



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?

Engagement Methodology

RECENCY

PROVIDE A REASON TO PURCHASE NOW

DURATION

INCREASE THE LENGTH OF STAY

FREQUENCY

DRIVE RETURN VISITATION

SPEND

SPEND/GIVE MORE PER VISIT

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SEGM	ENT:		

BEFORE ARRIVAL

At this stage of the guest journey, what do you wish the guest knew about their visit?	What type of methodologies a	re we using?
	○ Recency ○ Frequency ○	Duration O Spend
	What do we need to know to e	ngage?
	When do we need to engage?	
Put yourself in your guest's shoes. What are they thinking and feeling at this stage?	What systems need to 'talk' to engage the guest?	
Given your goals and the guest's mindset, how could you engage with a guest to help them have a better experience?	We have this data available a	
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PUTTING IT ALL TOGETHER

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SEGMENT:	REVENUE POTENTIAL:		
NUMBER OF ANNUAL VISITORS:			
BEFORE:			
Engagement Message:	Value of Upsell / Promotion:		
	Revenue your venue would earn if guests upgraded/purchased this promoted offering		
Take Rate (%):	Upside:		
What percentage of annual visitors might take advantage of this offer?	Number of Annual Visitors x Take Rate x Value		
DURING:			
Engagement Message:	Value of Upsell / Promotion:		
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