# The New Guest Experience

Wednesday, April 8, 2020



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# The New Guest Experience

Discuss

**GTS Statement** 





Get Help

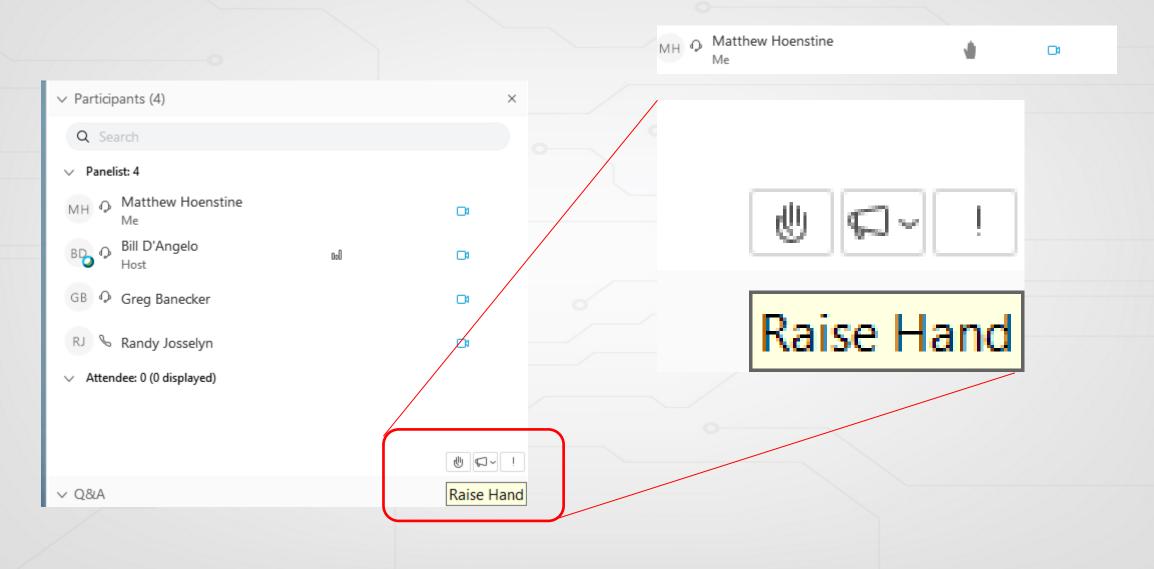




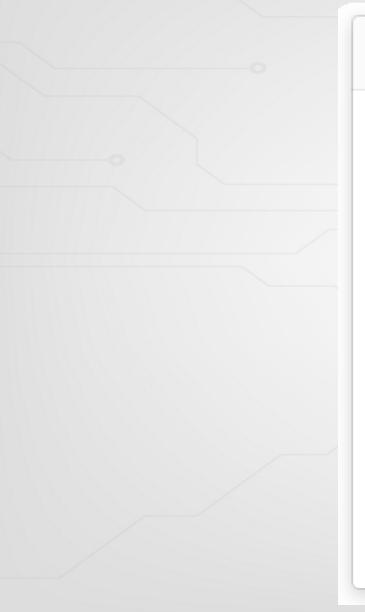
# **Asking Questions**

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### To Participate in the Discussion



# Important: Linking the Dial In



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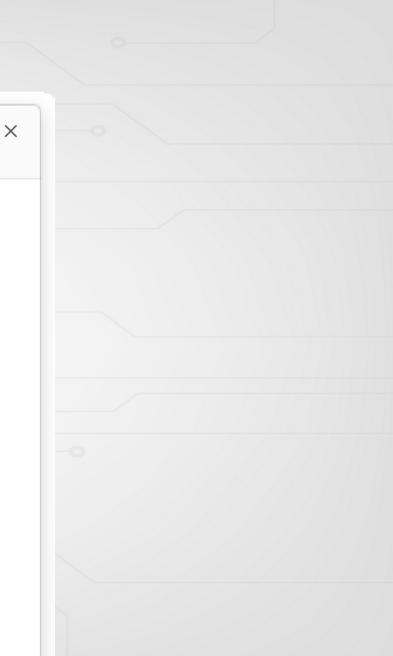
#### 1 Call

Call-in toll free number (US/Canada) 1-877-668-4493 Call-in toll number (US/Canada) 1-650-479-3208

Show all global call-in numbers

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## Important: Linking the Dial In



Call In

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#### Webinar Wednesdays 11 AM PST/2 PM EST

- Galaxy Best Practices in a Time of Crisis (3/18)
- Managing Pass Updates, Renewals and Bulk Orders (3/25)
- Operational Strategies for Now and the Next Normal (4/1)
- The New Guest Journey (4/8)
- Reopening Strategies and Transitioning to a Capacity Managed Attraction (4/15)
- What the Heck do I do Now?!?! (4/22)
- TBD (4/28)

# WEBINAR AGENDA

### Webinar Agenda

- 60 minutes in length
- Moderated forum style
- Ongoing Q&A with options for attendees to participate and contribute throughout

### Panelists

Grant Rozich grant.rozich@palaceentertainment.com Senior Architect, Sales & Ticketing Systems





## Panelists

Brian Vauter bvauter@naturalbridgecaverns.com

**Cavern Geologist** 

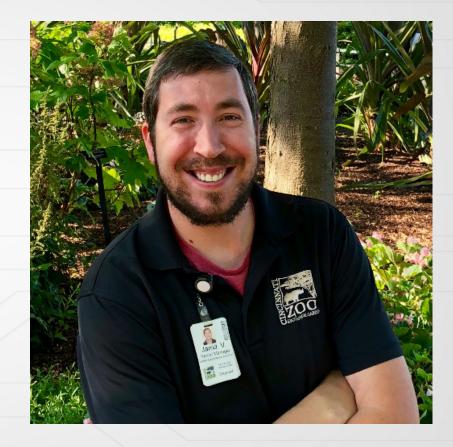


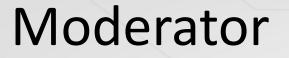


## Panelists

Jarrid Vaughn jarrid.vaughn@cincinnatizoo.org Senior Manager of Visitor Experience & FUN







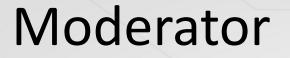
Matthew Hoenstine

mhoenstine@Gatewayticketing.com

**Destinations Principal** 







Randy Josselyn <u>rjosselyn@Gatewayticketing.com</u> Wildlife and Conservation Principal





#### BARRON'S

Interests v Magazine Data Q

#### CORONAVIRUS FEATURE

Bob Iger on Disney After Coronavirus: Disney World and Other Parks Could Screen for Illnesses

By Jack Hough Updated April 7, 2020 8:22 am ET / Original April 7, 2020 5:45 am ET	Order Reprints Print Article	
		Contractory of the local division of the loc

"One of the things that we're discussing already is that in order to return to some semblance of normal, people will have to feel comfortable that they're safe."

"...we know when it ends that we will have things for the public to enjoy and to escape to, maybe in ways they will appreciate more than they ever have."

Barron's 4/7/2020

Bob Iger of Walt Disney Co. at Disneyland in Shanghai, China, in 2017. Photograph by Qilai Shen/Bloomberg

Travel Destinations Food and Drink Stay News Videos

● LIVE TV Edition ∨

# Chinese tourist sites packed as country comes out of lockdown, but experts say risk still high



By Ben Westcott and David Culver, CNN









#### NEWS

#### Life in China slowly returning to normal as zoo, part of Great Wall reopen

By Joshua Rhett Miller

March 24, 2020 | 2:17pm



Sign up for our special edition newsletter to get a daily update on the coronavirus pandemic.

Signs of normal, everyday life are returning in China, where visitors are once again enjoying familiar sights at Beijing's zoo and a section of the country's Great Wall.

Tourists wearing masks returned Tuesday to the Badaling section of the Great Wall of China, where people are now required to have tickets and produce ID cards showing their health status prior to the visit, China Daily reports.

Officials at the iconic tourist attraction also checked visitors' temperatures prior to their entrance, the outlet reports.

Once inside, some people were spotted posing for selfles as other families and visitors walked nearby, photos show.

• Temperature checking

• Limiting attendance to 30% of capacity



 $Q \equiv$ 

by The Jakarta Post

China's theme parks ride again

#### XU LIN CHINA DAILY/ASIA NEWS NETWORK

/ Mon, April 6, 2020 / 01:09 pm



Several of the company's ocean parks, like those in Qingdao and Yantai, Shandong province, have already been reopened to tourists, with more set to unlock their doors again. (Via China Daily/File)



As Chinese have been confined to their houses due to the COVID-19 outbreak for over two months, they had to cancel their travel during the Spring Festival holiday and take virtual trips instead, via online photos, short videos and livestreams produced by scenic areas.

Since China's fight against COVID-19 began winding down, theme parks across the country have started to reopen, with strict measures in place to prevent further spread of the virus. Many promise to offer Chinese medical professionals free tickets throughout 2020.

Before entry, visitors are required to present their IDs and health QR codes and undergo temperature checks. They have to make a reservation in advance and wear a mask. Some theme parks regulate that mobile payment should be used instead of cash, as part of their non-contact service to reduce potential risk.

#### The Jakarta Post 4/6/20

#### Ξ

Culture China 21:03, 16-Mar-2020

CGTN

Shanghai Happy Valley reopens, implements contactless services

#### By Yang Meng



After two weeks of anti-pandemic drills and contactless service training, all employees of Shanghai Happy Valley, one of the biggest amusement parks in China, are fully prepared for reopening.

Shanghai Happy Valley will be open to annual card users from March 17 to 19, and on March 20, the park will be officially opened to the public according to a report by thepaper.

Before entering: security measures will be implemented to protect the health of visitors

- Preparation
  - Anti-pandemic drills
  - Contactless service training
- Park Entry
  - 100% online purchase process
  - Temperature checking
  - Limiting attendance to 50% of capacity
- In-Park Experience
  - Virtual queues
  - Disinfecting kiosks between use
  - Maximizing use of outdoor space, preventing use of indoor space

#### <u>Culture China</u> 3/16/2020



"One of the things that we're discussing already is that in order to return to some semblance of normal, people will have to feel comfortable that they're safe." – Bob Iger, <u>Barron's</u> 1. The business hours of the park are: 10: 00-17: 00.

2. At present, the scenic spot is restricted by current. The number of tourists received does not exceed 50% of the government-approved maximum load, the maximum daily load does not exceed 40332, and the instantaneous maximum load does not exceed 27159. Not accepting group tourists for the time being.

3. Shanghai Happy Valley fully implements online ticketing. The manual ticketing window of the scenic spot is temporarily closed. Tourists can purchase tickets in advance through the "Shanghai Happy Valley" WeChat service number, major cooperative online ticketing platforms, or scan codes at the entrance of the park.

4. The scenic spot implements a real-name ticket purchase tour. Tourists need to register ID card number to purchase tickets, hold the ID card used for ticket purchase, and register relevant information to enter the park, the scenic area will strictly keep the information confidential.

5. Visitors are requested to show the Shanghai Dynamic Health Code ("supplied with the application code") to verify that they are green before entering the park.
6. Visitors are requested to cooperate with the staff to measure body temperature.
Tourists whose body temperature exceeds 37.2 ° or who do not accept temperature measurement will be advised to return.

7. There is a temporary isolation area at the entrance of the scenic area. If there is a fever and tourists, they will be temporarily isolated according to the process and handed over to the relevant institutions for epidemic prevention and control.

8. Please wear masks consciously throughout the journey. Visitors who are not wearing masks will be dissuaded.

- Restricting attendance
- Temporarily shut down their on-site ticket booths
- Require government IDs to match purchasers on tickets
- Health code required
- Body temperature check
- Temporary quarantine
- Masks

#### http://sh.happyvalley.cn/about/news\_details.aspx?id=698&web=1&cur=#menu

### **Dynamic Health Code**



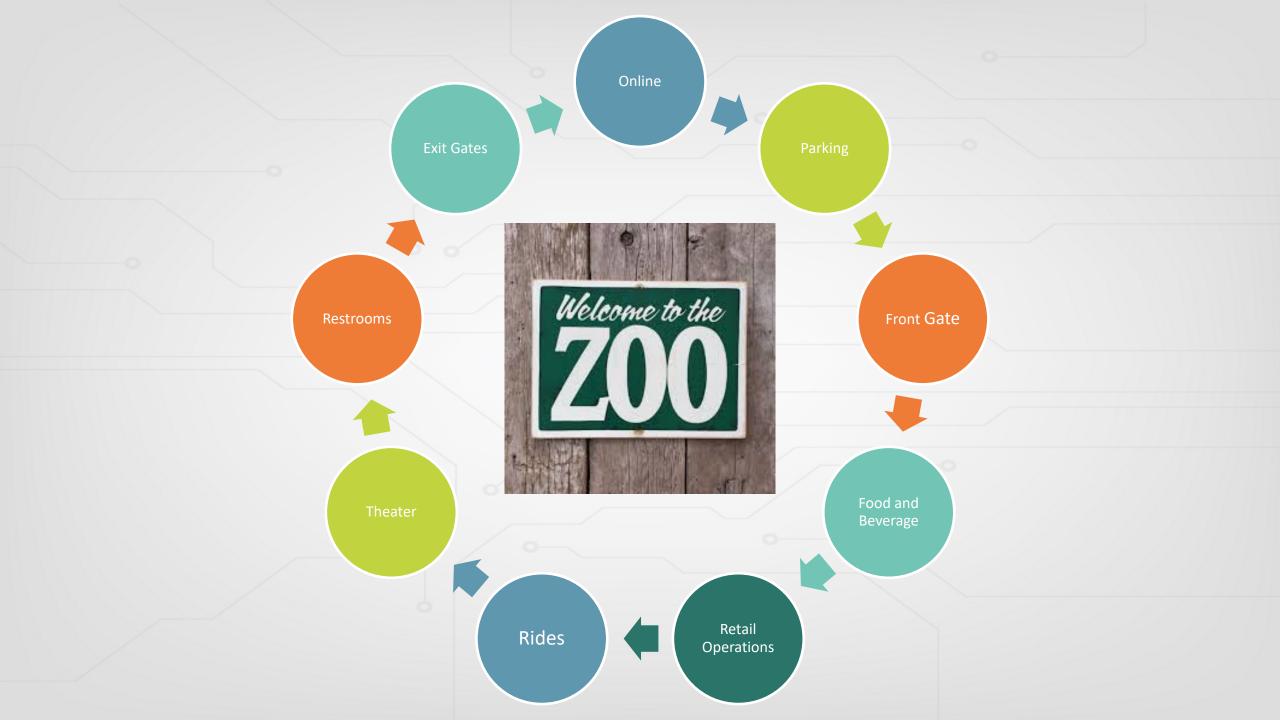
Alipay and WeChat on behalf of the Chinese government:

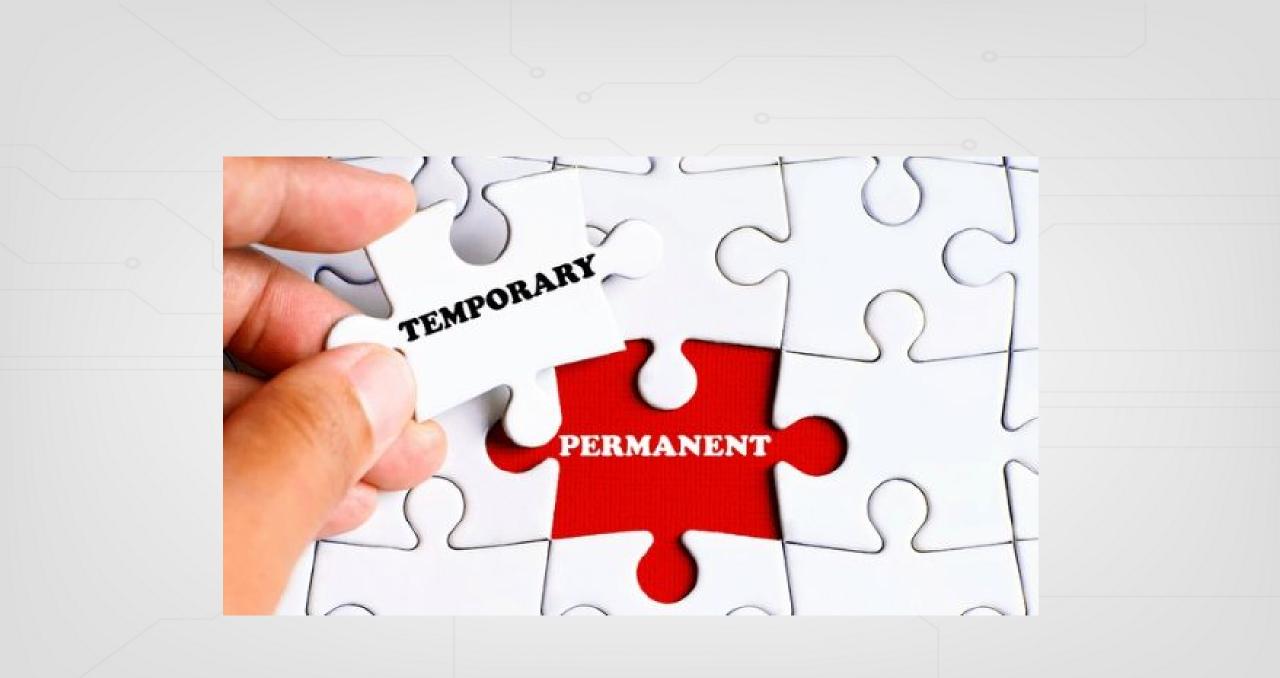
Different coloured QR codes are determined by the user's health status and travel history and can be scanned by authorities as the public begin to return to their normal daily routines.

<u>Blooloop</u> 4/7/20

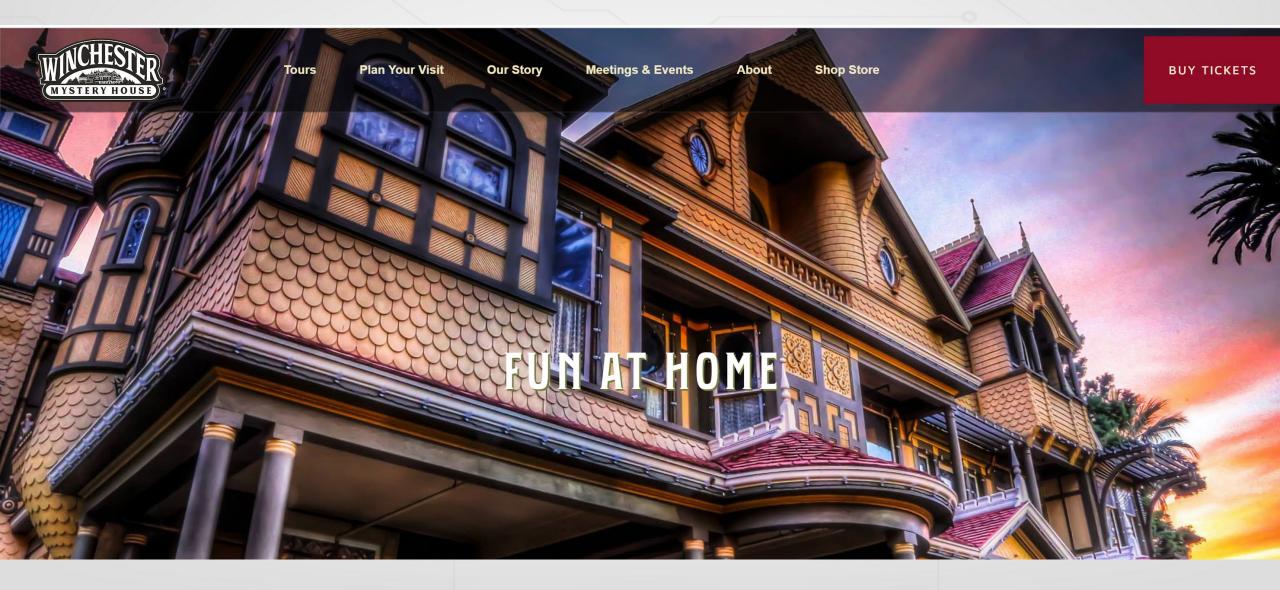
# **ANALYZE YOUR GUEST JOURNEY**







# Online

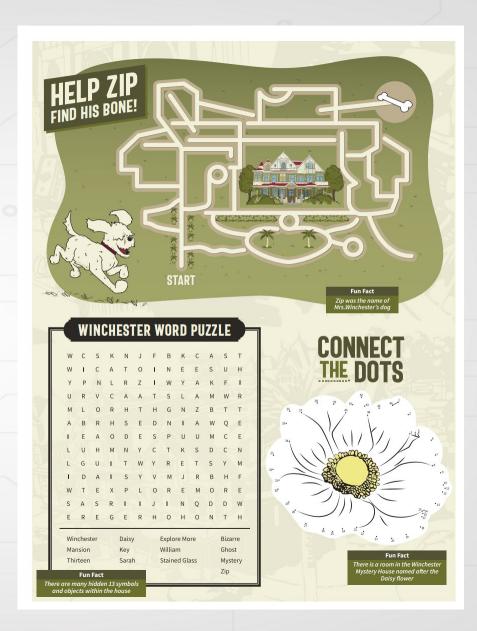


#### WINCHESTER MYSTERY HOUSE – AT HOME

We understand these are difficult times for the world. The Winchester Mystery House will always try to be a bright-spot for guests and fans around the world. Got some time on your hands or stuck at home? We're launching some fun at-home activities so that you can enjoy the Winchester Mystery House from the comfort of your own home. Click the buttons below to download a Winchester Mystery House Coloring Book and Crossword Puzzle. Scroll down to learn about phone and desktop wallpapers.

DOWNLOAD COLORING BOOK

DOWNLOAD CROSSWORD PUZZLE





#### **TEMPORARILY CLOSED**

To help prevent the spread of COVID-19, we are currently closed to the public through May 3rd. Like many other Bay Area businesses, closing our doors has severely impacted the caretakers who maintain the estate. We are offering a ticket voucher that can be used any time in the future. Vouchers are only \$26 and can be purchased now.

#### **LEARN MORE**

# THE ZOO IS TEMPORARILY CLOSED TO THE PUBLIC

# Find out how we are protecting our guests, community, staff and animals

#### **Emergency Operating Fund**

"Our community has always been supportive of the Zoo, through thick and thin. And with that support, we will get through this together." – Thane Maynard As a 501(c)(3) non-profit organization, the Cincinnati Zoo &

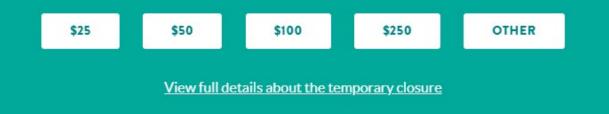


#### W Bronx Zoo

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# THE ZOO IS CLOSED, BUT YOU CAN STILL SHOW YOUR SUPPORT.

While our zoos and aquarium are temporarily closed, we welcome your continued support. Help the animals you love with a gift today.



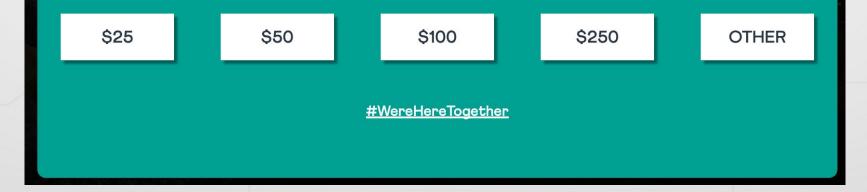
CLOSE



### SAN DIEGO ZOO. YOUR SUPPORT IS VITAL TO OUR FUTURE

Although the Zoo and Safari Park are temporarily closed, our team of dedicated specialists continue to care for countless animals and plants that depend on us each and every day.

Your continued support is more critical now than ever before and will provide a vital lifeline to the wildlife in our care.



Due to local orders to shut down all non-life sustaining businesses in PA, Dutch Wonderland has temporarily closed as of April 2, 2020. Please <u>Contact Us</u> with any questions through email at <u>infodw@DutchWonderland.com</u> as we are unable to answer phones at this time. Thank you for your understanding! <u>COVID-19 Update</u>



# Online

#### **Aquarium Admission**

#### **Aquarium Admission**

¿ Complete Ticket Details

The Aquarium of the Pacific is currently closed. Please see our home page for updates on our operating status.

Purchased tickets remain valid for one year from date of sale. Thank you for your support of the Aquarium of thte Pacific, and we look forward to seeing you here when we are able reopen our doors.

- Communicating changes in your business
- Updating graphics
- Shifting to Advanced Sales
- Selling Retail/Food and Beverage Online

Adult (Ages 12 and up) (regularly \$34.95)	\$29.95 - 0 +
Child (Ages 3-11) (regularly \$24.95)	\$19.95 - 0 +
Senior (Age 62+) (regularly \$31.95)	\$26.95 - 0 +

# Parking



- How do you handle money/credit cards?
- What do you do with the parking ticket?
- What do you do with parking passes?
- Including parking fee on each ticket
- Phased opening revenue centers
- Leverage the upside of any changes even if temporary (e.g. promotional messaging of free parking)

#### **Detroit Zoo - General Admission Tickets**

Buy online in advance and save up to \$5 per person

Step 1: Select your visit date

Step 2: Select your ticket quantity

ſ	< May 2020					>	May 9, 2020	
Ι.	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Adults (19 years - 61) - 0 +
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	Child: \$10.00 Senior: \$10.00	Child: \$12.00 Senior: \$12.00	Child: \$14.00 Senior: \$14.00	Senior (62+) - 0 +				
L	Parking: \$8.00	Parking - 0 +						
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### Parking



- How do you handle money/credit cards?
- What do you do with the parking ticket?
- What do you do with parking passes?
- Including parking fee on each ticket
- Phased opening revenue centers
- Leverage the upside of any changes even if temporary (e.g. promotional messaging of free parking)

### Front Gate / Admissions



<section-header>

- How do you handle money/credit cards?
- Do I need to make changes to my ticket booths / windows
- Cashless spending model?
- How do you leverage your online store for onsite transactions?
- Remove the signature prompts
- Remove prompts on the EMV
- Stored Value on Wristbands
- Lockers prepaid/charging lockers/bag checks

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Revenue Maximization & Fundraising	18	Applies to all	nodes in the netwo	rk				
Meetings and Events	28	Point of Sale	General					
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#### UK contactless spending limit raised to £45

By Mike Moore 14 days ago

Current limit rises from £30 to enable more cash-free purchases

#### 6 💙 🖗 😋



(Image credit: Shutterstock)

The UK has raised the contactless payment limit to £45 as retailers look to mitigate the ongoing effects of the coronavirus pandemic.

From April 1, consumers can spend up to  $\pm 45$  with just a tap of their card, up from the previous limit of  $\pm 30$ .

The UK government has ordered all non-essential shops to close as the country enters a period of lockdown to stop the spread of the virus, however a range of businesses are permitted to stay open, including supermarkets and pharmacies.

• Nearly half of all UK payments are contactless

*"It's more important than ever for merchants and their customers to be mindful of their collective health and safety," said Rob Cameron, CEO of Barclaycard Payments.* 

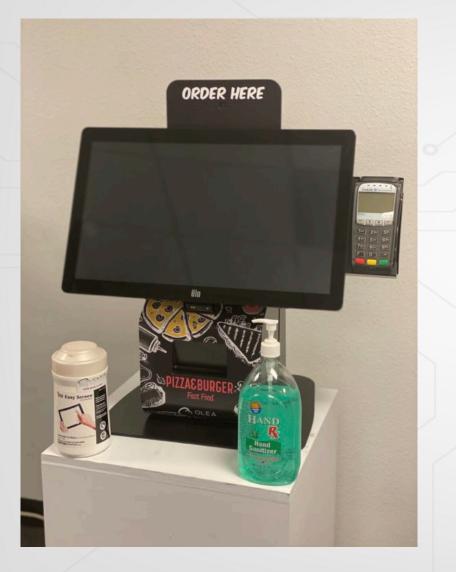
"We are proud to be taking a leadership position in the UK by commencing the deployment of a higher contactless threshold. By supporting the ability of customers to spend up to £45 via contactless, we are playing a part in helping UK consumers to pay safely and securely in these challenging times".

Techradar Pro 3/24/20

# G Pay sлмsungpay É Pay



#### **Kiosk cleaning**



- 1. Place anti-bacterial wipes at the kiosks for users to perform a cleaning before/after their use.
- 2. Having hand sanitizer to use before and after kiosk use will also help to mitigate the transfer of microbes from person to person via the kiosk glass touchscreen.
- 3. Consider having a staff person come in periodically during the day/peak times to perform some of the activities listed below to instill additional confidence in users.

#### Additional Tips from Olea Kiosks

#### Food and Beverage



#### Food and Beverage

	THE MORNING CALL	SUBSCRIBE 4 wks/99c	•0
	LATEST UPDATES: CORONAVIRUS IN PA, LEHIGH VALLEY		×
SECTIONS			~

RESTAURANTS FOOD & DRINK ENTERTAINMENT

Sheetz suspends self-serve beverages and bakery items days after Wawa takes similar actions





In response to the rapidly evolving COVID-19 situation, Sheetz on Monday announced a handful of changes to in-store operations in order to protect the health and well-being of its team members, customers and communities it serves. (MORNING CALL File Photo)

In response to the coronavirus pandemic, Sheetz on Monday announced changes to in-store operations:

**Self-serve coffee**: Self-serve coffee is suspended. To purchase coffee, use the touch-screen order points or ask an employee who will serve coffee to customers.

Self-service beverages: Self-service beverages are suspended including fountain beverages, brewed tea, frozen drinks and F'Real milkshakes.

**Bakery items**: Self-serve bakery items such as doughnuts and muffins are temporarily discontinued.

<u>The Morning Call</u> – 3/24/2020

#### Sheetz introduces new way to scan and pay for items without going through checkout process

by WJAC Staff | Tuesday, April 7th 2020



Sheetz (Sheetz)

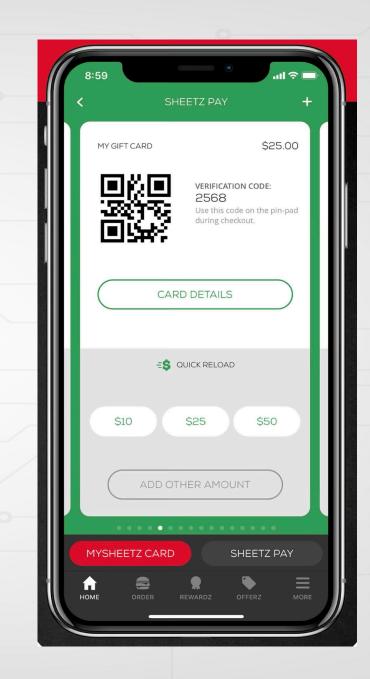
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ALTONNA, Pa. (WJAC) — In another effort to help mitigate the spread of coronavirus, Sheetz announced a new way for customers to buy convenience items while minimizing their interactions with others through the checkout progress.

Sheetz is calling the new feature "SHcan & Go!" which activates through the Sheetz app when in the store and can be used to scan and pay for items like drinks and snacks.

"This new feature continues to deliver on our mission to be the ultimate in convenience, allowing customers to scan and pay for items they need easily and quickly," said Travis Sheetz, President & COO of Sheetz, Inc. "Innovation has always been a key driver at Sheetz and we will continue to look for new, innovative ways to serve our customers and provide essential needs in these uncertain times."

The new feature cannot be used to buy gas or other age-restricted items, or Made-to-Order food and Sheetz Brothers Coffee items.









#### Food and Beverage



- How do you increase your demonstration of focus on safety?
- Do self service items become employee served items (e.g. graband-go chips)?
- Table Serve Restaurants









- Touching handling items
- Bulk candy, fudge, etc.
- Do stores get reconfigured to provide for additional space to separate?
- How can you leverage unused outdoor space to deliver inviting retail opportunities?

#### **Rides / Attractions**



- Cleaning materials
- Ride Attendant protection
- Guest capacity

### Rides / Attractions



### Rides / Attractions



#### Theater



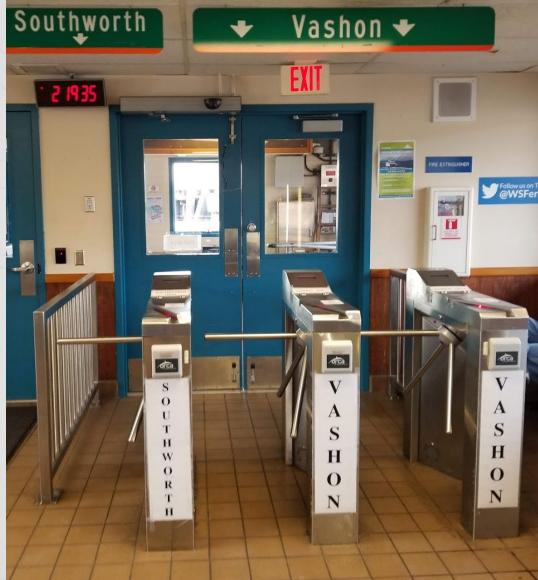
- Throughput / spacing
- Closing rows
- Theater effects (Fog, 3D Glasses, Water spray, etc.)

#### Restrooms



- Social distancing
- Supply ordering
- Queuing for restrooms
- Sink water run time and temperature

#### Exits



- Biometric scanning for reentry
- Touching turnbars
- Remove turnbars
- Close proximity

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And you're going to receive a follow up email with a survey after this webinar. Please take two minutes to answer the four questions. It will help us out immensely in planning the topics for our upcoming webinars.

