

Pricing the Guest Experience in a Post COVID World

Webinar will begin at 2:00 PM EDT,
please participate in the poll now.



Join us next
Wednesday, May 13th
at 2:00 PM EDT for
our webinar on What
Are Your Consumers
Saying: An Inside
Look at Recent
Industry Surveys

<https://bit.ly/2yxOHdL>

Asking Questions

The screenshot displays the Cisco WebEx Event Center interface. The main window is titled "Cisco WebEx Event Center" and includes a menu bar with "File", "Edit", "View", "Communicate", "Participant", "Event", and "Help". The "Event Info" tab is active, showing details about the event, including the host (Conference Manager), audio connection instructions, and the event number.

On the right side, there is a sidebar with icons for "Participants", "Chat", and "Q&A". The "Q&A" icon is highlighted with a red box. Below the sidebar, a "Participants (7)" panel is visible, showing a list of participants: "Conference Manager (1 lost)" and "Attendees: 1 (1 displayed)". The attendee "Joe Bloggs (mc)" is listed.

At the bottom of the interface, there is a "Q&A" section. A red box highlights the "Q&A" dropdown menu, which is labeled with a blue circle containing the number "1". Below this, there is a "Ask:" dropdown menu with "All Panelists" selected, labeled with a blue circle containing the number "2". A text input field for asking a question is labeled with a blue circle containing the number "3". A "Send" button is labeled with a blue circle containing the number "4". The status bar at the bottom right indicates "Connected".

Pricing the Guest Experience in a Post COVID World

Wednesday, May 6, 2020





WEBINAR AGENDA

Webinar Agenda

- 90 Minutes in length
- Community discussion and presentation of best practices
- Question and answers from the community
- Press & Public Viewing

Webinar Wednesdays

3/18: Galaxy Best Practices
in a Time of Crisis

4/1: Operational Strategies
for Now and the Next
Normal

4/15: Reopening Strategies and
Transitioning to a Capacity
Managed Attraction

3/25: Managing Pass
Updates, Renewals and Bulk
Orders

4/8: The New Guest Journey

4/22: Optimizing the Capacity
Managed Guest Experience Inside
Your Attraction

5/6: Pricing the Guest
Experience in a Post COVID
World

5/20: Generating Revenue by
Thinking Differently

4/29: Re-Creating Trust With
Your Guests and Re-Training
Your Staff

5/13: What Are Your Consumers
Saying: An Inside Look at Recent
Industry Surveys

www.gatewayticketing.com/community



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CATEGORY: WEBINARS




Webinars

WEBINAR MAY 6: PRICING THE GUEST EXPERIENCE IN A POST-COVID WORLD

Published: April 27, 2020

Webinar Time: May 6 at 2:00 PM EST

READ MORE →

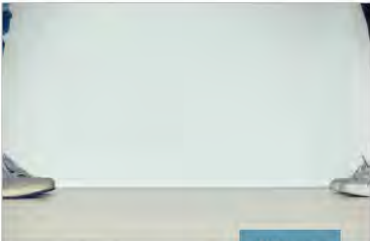


Webinars

WEBINAR APRIL 29: RE-CREATING TRUST WITH YOUR GUESTS & RE-TRAINING YOUR TEAM

Updated: May 1, 2020

READ MORE →



Webinars

WEBINAR APRIL 22: OPTIMIZING THE CAPACITY MANAGED GUEST EXPERIENCE INSIDE YOUR ATTRACTION

Updated: April 22, 2020

READ MORE →

NEWSLETTER SIGN UP

Email *

First Name *


Last Name *

Company Name *

I am a current customer *

Yes

▼



Tap the Galaxy user community for advice and to get answers to your questions. For

Moderator

Randy Josselyn

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Wildlife and Conservation Principal



Moderator

Matthew Hoenstine

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Destinations Principal



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Database/System Administrator



Panelist

Jarrid Vaughn

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Senior Manager of Visitor Experience & FUN

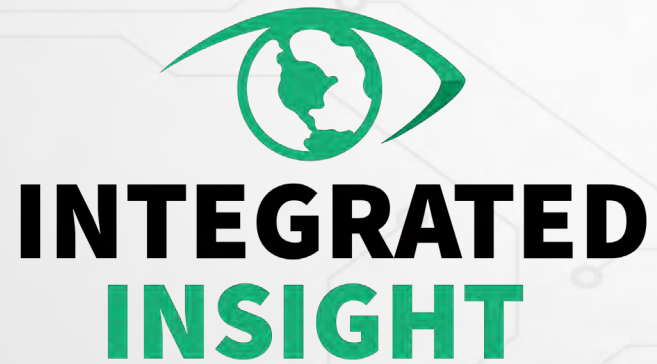


Panelist

Scott Sanders

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President

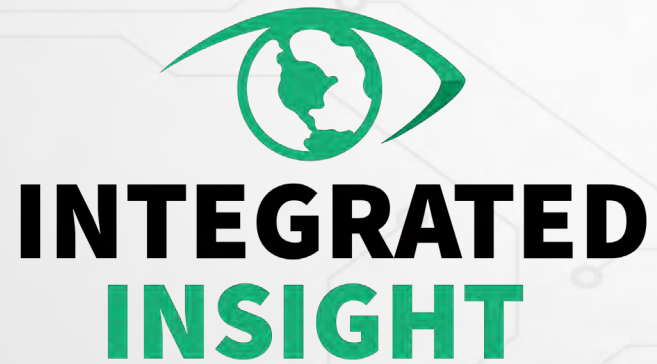


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Panelist

Greg Loewen

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Chief Executive Officer & Managing Director



Host

Bill D'Angelo

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Product Communications Manager





INDUSTRY UPDATE

Industry Update - China



The Forbidden City 故宫, Beijing,
People's Republic of China

Industry Update – China



February 23, 2019



May 1, 2020

The Forbidden City 故宫, Beijing,
People's Republic of China

Industry Update – China



February 23, 2019



May 1, 2020

Hall of Supreme Harmony 太和殿,
The Forbidden City 故宫, Beijing,
People's Republic of China

Industry Update - China



Shanghai Disneyland Resort **REOPENING MAY 11**

A Message from

**Dr. Pam
Hymel**

Disney Parks Chief Medical Officer

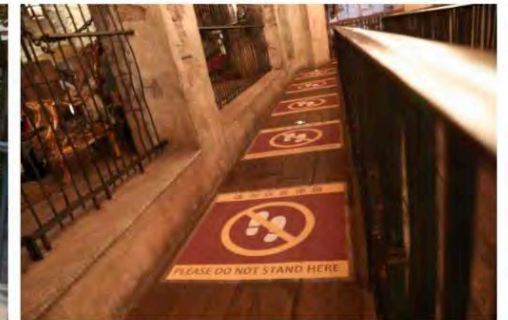
Disney Parks, Experiences and Products
©Disney



FOR IMMEDIATE RELEASE



The frequency of sanitization measures will be increased in order to augment the standards of cleanliness already in place throughout Shanghai Disneyland.



During the initial reopening phase, Shanghai Disneyland will institute new measures and procedures including accommodating social distancing in queues, restaurants, ride vehicles and other facilities throughout the park.

###

Industry Update – Reopening

COVID-19 REOPENING GUIDANCE

Considerations for the Global Attractions Industry

First Edition
May 1, 2020



SUMMARY OF TOPLINE CONSIDERATIONS FOR REOPENING

These considerations regard operational adjustments for facilities to consider before reopening prior to the development of a treatment or widely accessible vaccine for COVID-19. They will be adjusted and simplified as time goes on, conditions improve, and new best practices are identified.

These considerations are designed to be a rough outline, subject to discussion and adjustment as needed with input from the local government agencies and health authorities where the attraction operates. If government guidance is more stringent than this document, you should follow government guidance. You may want to share this document with government officials to assist them in developing their guidelines for unique attractions.

Topline Considerations for Reopening:

1. Allow healthy people to enjoy the facility and encourage the use of masks/face coverings for guests and staff.
2. Provide means to wash/sanitize hands frequently.
3. Manage density of people within the facility to keep people or family units that have been isolating together 6 feet (2 meters) apart. Physical distancing guidelines may vary by region and can be reduced by wearing of masks/ face coverings—ensure your plan is aligned with local official guidance.
4. Reduce touch areas where possible and sanitize high touch surfaces frequently.
5. Protect employees with various approaches, including barriers, protective coverings, and distancing.
6. Communicate with employees and guests effectively on how to prevent the spread of germs.
7. Have a plan in the event a guest or employee falls ill on site.



REOPENING GUIDANCE: Global Attractions Industry (as of 5/1/2020)

4

Industry Specific Guidance

- General Health & Safety
- Guest Confidence/Communication
- Guest Responsibility
- Human Resource Management
- Physical Distancing: Calculating Capacities
- Face Masks/Cloth Face Coverings
- Admission & Entry
- Payments
- Sanitation/Housekeeping/Cleaning Operations
- Restroom Cleanliness
- Uniform & Costume Cleaning
- Medic/First Aid Room
- Facility Operations/Maintenance/Technical Services Operations
- Procurement Management
- Health Screening/Temperature Checks
- Attraction/Operation Specific Guidance

<https://iaapa.org/reopening-guidance-considerations-attractions-industry>

Industry Update – California, United States

Resilience Roadmap Stages

STAGE 1: Safety and Preparedness

Making essential workforce environment as safe as possible.

STAGE 2: Lower Risk Workplaces

Creating opportunities for lower risk sectors to adapt and re-open.

Modified school programs and childcare re-open.

STAGE 3: Higher Risk Workplaces

Creating opportunities for higher risk sectors to adapt and re-open.

STAGE 4: End of Stay-At-Home Order

Return to expanded workforce in highest risk workplaces.

Requires Therapeutics.

- Multi-phased Opening
- Common Protocols



San Diego Attractions - Stage 3
Reopening Health & Safety Plan
4.30.20

Summary of Key Safety & Sanitization Strategy & Protocols

The safety and health of our guests is our top priority. The San Diego Attractions Re-Opening Plan was developed in coordination with expert epidemiologists and is designed to protect guests and Employees from potential exposure to COVID-19.

This document is a summary of the key program components as of April 30, 2020. The plan is a living document that will be adjusted as needed based on the implementation of new programs, guidance from the CDC or mandates from federal, state and local government agencies.

Screening Protocols



• Non-invasive temperature and wellness checks for Employees

- We will be using contactless IR thermometers to screen all Employees prior to the start of their workday



• Security pre-screening when applicable with reduced contact between guests, employees and volunteers

- Guests will be asked to open their own bags to minimize the need for contact during bag checks. The queue line and inspection tables will also be spaced at least 6-feet apart to maintain proper distancing.



• Face coverings required for guests and Employees

- All guests and Employees will be required to wear a face covering to enter



Industry Update – Texas, United States



TRAIL HIGHLIGHTS

For audio tour, visit sazoo.org

- 1 Entry
- 2 Bear Grottos
- 3 Asian Rainforest
- 4 Cat Grottos
- 5 Amazonia
- 6 Africa Live!
- 7 Big Cat Valley
- 8 Wild Australia
- 9 Hixon Bird House
- 10 Birds of the World
- 11 Kronkosky's Tiny Tot Nature Spot
- 12 Amazonia
- 13 Exit



MAP KEY

- Trail Highlight
- Vehicle Route
- Restroom
- Snack Station

PROUDLY ACCREDITED BY



SAN ANTONIO
ZOO

Experience San Antonio Zoo like never before with our NEW Drive-Thru Zoo, presented by Broadway Bank!

With our new experience, you'll see most of what the zoo has to offer while maintaining safe social distancing measures. For just \$60 per car, you can see our big cats, bears, and our other majestic animals all from the comfort of your car!

Annual Pass holders and Monthly Members Only: pass holders and members can receive a special discounted price of \$32 per car. Passholders and members must present their pass and purchase discounted tickets for the day of their tour at the drive-thru zoo entrance (even if the date is sold out). Before you purchase your tickets, read our Rules of the Road and see our [Frequently Asked Questions](#) on our Drive-Thru Zoo.

Due to the ongoing pandemic, **we will not be accepting cash payments for Drive-Thru Zoo tickets or snacks.** Vehicle size must be no larger than a full-size SUV or smaller (roughly the size of a Suburban). Max vehicle specs are: 224" L x 81" W x 74" H. **Face masks are to be worn if you need to exit the vehicle to use the public restrooms.**

PURCHASE YOUR TICKETS



ENJOY A SINGLE DAY!

Create one-of-a-kind family memories during a visit. Every visit helps in our vision of securing a future for wildlife.

ADULT: \$19.99

CHILD: \$16.99

[BUY NOW](#)

<https://sazoo.org/drive-thru-zoo/>



From surviving to thriving: Reimagining the post-COVID-19 return

May 2020 | Article

3. Rethinking the organization.

In 2019, a leading retailer was exploring how to launch a curbside-delivery business; the plan stretched over 18 months. When the COVID-19 lockdown hit the United States, it went live in two days. There are many more examples of this kind. “How can we ever tell ourselves that we can’t be faster?” one executive of a consumer company recently asked.

Call it the “great unfreezing”: in the heat of the coronavirus crisis, organizations have been forced to work in new ways, and they are responding. Much of this progress comes from shifts in operating models. Clear goals, focused teams, and rapid decision making have replaced corporate bureaucracy. Now, as the world begins to move into the post-COVID-19 era, leaders must commit to not going back. The way in which they rethink their organizations will go a long way in determining their long-term competitive advantage.

Specifically, they must decide who they are, how to work, and how to grow.

Who we are. In a crisis, what matters becomes very clear, very fast. Strategy, roles, personal ownership, external orientation, and leadership that is both supportive and demanding—all can be seen much more clearly now. The social contract between the employee and employer is, we believe, changing fundamentally. “It will matter whether you actually acted to put the safety of employees and communities first,” one CEO told us, “or just said you cared.” One noticeable characteristic of companies that have adapted well is that they have a strong sense of identity. Leaders and employees have a shared sense of purpose and a common performance culture; they know what the company stands for, beyond shareholder value, and how to get things done right.

How we work. Many leaders are reflecting on how small, nimble teams built in a hurry to deal with the COVID-19 emergency made important decisions faster and better. What companies have learned cannot be unlearned—namely, that a flatter organization that delegates decision making down to a dynamic network of teams is more effective. They are rewiring their circuits to make decisions faster, and with much less data and certainty than before. In a world where fast beats slow, companies that can institutionalize these forms of speedy and effective decentralization will jump ahead of the competition.


Industry Update – United States of America

BVA BDRC | Tracking consumer sentiment on the impact of COVID-19

Search BVA BDRC

What we do Business issues Case studies Blogs

Tracking consumer sentiment on the impact of COVID-19



KEY BENEFITS

- Track customer sentiment and intended behaviour during the coronavirus crisis
- Use this data to respond to the crisis and plan for what happens afterwards
- Understand what initiatives are resonating with consumers in the sector
- The opportunity to track your own brand and add custom questions

CASE STUDIES

CONTACT

Like us, we expect that you and your organisation have been severely affected by the COVID-19 crisis. Companies and organisations have responded in different ways to the challenges they face. The British public are also responding in different ways to the personal challenges they now face on a daily basis. Putting this all together we created a weekly tracker of consumer sentiment and intended behaviour to meet our clients' need for timely insightful market analysis.

We are undertaking fresh research every week.

To register for the report, choose the region you are interested in and complete the form.

United Kingdom ▾

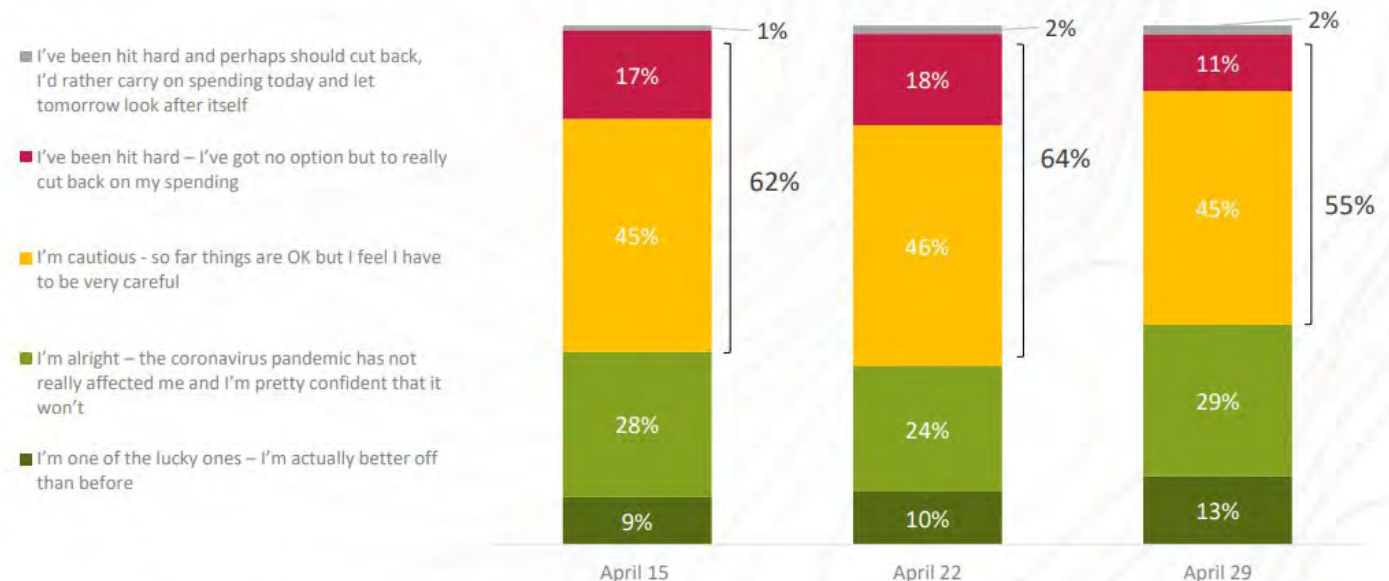
United States ▾

Sector Reports

Transport ▾

With more time to assess their financial situation, a slight drop was reported in the proportion of Americans having been hit hard by Covid-19. That said, still nearly half feel cautious about their financial circumstances.

Impact of Covid-19 on personal financial circumstances



q17: There has been a lot of talk about how the coronavirus pandemic is affecting people's financial circumstances. If you had to choose, which ONE of the following statements would best describe your feelings about your own situation, right now?

Industry Update – United Kingdom



SCOTTISH
TOURISM
ALLIANCE

Your voice in tourism matters



Association of Leading Visitor Attractions (ALVA) publishes recovery tracker report

HOME > STA NEWS, COVID-19 > ASSOCIATION OF LEADING VISITOR ATTRACTIONS (ALVA) PUBLISHES RECOVERY TRACKER

← Back to Scottish Tourism News

30

Apr



Association of Leading Visitor Attractions (ALVA) publishes recovery tracker report

By admin Covid-19, STA News

Comments Off on Association of Leading Visitor Attractions (ALVA) publishes recovery tracker report

The Association of Leading Visitor Attractions (ALVA) has published the results of Wave 1 of the Attractions Recovery Tracker with some key insights into how people are feeling about returning to attractions.

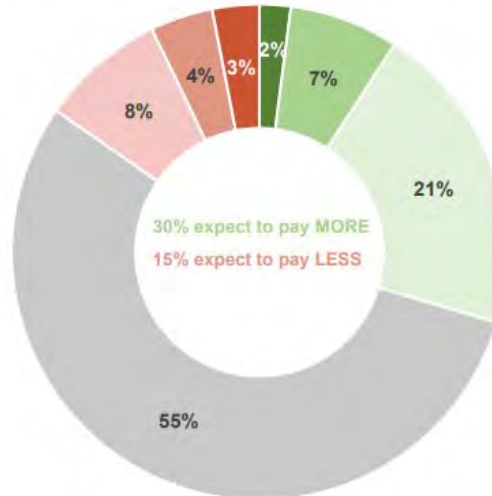
The research has been undertaken to build an understanding how the sector can build trust and confidence among the attractions-visiting public and posed two major practical questions: 'When attractions re-open, what is your opinion of how much you would expect to pay for or donate to the attractions you visit compared to before the Coronavirus outbreak?' and 'What are the clues on pricing or donor targets?'

In fact, there is evidence of some increased altruism in the market. This may be aspirational, but visitors not expecting blanket price discounting

ALVA
Attractions Recovery Tracker

When attractions re-open, what is your opinion of how much you would expect to pay for or donate to the attractions you visit compared to before the Coronavirus outbreak?

- 7 - MORE to the attractions I visit, as they need financial help right now
- 6
- 5
- 4 - ABOUT THE SAME as before
- 3
- 2
- 1 - LESS to the attractions I visit, as most visitors will be worse off financially



I am looking forward to going out and about to attractions when they open, think it's important to give them my custom following their re-opening

Can't wait to support these industries and national assets.

I do hope that they can re-open soon as the zoos especially rely on gate money to feed and look after the animals

I hope that they survive to open, I'm worried that many charities will be unable to cope and fold

Clues on pricing or donor targets

1. 'Members' feeling particularly altruistic right now: 42% expect to pay / donate more
2. Altruism highest among young people: 39% of 16-34s, 25% of 35-54s and 25% of 55+ expect to pay / donate more
3. And also higher among families: 38% expect to pay / donate more
4. Zoo visitors most altruistic: 46% of frequent zoo visitors expect to pay / donate more

Q: When attractions re-open, what is your opinion of how much you would expect to pay for or donate to the attractions you visit compared to before the Coronavirus outbreak?
Base: All respondents (668)



PRICING

P R I C E



Are discounts suggested?

Are most parks offering a contingency price point at both gate and online, or strictly online?

Does anyone plan on opening water park facilities?



Are other attractions offering discounts?

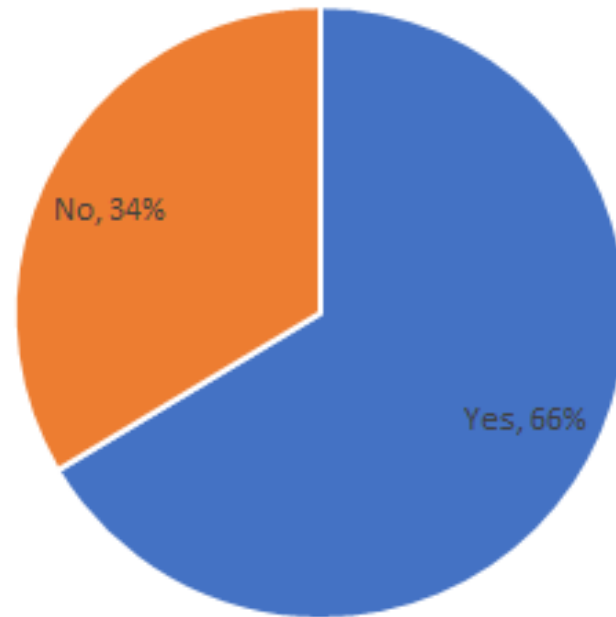
Should prices be raised in light of these difficult times?

Are people leaning towards charging more or less during the first phases of reopening?

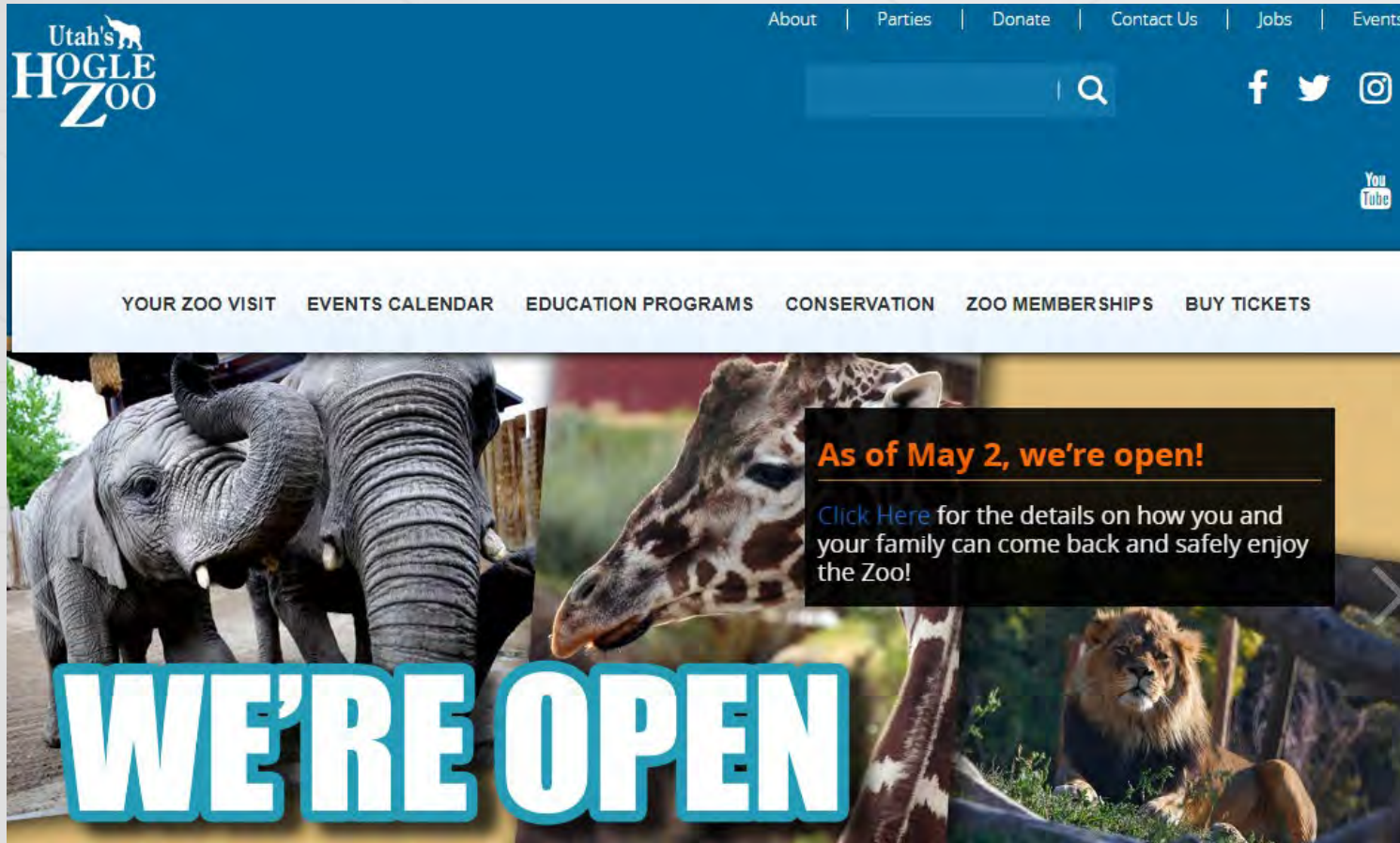
P R I C E



DO YOU FEEL COMFORTABLE WITH YOUR PRICING STRATEGY WHEN YOU REOPEN?



Utah's Hogle Zoo – Reopened May 2nd



Guest safety 'No. 1 priority' as Hogle Zoo reopens Saturday

By Brittany Tait, KSL TV | Posted - May 3, 2020 at 8:50 a.m.



5PM: Hogle Zoo reopens with social distancing measures in place

SALT LAKE CITY — After six weeks, Utah's [Hogle Zoo](#) reopened under revised Salt Lake County health guidelines, becoming one of the first zoos in the nation to do so.

Hogle Zoo officials stressed their new format makes it easy for people to maintain appropriate social distancing.

"We're still in the middle of a [pandemic](#)," said Brad Parkin, director of marketing at the Hogle Zoo. "Our number one priority is to keep our staff safe, our guests safe, and of course our animals safe."

Visitors now must purchase tickets online where they choose a specific time slot to arrive.

Parkin said on an average Saturday, the 42 acres that make up the Hogle Zoo see anywhere from 5,000 to 7,000 visitors.

"We have capped that number at 3,000 today," Parkin said.

Officials were not letting in more than 400 people each hour. Zoo officials also said guests are asked to move through the one-way walking path within two hours.

Utah's Hogle Zoo – Reopened May 2nd



Utah's Hogle Zoo – Reopened May 2nd



- Tickets only valid day of
- Special Admission opportunity every Tuesday 8am-10am
- Per Salt Lake County guidelines, guests will be strongly encouraged to wear a mask that covers your nose and mouth (please be prepared to bring your own).
- Please do not enter the Zoo if you are feeling ill.
- Please limit your visit to two hours.

The Zoo entrance is now through the Events Pavilion.

Utah's Hogle Zoo – Reopened May 2nd



Utah's HOGLE ZOO



A Miscellaneous Picture Guide to Things We Did for Our Reopening With 2 Days Notice
(and was put together in an hour)



We moved our entrance into the guest pavilion so we didn't have congestion. Timed ticketing. Buy on-line. 3,000 per day. 40% guest, 60% daily. 200 per half hour. We may have to adjust depending on stay time.



The county did not require people to wear masks. But strongly suggest people do. The crowd changed through the day. In the morning, 90% had masks. By the end of the day only 50%. We are also selling them. Here are people going through the queue line. We put markers on the ground to allow for family unit social distancing.

Guests print off their tickets at home. We placed the scanner on the outside of the booth so they can scan it themselves and there is no touch.



We put this little QR code at the ticket scanning booth. They can download the map to their phone.





A Miscellaneous Picture Guide to Things We Did for Our Reopening With 2 Days Notice (and was put together in an hour)



We moved our entrance into the guest pavilion so we didn't have congestion. Timed ticketing. Buy on-line. 3,000 per day. 40% guest, 60% daily. 200 per half hour. We may have to adjust depending on stay time.



The 1st guests lining up for the 9:00 time slot.

Our queue line through the guest pavilion could accommodate 2 time slots at a time for those people who showed up early for their time slot.



We simply used the picnic tables in the pavilion to create the queue lines. You will see all kinds of interesting ways we created lines using things we already had. Guests were funneled into their time slot queue.



Some of my fantastic staff getting ready for the first visitors.

We built these ticket taker booths so the staff was sitting behind plexi-glass since we couldn't accomplish 6 feet of distancing here. The entire process is no touch since guests buy tickets on line.



The county did not require people to wear masks. But strongly suggest people do. The crowd changed through the day. In the morning, 90% had masks. By the end of the day only 50%. We are also selling them. Here are people going through the queue line. We put markers on the ground to allow for family unit social distancing.

To request more
information please
email:

dcasey@hoglezoo.org

Online Store

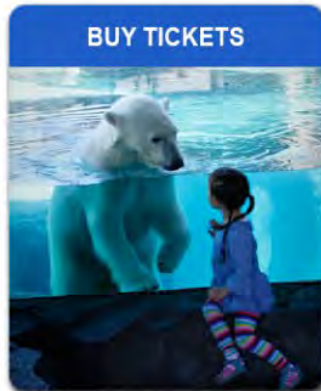
Online Tickets

Wildlife Connections

Zoo Classes

Become Member

Donate Here



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[CHECKOUT](#)

[CONFIRM](#)

General Admission Tickets

Membership Admission Tickets

New Membership

Zoo Explorer Society

Update Pass

GENERAL ADMISSION TICKETS

We are excited to reopen and have all of you back. But, there will be a few changes. Below you'll find all the necessary information that you will need for your first visit back!

Tickets are only valid for date and time specified.

- Every Tuesday from 8am-10am is reserved for high-risk individuals to come in without pressure from crowds.
- Per Salt Lake County guidelines, guests will be strongly encouraged to wear a mask that covers your nose and mouth (please be prepared to bring your own).

Please do not enter the Zoo if you are feeling ill.

Please limit your visit to two hours.

The Zoo entrance is now through the Events Pavilion.

To ensure the safety of staff and to enforce Social Distancing, all guests will now be entering through the events pavilion just East of the main entrance. There will be two lines inside the pavilion: one for the current time-frame, the other for the following time-frame. Anybody who arrives any earlier will have to wait in the car. Early or late arrivals will NOT be accommodated. There will be no Re-Entry. Please ensure that you have everything with you before entering the zoo.

Additional Information

Adult

Product Name	Date/Time	Qty
Timed Ticket GA	5/6/2020 11:30 AM	3

[Change Date/Time](#)

\$18.95



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FOR OUR ZOO!**

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Shop our online store





HELP SUPPORT THE ZOO!

Buy or renew your membership today!

Sale extended through April

Official
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Fiona the Hippo

Animals - Cincinnati Zoo

The Cincinnati Zoo's premature baby hippo Fiona is the smallest hippo to ever survive! Proceeds going to the Cincinnati Zoo. Please provide pronunciation for names!

Request for \$100

+ Wishlist



TYPICALLY RESPONDS IN 4 DAYS.

58 Reviews

★★★★★ **5 stars**

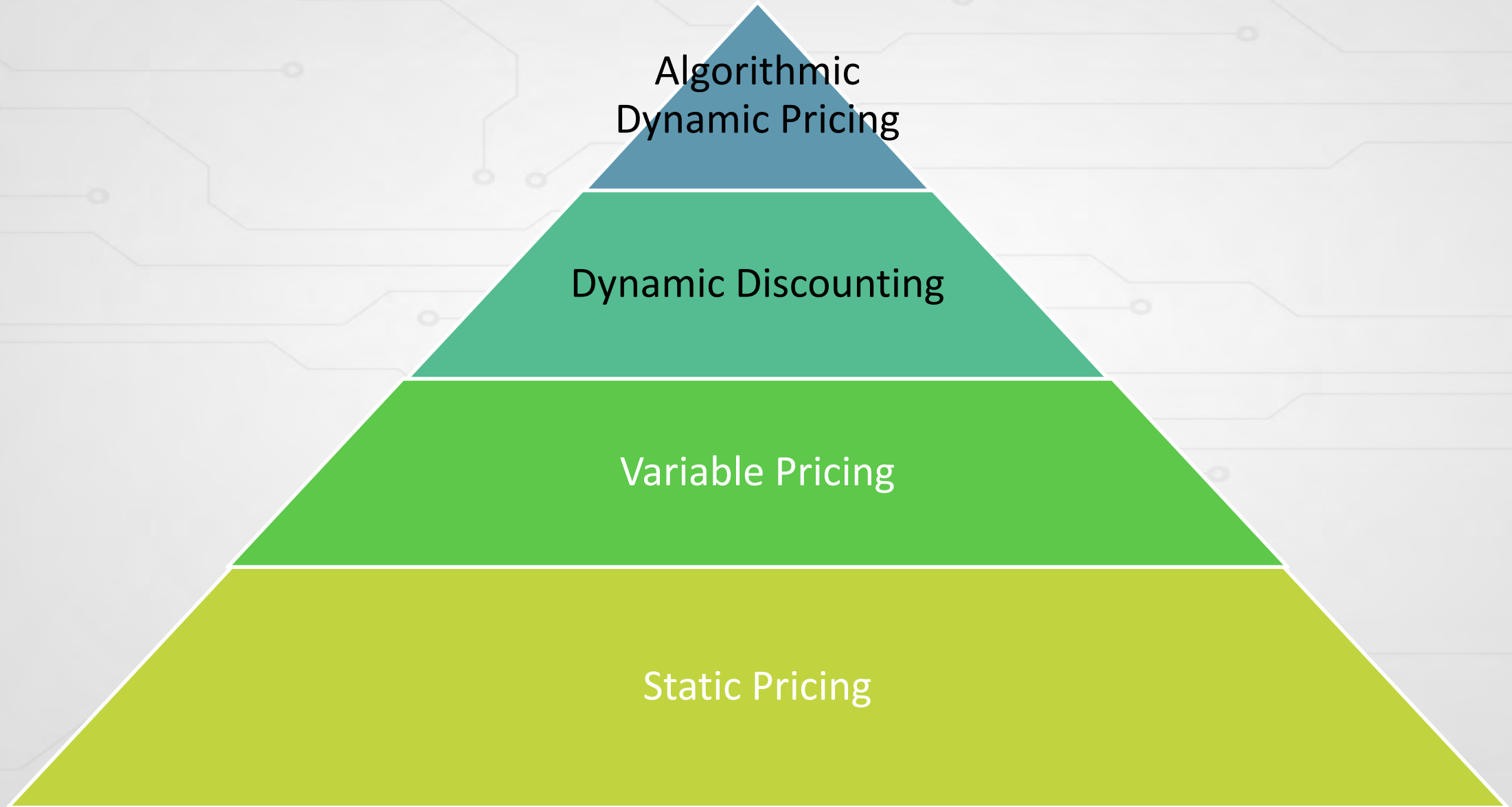
[See all reviews](#)

"A big thank you to Fiona and all the wonderful people helping to keep her happy and healthy."



**SIGN UP FOR
VIRTUAL ZOO TROOP!**

Pricing Strategy Pyramid









Step 1: Select your visit date. General Admission pricing shown below.

September 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		01 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	02 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	03 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	04 Adult: \$13.50 Child: \$7.50 Senior: \$7.50	05 Adult: \$16.50 Child: \$10.50 Senior: \$10.50
06 Adult: \$16.00 Child: \$10.00 Senior: \$10.00	07 Adult: \$15.50 Child: \$9.50 Senior: \$9.50	08 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	09 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	10 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	11 Adult: \$13.50 Child: \$7.50 Senior: \$7.50	12 Adult: \$16.00 Child: \$10.00 Senior: \$10.00
13 Adult: \$15.00 Child: \$9.00 Senior: \$9.00	14 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	15 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	16 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	17 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	18 Adult: \$13.50 Child: \$7.50 Senior: \$7.50	19 Adult: \$16.00 Child: \$10.00 Senior: \$10.00
20 Adult: \$15.00 Child: \$9.00 Senior: \$9.00	21 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	22 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	23 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	24 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	25 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	26 Adult: \$15.50 Child: \$9.50 Senior: \$9.50
27 Adult: \$15.00 Child: \$9.00 Senior: \$9.00	28 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	29 Adult: \$13.00 Child: \$7.00 Senior: \$7.00	30 Adult: \$13.00 Child: \$7.00 Senior: \$7.00			

Penguin Days Admission

 Starting from \$7.50

General Admission

 \$13 - \$18  \$19 - \$22  \$23 - \$26

You Have Selected:

September 12, 2020

Step 2:

Please select a Ticket Type and Enter Quantities Below

Rides Package - Admission + Early Entry @ 9am + Riders

General Admission

Includes entry to the Cincinnati Zoo & Botanical Garden. Please check Zoo website for hours and directions.

Adults (Ages 13 - 61) - +
1 x \$16.00 = \$16.00

Child (Ages 2 - 12) - +

Senior (Ages 62+) - +

Any Day Admission

Total: \$16.00

Buy Tickets



FOR IMMEDIATE RELEASE

CONTACT: Travis Wuest
210-651-6101

NATURAL BRIDGE CAVERNS TO RESUME CAVERN TOURS ON MAY 8, 2020 Surface Attractions to Open at Later Date

(New Braunfels, TX.) May 5, 2020 – Natural Bridge Caverns will reopen cavern tours May 8. Natural Bridge Caverns closed its doors due to the COVID-19 pandemic March 16. Under Texas Governor Greg Abbott's plan to reopen Texas, the Caverns will join many businesses, including State Historic Sites and National Natural Landmarks, across the state in welcoming guests back in a safe and strategic manner.

"There is no higher priority than the safety of our guests and staff. Since the onset of COVID-19, Natural Bridge Caverns has followed the guidance of federal, state, and local authorities and continues to monitor this ever-evolving situation," said Brad Wuest, President and CEO of Natural Bridge Caverns. "We are excited to resume daily operations and welcome our guests back, and we are taking every precaution needed to ensure guests and staff remain safe during their visit."


Some of these new precautions include:

- Cavern tour capacities will be limited to allow guests effective physical distancing between each family group.
- A dedicated cleaning and sanitation crew has been established to clean and disinfect all high touch surfaces throughout the park.
- New handwashing stations have been added around the park, and importantly, at the entrance and exit of the caverns, so guests can wash their hands immediately before and after their tour.
- Complimentary hand sanitizer will be made available throughout the park and inside the cavern as well.
- Guests will be encouraged to wear face coverings while they visit and to use handwashing stations and hand sanitizer.
- All team members will be provided job-specific appropriate personal protective equipment (facemasks, gloves, safety glasses), will have their temperatures checked before reporting to work, and will always be required to wear proper PPE as their position requires.
- New merchandise and food handling guidelines have been developed.

Other protocols will include capacity limits to the visitor's center, retail stores and cafes, along with limited seating areas in dining spaces. These measures along with increases to queue line spacing will allow guests to enjoy the park and maintain safe distancing while on property.

With each ticket purchased for the month of May, the Wuest Family Foundation will donate \$1 to the [San Antonio/New Braunfels Food Bank](#). "Our family has supported the San Antonio and New Braunfels Food Bank for many years," said Travis Wuest, co-owner of Natural Bridge Caverns and current Advisory Board Chair of the New Braunfels Food Bank. "The Food Bank is now feeding more than 120,000 people a week, which is almost double the number they were feeding before March. Every \$1 provides 7 meals for a person in need."

<https://naturalbridgecaverns.com/>



Cart

ATTRACTIONS

TICKETS

CART

CHECKOUT

CONFIRM

DISCOVERY TOUR

Natural Bridge Caverns' original and most popular tour!

Discovery Tours depart every 40 minutes or sooner based on attendance. Additional tour times will be available onsite during our posted operating hours.

TEXAS' LARGEST!

Online purchases require selecting a date and time for the Discovery Tour. Please allow time for validation of your voucher. We suggest arriving no later than 30 minutes prior to the time shown on your voucher.

[Ticket Details](#)

Select Date/Time for: DISCOVERY

DISCOVERY ADULT (ages 12 and over)

Requires Date/Time

Price Range \$20.00 - \$23.50 - 0 +

DISCOVERY CHILD (ages 3-11)

Requires Date/Time

Price Range \$13.00 - \$15.25 - 0 +

Add To Cart

CAVERN TOURS REOPEN MAY 8TH

We are excited to welcome you back!
[CLICK HERE](#) to learn about new policies
for guest safety.

Cavern tour capacities will be limited

PURCHASE TICKETS NOW

Surface attractions to open later
this month

NBC COVID-19 FAQs

Revised May 5, 2020. Updates will be made as best practices, government guidelines, and medical/professional guidance evolves.

At Natural Bridge Caverns, the safety of our guests and team is our top priority. This section of our FAQ is to help guests understand our policies and procedures for enhancing safety in response to COVID-19. Our goal is to work together to stay healthy and safe. Guests must take personal responsibility for their own health and safety when visiting by making good choices. We recommend you wash hands often, use hand sanitizer, and avoiding touching your face, maintain safe physical distancing from other parties and wear face coverings for mouth/nose. If you have been sick, are displaying symptoms or have recently had a fever, please do not visit nor allow family members to do so.

New policies and procedures in place at Natural Bridge Caverns in response to COVID-19

Limited Capacities:

Capacity will be monitored and limited on tours and inside buildings to avoid physical distancing issues.

Increased Open Space:

Seating areas and queue lines are spaced to assist with physical distance requirements.

Handwashing Stations:

Handwashing stations have been installed around the park for guests and employees to utilize.

Hand Sanitizer:

Hand sanitizer is available in many locations throughout the property. Each employee will have their own bottle as well.

Designated Sanitation Crew:

We have created an additional, dedicated cleaning and sanitation crew for frequent disinfecting of high touch surfaces, bathrooms, doors, tables, chairs, benches, counters, and handrails inside and outside the cave.

Floor Markings:

Floor markings, signs, and employees will help guests maintain proper physical distancing. Traffic patterns have been adjusted to adhere with physical distancing guidelines.

Protective Barriers:

Acrylic shields have been installed at point-of-sale locations to provide more protection for employees and guests.

Purchases/Transactions:

We recommend guests purchase tickets online in advance, and make any onsite purchases with a credit card instead of cash. Receipts will be provided by request only.

Retail Stores:

Displays will be spaced to allow for proper physical distancing.

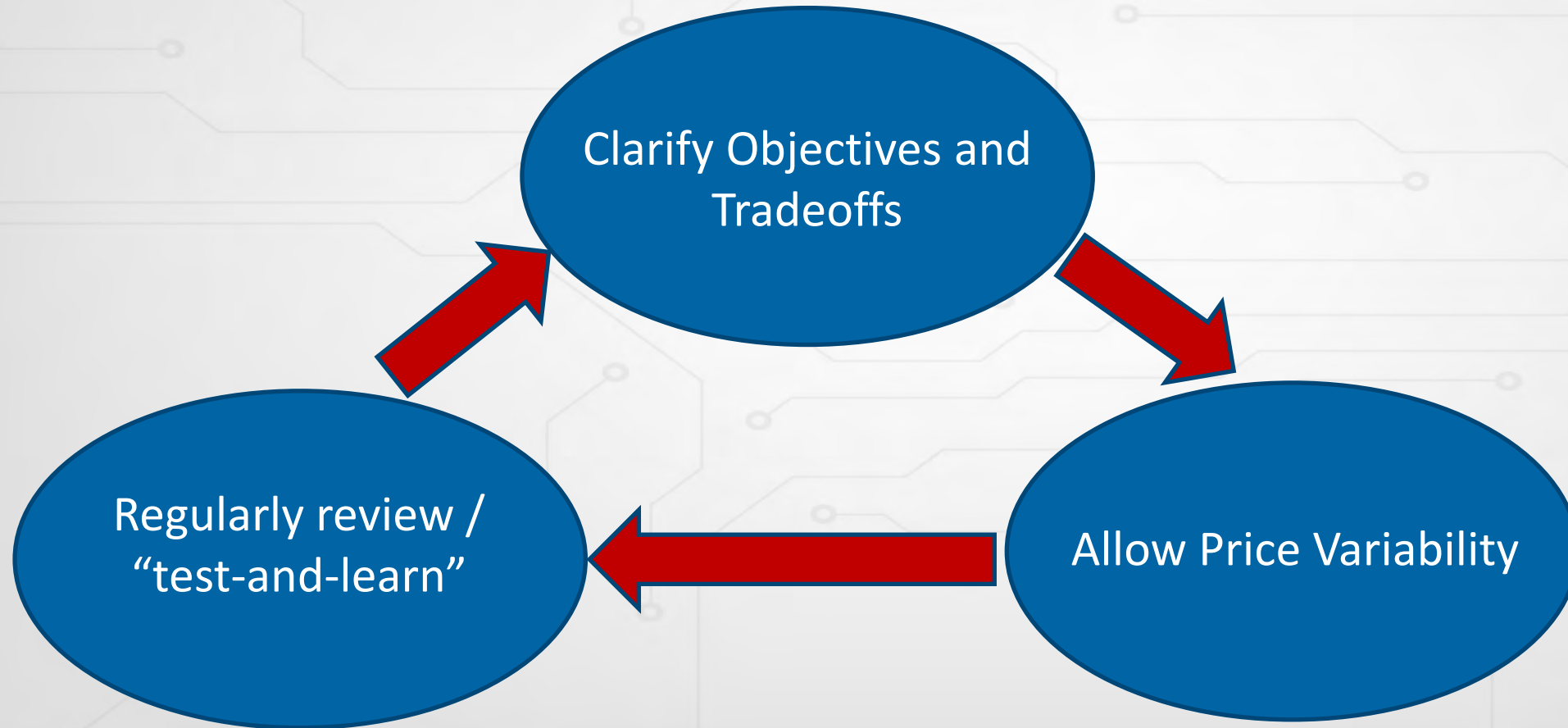
Food and Drinks:

Food will be packaged and bagged with single-use condiments and utensils. Drinking fountains are closed; guests are able to purchase bottled water and may also bring their own water. No refills will be allowed from the fountain drink dispenser. Employees will wear disposable masks, gloves, and aprons while serving guests.

Employee Requirements:

Employees will undergo temperature and symptom checks before their shift begins. Employees will be provided personal protection equipment (PPE) and hand sanitizer. Employees will wear appropriate PPE when necessary for the assigned work duties. Employee lunch schedules will be staggered and assigned to avoid large groups in one area.

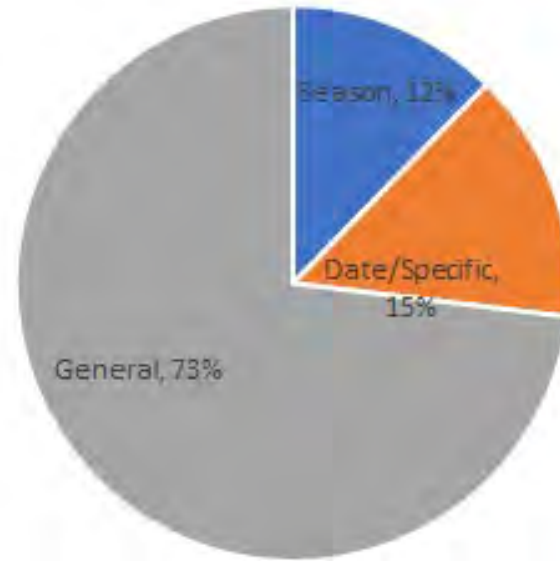
Three Key Pricing Principles



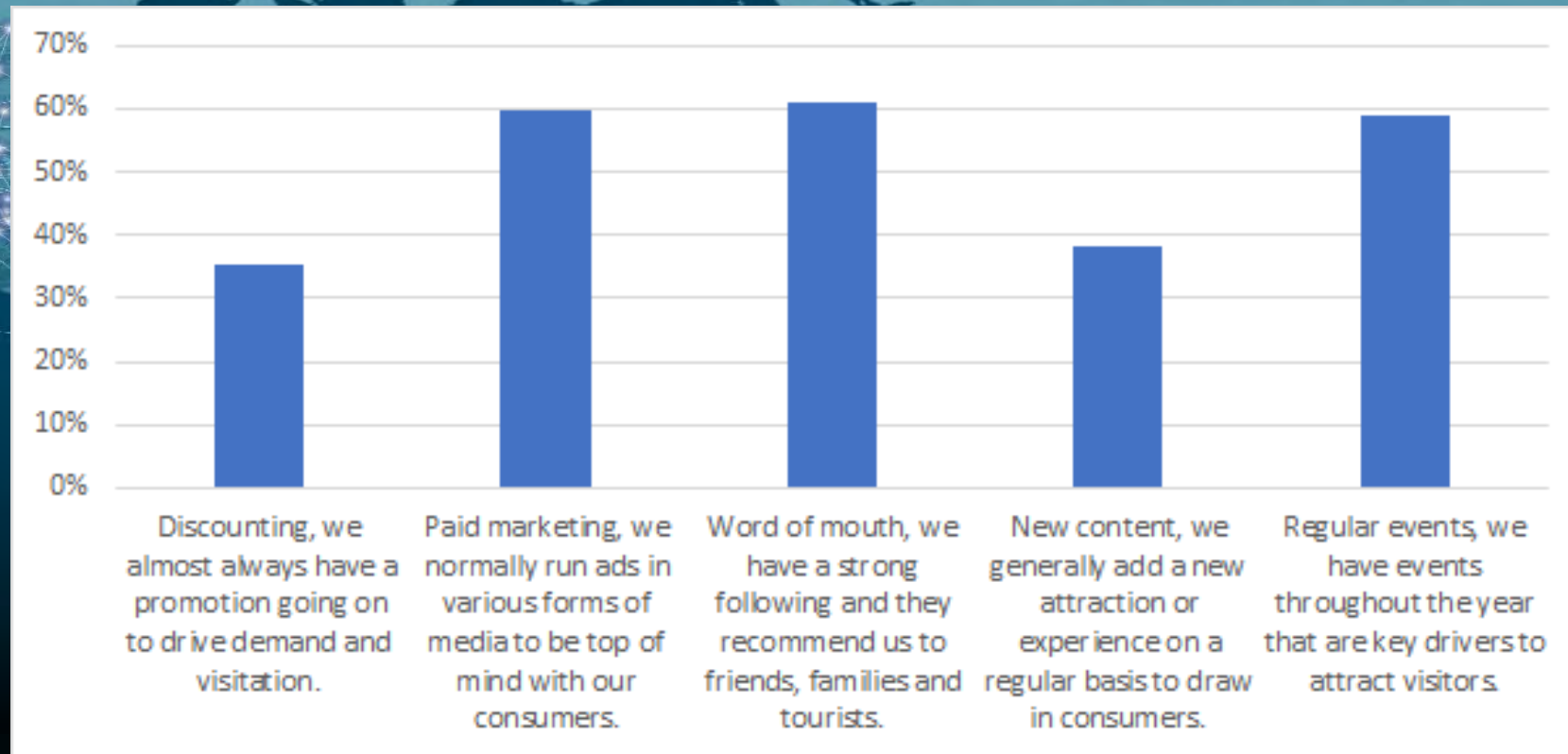
- Season
- Day
- Time of day
- Date of purchase
- Channel

Confident

HOW DO YOU CURRENTLY PRICE YOUR ATTRACTION?



PRIOR TO THE PANDEMIC, WHAT WERE THE PRIMARY METHODS YOUR ATTRACTION USED TO GENERATED DEMAND?



Three Key Strategies For Pricing Post-COVID

1. Understand Capacity & Align Demand

- Align capacity with demand to assess excess vs shortfalls
- Understand consumer segments (geographic, demographic, passholders/members) from where demand will most likely come

2. Lead With the Consumer

- Understand barriers and concerns
- Build trust that the steps you are taking will keep their family safe
- If price is not the issue, resist the temptation to lower price or make structural changes which will be difficult to unwind

3. Price Holistically

- Protect core assets
- Use product stratification to appeal to different segments and their willingness to pay
- Leverage packaging and bundling to increase value proposition
- Have shelf-ready promotions to execute when needed; fence and manage dilution

Foundational Pricing Principles



Should my price(s) go up or down?

Factors suggesting lower prices

- Anticipated reduced demand (fear of virus / going out)
- Competing for limited market with other attractions
- Desire to maintain strong value / be “consumer-friendly”
- Closure of shows/exhibits
- Changing mix (e.g., fewer tourists)

Vs.

Factors suggesting higher prices

- ▶ Reduced capacity (particularly during peak times)
- ▶ Continued closure of “substitutes” (e.g., live performances, sports)
- ▶ Possible “pent up” demand
- ▶ Revenue imperative
- ▶ Re-opening of shows/exhibits

Re-opening Attractions: Changes, Temporary and Permanent

Posted on April 26, 2020 by Chris Broshears

As I write this, attractions around the world remain closed due to the COVID-19 pandemic. Many have furloughed or laid off large proportions of their staffs. Yet it's a very busy time for leaders and administrators of attractions, as they work to solve the operational challenges surrounding their eventual re-openings. Attractions not only need to comply with new government rules and restrictions; they also need to convince guests that it is safe to return, that appropriate precautions are being taken to ensure their well-being. Some of the steps being widely considered include things like:

- Installing hand sanitizing stations
- Introducing social distancing in queues
- Checking temperatures at entrance, with denial of entry to persons with fever
- Creating more outdoor activities or moving indoor activities outdoors
- Requiring masks for employees and/or visitors
- Increasing frequency and intensity of cleanings

But one particular response to COVID-19 seems universally assumed to be necessary: reducing crowding by limiting attendance. Some attractions were already doing this before the pandemic, constraining the number of guests admitted at a time by requiring selection of a particular date and time when purchasing tickets, and capping the number of tickets available for any given entry time. That strategy is now being adopted by just about every attraction we've talked to, including those that formerly sold only "good anytime" tickets. Timed-entry ticketing has a couple of specific benefits during the age of the coronavirus:

- Controlling the number of guests admitted during certain times can keep crowds below government-mandated maximum numbers, and can space out visitation throughout the day for easier social distancing within the attraction.
- The requirement to select date and time of visit strongly incentivizes advance purchases online, which contributes to social distancing—no need to stand in a queue or interact with a box office employee.



Orlando.FL/USA- 3/21/20: The tram in the Orlando International Airport is almost empty due to panic over COVID-19

Coronavirus Impact on Ticket Pricing

Posted on March 19, 2020 by Dr. Murat Atlamaz, Digonex Chief Economist



In this post, we discuss the impact of external shocks (e.g., changes in factors that are outside the control of the seller) on optimal ticket pricing. We use the case of the COVID-19 outbreak as an example to illustrate our points, focusing on ticket pricing in attractions and live entertainment, two industries in which Digonex has extensive experience. The basic principles apply to many other industries as well. If the reader wants to jump to the discussion of the impact of the coronavirus, she can skip the first few paragraphs and go right to the numbered points.

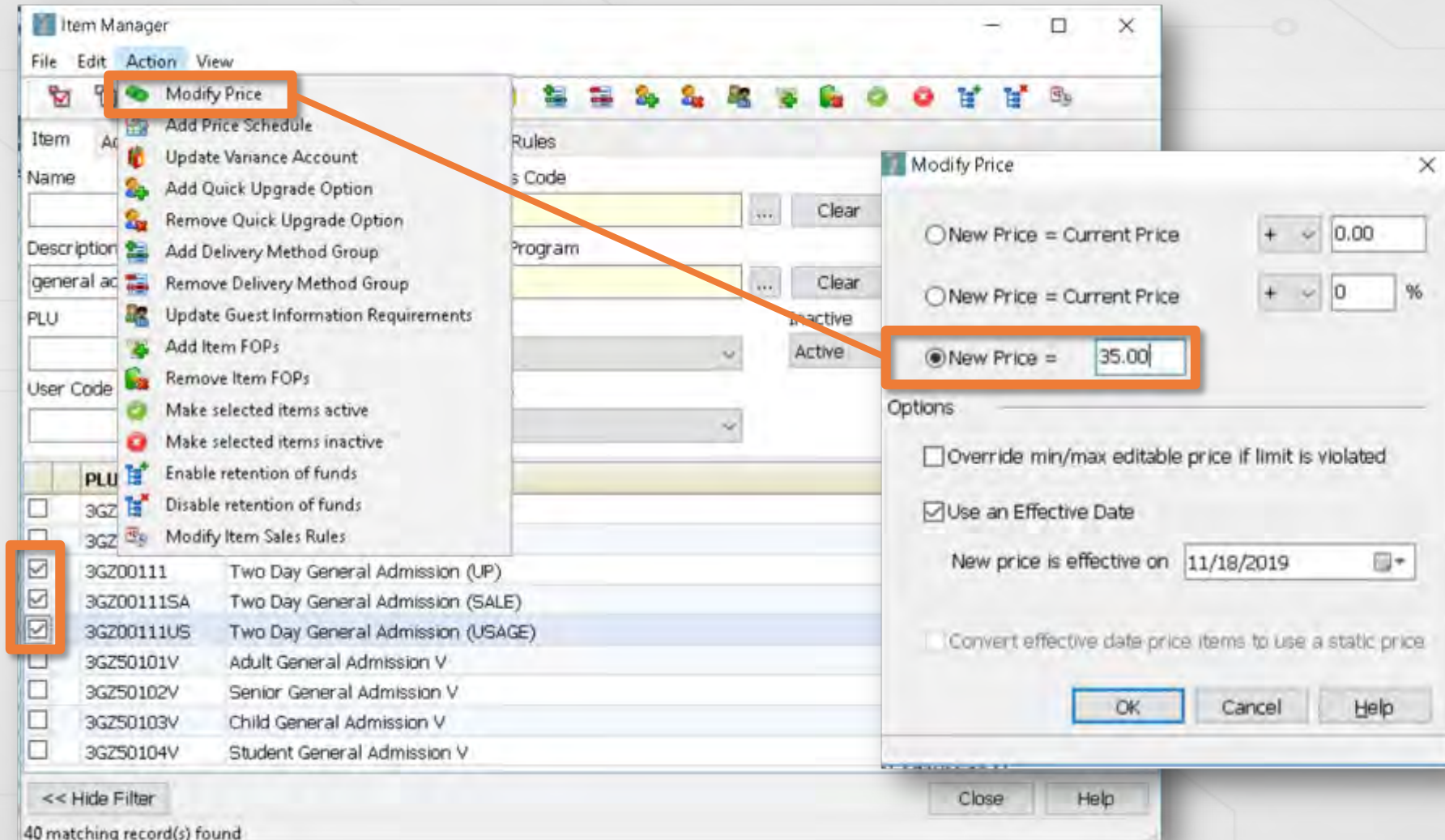
What are some common examples of external shocks that are particularly relevant for ticket pricing? Even a day-to-day change in weather conditions is an example. More major examples include earthquakes, weather-related disasters such as hurricanes, epidemics, changes in economic and market conditions such as recessions or macro shifts in tourism activity. Companies cannot control these factors and need to take them into account in their pricing decisions while these events unravel or in anticipation of them, to the extent such an event can be forecast. The impact of such events on optimal pricing is usually not trivial and data analysis is required to understand its direction and magnitude. The fact that any of these events do happen justifies the use of "dynamic pricing".

What is dynamic pricing? It is the primary service we provide our clients at Digonex. Dynamic pricing can be defined as the method that involves prices changing at some frequency (e.g., weekly, daily or real-time) based on supply and demand conditions. At Digonex, we use automated algorithms that incorporate methods of econometrics, machine learning, and optimization for dynamically pricing our clients' tickets. Our algorithms allow us to take into account external shocks in determining optimal prices.



QUESTIONS / COMMUNITY FORUM

Pricing Tools for Galaxy Users- Item Manager




Pricing Tools for Galaxy Users- Price Schedules

Edit Item - '3GZ00101'

PLU: 3GZ00101 Discount Group: Currency: ☒ Allow user to

Name: Adult GA

Description: Adult General Admission



Fund Raising Payment Plans Package Upsell Renewal Variation Delivery Conve
Gift Aid Statements Attributes Contact Item Groups
General Pricing Accounting Taxes Sales Rules Additional Up
Standard Price Schedules

Price item based on: Visit Date Price Program Group: Special Events Clear

Enter the price schedule Price Schedule pricing based on: System Configuration

Price Program	Time Range	Price	Disbursement	Replace Access Code	Replace COA
Weekday Off-Peak	All Day (12:00 AM - 11:59 PM)	12.00			
Weekend Off-Peak	All Day (12:00 AM - 11:59 PM)	15.00			
Weekday Peak	All Day (12:00 AM - 11:59 PM)	17.00			
Weekend Peak	All Day (12:00 AM - 11:59 PM)	22.00			

Add Price Schedule

Price Program: Weekday Peak ... Clear

Time Range: All Day ... Clear

Price: 15.99

Disbursement: ... Clear

Replacement Access Code: 0 ... Clear

Replacement Account: 0 ... 0 0 ... Clear

OK Cancel Help

Learning Resources for Galaxy Users



Learning Portal



Price Schedules



Discounts



Tickets & Items

Demo (Price Schedules Overview)

(Central Data Maintenance > Product Maintenance > Price Program Manager)

Here we'll set on which days the price program will apply.

Price Program Menu

All of the price programs you created in the previous step will appear here. You can click and drag them on to the appropriate calendar dates. You can also click and drag across the calendar to highlight a group of dates, and then drag the program on to that group.

The Price Calendar displays Price Programs in effect. Program from the list on the right and drop it on the Wizard.

Wk	Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	26	27	28	29	30	1	2
28	3	4	5	6	7	8	9
29	10	11	12	13	14	15	16
30	17	18	19	20	21	22	23
31	24	25	26	27	28	29	30
32	31	1	2	3	4	5	6

Color	Price Program
Orange	August Weekends

OK Cancel Help

Learning Resources for Galaxy Users

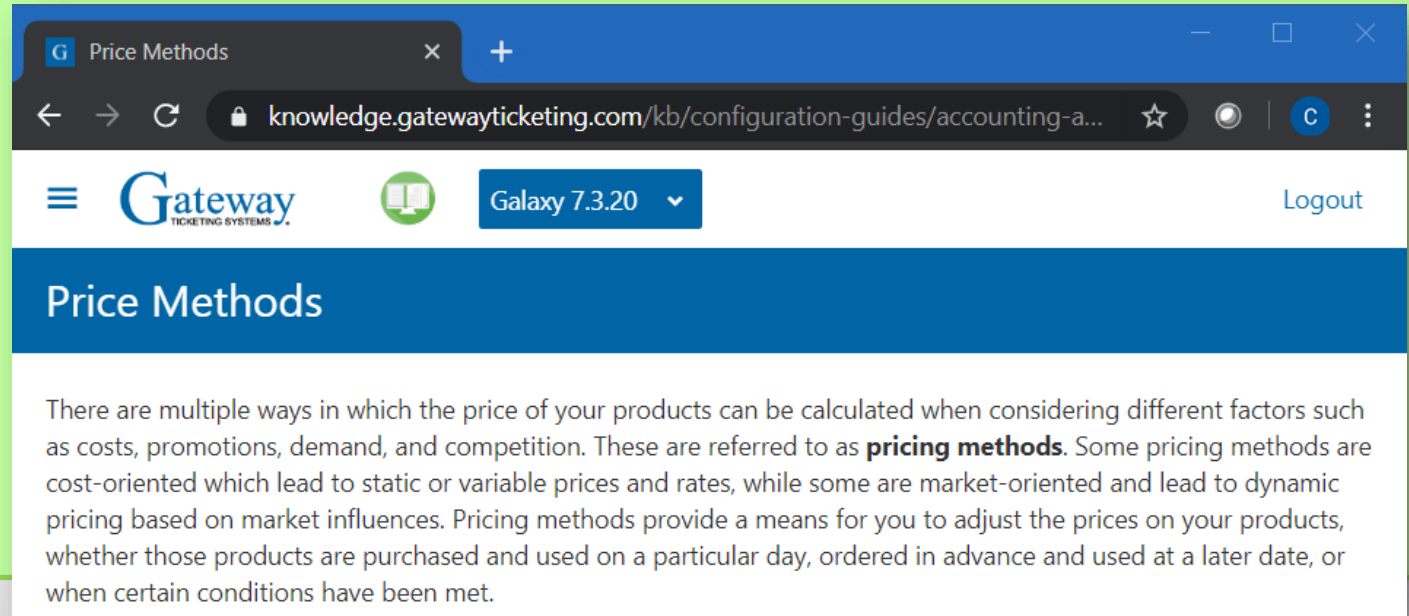


Knowledge Base

- Pricing Methods

<https://knowledge.gatewayticketing.com/kb/configuration-guides/accounting-and-finance/price-methods>

- Discounts
- Effective Date Pricing
- Price Schedules



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