess the visitor experience you offer
- Plan for physical distancing
- Low touch transactions
- Create extra value

- **Covid -19 interventions are for the most part an investment and not a sunk cost**

LEARNINGS FROM EUROPEAN ATTRACTIONS

- Reduced visitor demand
 - “will the experience be as good as before”
 - Safe fun – visible hygiene measures and clearly managed physical distancing
 - Plan now how to handle non-compliance
 - Monitor social media carefully
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- Review opening times
 - Review staff demand for season
 - Extensive staff training required



AAVEA : 20 AUGUST 2020



Topics include:

- IAAPA – what can we learn from European attractions that have re-opened?
- Attractions and the tourism economy (ALVA, UK)
- How can Africa leverage visitor attractions? (UNWTO, Africa)
- Leveraging visitor spend on site: the link between experience and economics. (Vision XS, UK)
- Correctly pricing admission tickets.
- Visitor attractions and the experience economy (Pine, USA)
- Who visits and who doesn't, how market research can help you succeed (IMPACTs Experience, USA)
- Domestic recovery: the key to recovery and future success.