

Re-Creating Trust With Your Guests & Re-Training Your Teams

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



Join us next
Wednesday, May 6th
at 2:00 PM EDT for
our webinar on
Pricing the Guest
Experience in a Post
COVID World

https://bit.ly/Post_COVID_Pricing

Asking Questions

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

On the right side, there is a "Participants (7)" panel. Below it, a "Q&A" panel is visible, which is highlighted with a red box and a blue circle labeled "1". This panel shows a dropdown menu for "Ask:" with "All Panelists" selected, highlighted with a blue circle labeled "2". Below the dropdown is a text input field for asking a question, highlighted with a red box and a blue circle labeled "3". A "Send" button is located to the right of the input field, highlighted with a blue circle labeled "4".

At the bottom right of the interface, there is a "Connected" status indicator.

Re-Creating Trust With Your Guests & Re-Training Your Teams

Wednesday, April 29, 2020



The background of the slide is a solid blue color with a faint, light blue circuit board pattern overlaid. The pattern consists of various lines, right-angle turns, and small circles, resembling a printed circuit board (PCB) layout.

WEBINAR AGENDA

Webinar Agenda

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

Webinar Wednesdays - 11 AM PDT/2 PM EDT


- 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)
- Optimizing the Capacity Managed Guest Experience Inside Your Attraction (4/22)
- **Re-Creating Trust With Your Guests and Re-Training Your Staff (4/29)**
- Pricing the Guest Experience in a Post COVID World (5/6)
- And more (5/13, 5/20 and 5/27)

www.gatewayticketing.com/community



COMMUNITY

BLOG COMPANY NEWS CASE STUDIES
VIDEO TUTORIALS WEBINARS EVENTS
GATEWAY GET-TOGETHERS




COMPANY CAREERS CONTACT Q

SOLUTIONS SERVICES SUPPORT STRATEGY MARKETS BLOG / COMMUNITY


LET'S GET STARTED

BLOG COMPANY NEWS CASE STUDIES VIDEO TUTORIALS WEBINARS EVENTS GATEWAY GET-TOGETHERS


CATEGORY: WEBINARS




WEBINAR APRIL 15: REOPENING STRATEGIES AND TRANSITIONING TO A CAPACITY MANAGED ATTRACTION
Updated: April 13, 2020
Webinar Time: April 15, 2020 at 2:00 PM EST
[READ MORE →](#)



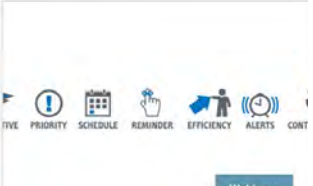
WEBINAR: THE NEW GUEST EXPERIENCE
Updated: April 13, 2020
[READ MORE →](#)



WEBINAR: OPERATIONAL STRATEGIES FOR NOW AND THE NEXT NORMAL
Updated: April 3, 2020
[READ MORE →](#)



WEBINAR: MANAGING PASS UPDATES, MEMBERSHIP



WEBINAR: GALAXY BEST PRACTICES DURING A TIME OF

NEWSLETTER SIGN UP

Email *

First Name *

Last Name *

Company Name *

I am a current customer *


Yes

CAPTCHA

I'm not a robot

[SUBMIT](#)

We'll never share your email address, and you can unsubscribe anytime. More about your privacy.



Moderator

Randy Josselyn

rjosselyn@gatewayticketing.com

Wildlife and Conservation Principal



Moderator

Matthew Hoenstine

mhoenstine@gatewayticketing.com

Destinations Principal

Gateway
TICKETING SYSTEMS®



Panelist

Josh Liebman

josh@amusementadvantage.com

Director of Business Development



Panelist

Matt Heller

matt@performanceoptimist.com





- HOME
- NEW! COVID-19 VIDEO SERIES
- ARTICLES
- PODCAST
- LIVE EVENTS
- CONSULTING
- SUBSCRIBE

- HOME
- NEW! COVID-19 VIDEO SERIES
- ARTICLES
- PODCAST
- LIVE EVENTS
- CONSULTING
- SUBSCRIBE

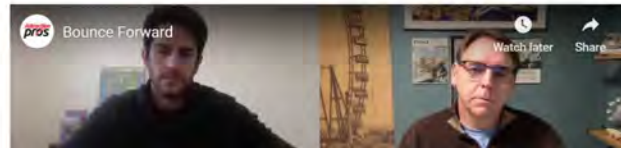
COVID-19 Video Series

- Facebook
- Twitter
- LinkedIn
- Google+

Tuesday, April 28th
 What emerging trends are going to become standardized?



Friday, April 24th
 Bounce forward with Phil Edgell (Vantage)



CATEGORIES

- All Articles
- Case Studies
- COVID-19
- Crisis Management
- E-Book
- Group Sales
- Guest Experience
- Guest Loyalty
- Leadership
- Podcast
- Revenue Growth
- Service Recovery
- Social Media

TWITTER FEED:

AttractionPros @AttractionPros
 The leading resource for Attr Professionals. Podcast hosted by @MattHellerPOC and @Joshu content released every Tuesday

AttractionPros @AttractionPros
 Here's a teaser for an upcoming episode. Big thanks for @mos great chat yesterday!

Dennis @moseleywilliams
 Enjoyed my time being a gu Attraction Pros yesterday on Thank you Joshua Liebman ICAE. Looking forward to sh my tribe.

Twitter

AttractionPros Retweeted
Matt Heller @MattHellerPOC
 AttractionPros Matt and Josh t trends, tech and the decisio

RECENT POSTS



AP Podcast – Episode 139: AttractionsPros LIVE from your kitchen, living room or den!

Facebook Twitter LinkedIn Google+ Shares Well this was fun! We gathered on Zoom for the first ever AttractionPros LIVE Online! We've loved this format in person, so we thought we'd [...]

April 28, 2020 COVID-19, Podcast

Priorities for Entertainment Operators Post-Lockdown

AP Podcast – Episode 138: Roger Germann talks about non-linear career paths, embracing positivity and what most people don't know about being a CEO

AP Podcast – Episode 137: Kristina Wilson walks us through contracts, financing, and giving back during this difficult time

AP Podcast – Episode 136: Natalie Livingston talks about her rants, finding opportunity in every situation and why she is known as Water Safety Mama

AP Podcast – Episode 135: Emily Howard talks about attraction design, putting animals first and telling the right story

Feeling all the feels

Panelist

Diana Vega

diana.vega@miamidade.gov

Guest Services Manager



Panelist

Kelly Bules

kbules@gatewayticketing.com

Business Solutions Manager



Host

Bill D'Angelo

bdangelo@gatewayticketing.com

Product Communications Manager





INDUSTRY UPDATE

Industry Update - China

Chimelong Resort announces partial reopening after COVID-19 closure

7 hours ago



The Guangzhou Chimelong Tourism Resort will partially reopen on April 30 with precautions in place to protect visitors and staff.

Guangzhou Chimelong Wildlife World, Guangzhou Chimelong Panda Hotel and Zhuhai Chimelong Ocean Kingdom, Zhuhai Chimelong The Penguin Hotel will also open.

30% capacity

Following the advice of the government, the number of visitors to the parks will be limited to 30% of the maximum capacity.

At the park entrance, visitors must have their temperature taken, have their identification documents validated and have their health codes verified. These documents must be prepared before the visit. Tickets must be booked online before visiting.

Mask have to be worn by all visitors, and social distancing must be observed within the parks. When queuing, visitors will have to observe guidelines and follow staff's instructions when necessary.

Indoor attractions remain closed



Guangzhou Chimelong Zhuhai Chimelong

Chimelong Resort > news

Home Introduction of Chimelong Resort Paradise and Performing Arts hotel accomodation

< return

Online booking Recruitment

Announcement on the partial reopening of Chimelong Resort on April 30

Announcement on 2020.04.25

Dear friends,

On April 30, 2020, Guangzhou Chimelong Tourism Resort and some parks of Zhuhai Hengqin Chimelong International Marine Resort, namely Guangzhou Chimelong Wildlife World, Guangzhou Chimelong Panda Hotel and Zhuhai Chimelong Ocean Kingdom The Penguin Hotel will reopen.

The business hours of Guangzhou Chimelong Wildlife World are tentatively scheduled from 9: 30-18: 00 daily, and the business hours of Zhuhai Chimelong Ocean Kingdom are tentatively scheduled from 10: 00-19: 00 daily.

According to the relevant regulations of the Ministry of Culture and Tourism, the National Health and Health Commission and other departments on the prevention and control of epidemic outbreaks and safe and orderly opening of tourist attractions, Chimelong ' s reopening of the park will strictly control the reception of tourists not exceeding 30% of the approved maximum carrying capacity The indoor closed venue project and some performing arts projects are temporarily not open to the public. At the same time, a number of detailed management measures such as online appointments, health registration, real-name admission, and temperature screening will be implemented. Visitors are kindly requested to purchase tickets online in advance and make an appointment registration according to the guidelines.

After resuming business, Chimelong will extend the validity of the annual card to the annual card users affected by the epidemic through the system.

For more information, please check Chimelong's official website chimelong.com or call Chimelong Customer Service Hotline 400-883-0083.

Chimelong Resort

- 30% capacity
- Indoor Attractions remain closed
- Reduced hours and staffing

<https://blooloop.com/news/chimelong-resort-partial-reopening-covid-19/>

<https://www.chimelong.com/news/1593.html>

Industry Update – Hong Kong

The screenshot displays the Ngong Ping 360 website with the following content:

- Yellow Alert Banner:** "Ngong Ping Cable Car service is provided on 30 April, 1-3, 8-10, 15-17 and 22-24 May. Opening hours is from 10am to 6pm, while the indoor attractions of Ngong Ping 360 are temporarily closed. Round trip cable car tickets are available during this period and can be purchased on the Ngong Ping 360 official website on a first-come-first-served basis."
- Opening Hours:** Weekdays: (Fri) 10:00 – 18:00
- Enhanced preventative anti-viral measures:**
 - Cabin Cleaning
 - 4 Travel Companions
 - Body Temperature Monitoring
 - Widen Disinfection
- Strengthened preventative measures for your peace of mind:**
 - Ngong Ping Cable Car service will be provided on 1-3, 8-10, 15-17 and 22-24 May. Opening hours will be from 10am to 6pm. Previously announced preventative measures will continue to be arranged. Cable car service arrangement after the period will be announced in due course.
 - To safeguard the health and safety for our staff and our guests, the following preventative measures are implemented by Ngong Ping 360:
 - Companion cabin**
 - Only family and friends within the same group will be allowed in the same cabin
 - No more than 4 passengers per cabin
 - Guests can reserve Cable car tickets through via Ngong Ping 360's website
 - Tickets are sold on a first-come, first-served basis.
 - Thorough cleaning and disinfection**
- Image:** A large photo showing staff in blue protective suits and masks cleaning a cable car cabin.
- Footer:** "How was your visit" with a feedback icon.

Ngong Ping 360

- Cable car service
- Reopening on April 30th
- Implemented messaging to instill confidence
- Language focus on how existing safety messages are being “strengthened”

<https://www.np360.com.hk/en/>

Industry Update – Communicating in a Crisis

SPECIAL REPORT

SEVEN CARDINAL RULES OF TRUST AND CREDIBILITY



CHECKMATE
Public Affairs

OR: SEVEN RULES TO
BUTT WHEN **IT HITS

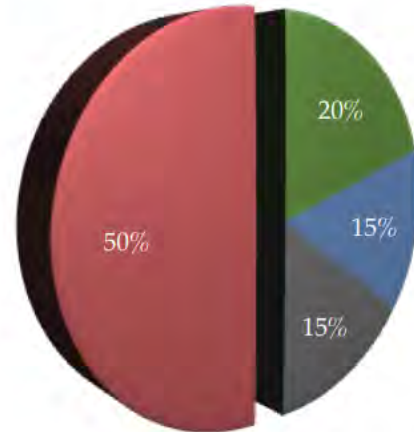
100 Stone Rd, # 304, Guelph, ON, Canada • Tel.: 519.513.1051
www.checkmatepublicaffairs.com

Guess what folks - ignore this simple trait, and you're ignoring half of what people consider when they choose whether or not to trust you.

This one trait is so important in fact, that if you remember nothing else from this report, I want you to remember just this one word. If I bump into you on the street 5 years from now, and you say "Mr Chatterton, I read your report on trust & credibility," I want to be able to say "And what do you remember." And I only want to hear one word. It's that important.

Ready? That one word... is empathy.

● Truth ● Competency ● Dedication ● Empathy



Empathy. If people don't think you care about them, they won't trust you. It's that simple. Yup. It's all about empathy. Again - take a look at Bill Clinton. Again, love him or hate him, he was a liar. He was a small state Governor with a horrible education record. I'm sure some people would argue he was more interested in picking up ladies than governing the nation. Yet he was highly trusted. And why? Because he was the world's best at making you believe he cared about you.

Empathy just oozed out of his every pore. And to this day, people trust him.

Empathy.

Jeff Chatterton, Checkmate Public Affairs

- Focusing all communications on the skeptics
- Avoid answering questions with facts
- Respond with emotion, make a connection, leverage empathy

<http://www.checkmatepublicaffairs.com/free-stuff/seven-cardinal-rules.php>

Industry Update – Best Practices

IAAPA Asia Pacific COVID-19 Best Practices



IAAPA Asia Pacific COVID-19 Best Practices: Operational Considerations for Reopening an Attraction Version 1.0 – April 23, 2020

Contributors:

We thank the following IAAPA members for their contributions to this resource: **Pradeep Sharma**, White Water West; **Douglas Akers**, Theme Park Professional; **Shaun McKeogh**, Attractions Academy; **Daan Duijm**, Sun World Holding; **Cecelia Choye**, Wild Wild Wet, Singapore; **Frankie Hau**, Ocean Park Hong Kong; **Alan Kwok**, Theme Park Professional

Disclaimers:

The views expressed in this document are the IAAPA. With regard to any information presented any warranty, express or implied, including the particular purpose, and specifically disclaims its completeness, or usefulness of any information makes no representation that its use would not. Furthermore, the presentation of any material specific opinion, commercial product, process manufacturer, or otherwise, does not constitute a recommendation of such opinion, process, or information presented by the contributors here only.

OVERVIEW

Attraction operators from the Asia-Pacific region during the varying stages of reopening and of COVID-19. Depending on your country, local some of these initiatives may be appropriate to the severity of your needs. Over time and as your operational interventions may be able to be re

GENERAL HEALTH & SAFETY

Attraction operators will be expected to implement attendance and perceptions at their attraction

- Put in place measures to control the number of guests per day, rather than, for example, all guests measures are in addition to controlling
- Enact requirements as requested by your jurisdiction requiring all guests to wear masks when
- Create touch-free payment options and contactless payment options.

HUMAN RESOURCE MANAGEMENT

- Conduct temperature checks at start of shift and possibly mid-shift.
- Maintain Team A and Team B structure to keep employees separate on different working days in the event of a positive case
- Provide relievers to allow for more frequent breaks for handwashing and cleaning to maintain improved hygiene.
- Require employees to wear PPE and masks when taking care of guests.
- Ensure enough PPE depending on location the employee is working (i.e. guest temperature screening area may require more PPE).
- Review current sick policies and update. Include the following guidance: Stay home if you are sick and seek medical advice if you have a fever, cough, sore throat, or shortness of breath.
- Develop pre-opening training for employees and refresher courses to reinforce social distancing, hygiene, and proper handling of unsafe or emergency situations.
- Create a "Hygiene Induction Unit" for all employees returning to work including COVID-19 considerations.
- Consider reducing number of employees in one room in company-provided employee accommodation.
- Consider providing laundry services and meal delivery to employees in company accommodation instead of buffet styles.
- Review procedures and policies for washing shared uniforms, props, and miscellaneous items.
- Communicate control measures clearly with employees. Provide clear direction and guidance about what is expected of employees. They should know:
 - when to stay away from the workplace
 - what action to take if they become unwell
 - what symptoms to be concerned about
- Remind employees they have a duty to take reasonable care for their own health and safety and to not adversely affect the health and safety of others.
- Provide employees with a point of contact to discuss their concerns, and access to support services, including employee assistance programs.

IAAPA Asia Pacific COVID-19 Best Practices: Operational Considerations for Reopening an Attraction

- Initiatives to consider provided by operators of Asia/Pacific attractions
- Ideas on all aspects of an attraction's operation

<https://iaapa.org/covid-19-resources-asia-pacific>

The background is a solid blue color with a subtle, white circuit board pattern. The pattern consists of various lines, right-angle turns, and small circles, resembling a printed circuit board (PCB) layout. The lines are thin and light blue, creating a technical and digital aesthetic.

GUEST AND EMPLOYEE ENGAGEMENT

What kind of experience are they expecting?

How can we ease their concerns to make their visit anxiety free?

What do we need to do to make our guests feel safe?

Are they prepared to pay more for a customized experience?

Do they feel safe?

Do you feel you are getting the correct value for the reduced ticket price?

What do they need to feel comfortable safe going back to attractions?

What would you suggest for members who don't have access to a computer and show up when reopening?

How to manage capacity of guests inside our attraction?

Controlling safety and capacity within the "theme" park.

Will people be traveling come the holiday season?

What can we as a facility do to make you feel safe and comfortable?

What would make them feel comfortable that the Museums are a place that is safe to visit and that makes them want to visit?

Will they be willing to even come? will they have money to visit us and spend in our venues?

How do guests measure safety vs too personal in terms of asking for temp, health reading and what portions of attractions they attend?

What are they most concerned about to come onsite?

Private tours via self-guided tours, which is better for everyone's safety?

How willing are guests going to be to be indoors for a tour as opposed to outdoors?

What do you want us to have available for you? Sanitizer? Masks?

What level of safety are they looking for us to provide them during their visit?

Social distancing in close quarters. Could we charge more for a more guided experience?

What do they expect from us?

What would you require to feel safe and want to visit us?

How will they react to a "limited experience", with not all exhibits and attractions open?

Would they be willing to pay a higher price for customized experience?

How receptive our members will be to restricted capacity and timed entry?

Do they feel safe attending?

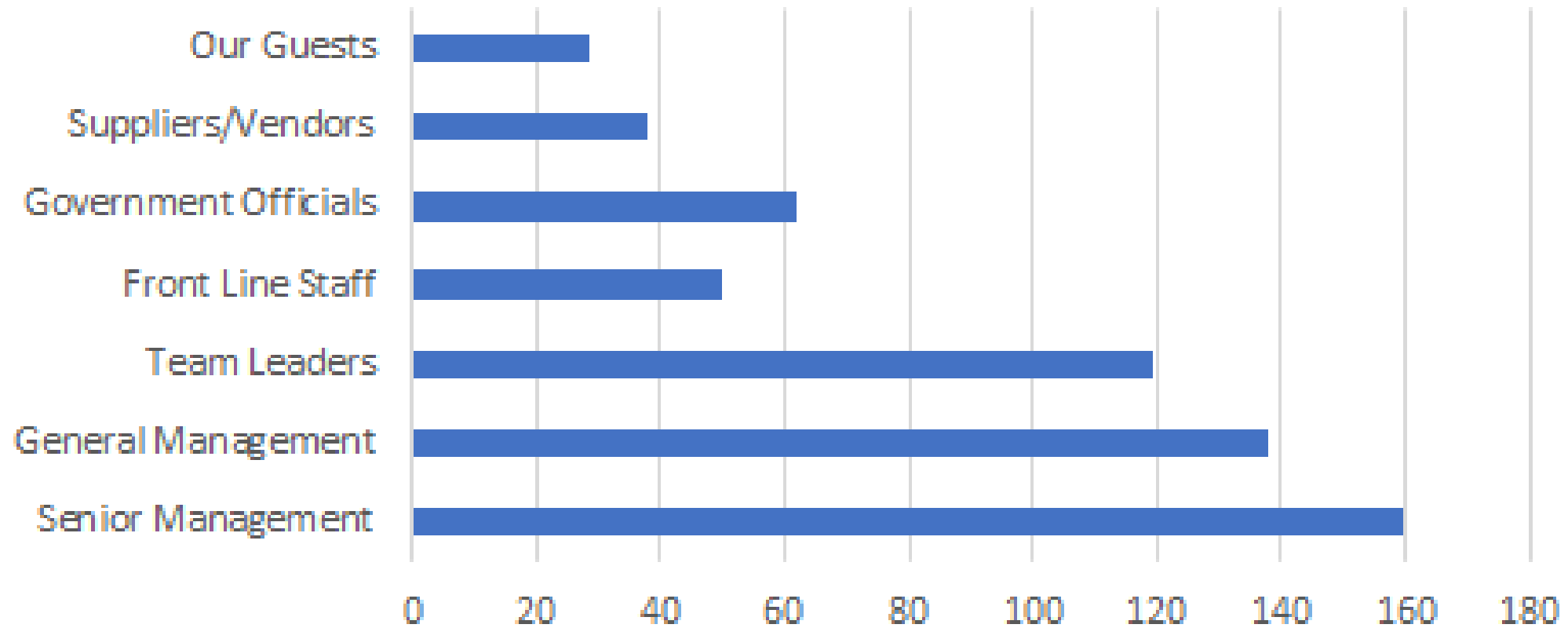
Will our guests be willing to go to timed or capacity managed tickets?

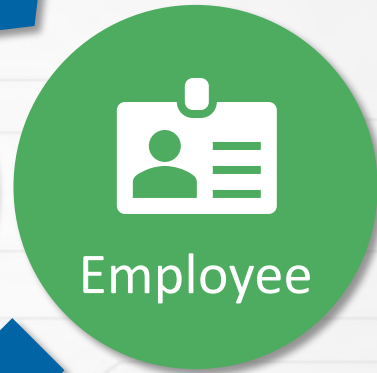
What is motivating them to visit. Is it that they just want to get out of the house? Is it that they want to support us?

Can we make sure to have days dedicated to allowing health workers and first-responders to visit our venues -- and at no cost?

Of primary importance would be at what price point would our guests pay for VIP experiences; basic services; would they be more willing to round-up their purchase price to support our organization?

As you are developing plans for how your attraction operates after COVID-19, who are you including in that planning?





The background is a solid blue color with a subtle, white circuit board pattern. The pattern consists of various lines, right-angle turns, and small circles, resembling a printed circuit board (PCB) layout. The lines are thin and light blue, creating a technical and digital aesthetic.

GUEST ENGAGEMENT

How have you changed your external communications to your guests since being impacted by COVID-19?



Industry Update – Best Practices

Holiday World & Splashin' SAFARI Menu

Buy Tickets 55°

Welcome Home!

HOME WITH HOLIDAY WORLD

Home // Shows and Events // Digital Opening Day

Digital Opening Day

Holiday World fun. Right at home. [Read More »](#)

Holidog's Digital FunTown

Check out all of these great activities you can do right at home!

Get Up & Move! with Holidog

Holidog helps get the wiggles out with these exercise videos to keep you moving. [See the whole playlist now.](#)

Coloring Pages

[Color your own](#) Holidog, Kitty, Sam, or George!

Puzzles

[Tackle these puzzles!](#) Our word searches and crossword puzzles come in three categories: child, mild, and wild!

Magic @ Home

[Learn to do magic tricks](#) with items you can find right in your house.

Podcast & Audio

Check out these [Spotify playlists](#) from each of our holiday sections as well as the [Holiday World Podcast](#).

Homemade Holiday World

Learn to make some of your favorite Holiday World treats [right in your kitchen](#).

360 Thursday

Ride some of our largest attractions virtually. [Feel free to look around](#) in these 360 videos.

Zoom Backgrounds

Whether you're taking online classes or just hanging out with friends, [check out our Zoom backgrounds!](#)

Digital Opening Day Schedule

9am – Welcome Video for Digital Opening Day
With Park President and Fourth-Generation Owner.

10am – Front Gates are open
Take a ride on one of your favorite attractions!

12pm – Grab some lunch
Try your hand at one of our recipes.

1pm – Try a game!

2pm – Magic with Comedy Illusionist Brandon Baggett
He'll bring laughter and magic right to your home.

3pm – Explore Holidog's Digital FunTown
Check out a super-cul of all the exercises from the Get Up & Move! with Holidog video series.

4pm – #MerryMemory Giveaway winner announced

5pm – Take another ride
Ride as many times as you like – there's no line.



6pm – Evening Snack

7pm – Appreciation Hour
Write letters to healthcare, supermarket, and retail workers to show your appreciation.

8pm – Fireworks show!
Get a drone's view of a firework show set to a Christmas playlist.

9pm – Park closed for the day
Check out this last photo of the day as we #LightItBlue.

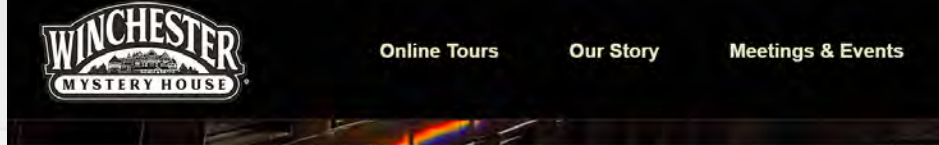

Industry Update – Best Practices

 Winchester Mystery House, LLC [+ Follow](#) ⋮
392 followers
3d • 

Sneak peak at our all-new Immersive 360° Tour! If you purchase access to the new Immersive 360 Tour, you'll receive a voucher that will allow you to visit the Winchester Mystery House for a future daytime tour for only \$8.99 😊

No expiration. Offer only valid during the closure of the estate.

Learn More:
<http://ow.ly/aKRc50zmMTq>



IMMERSIVE 360° TOUR

The Winchester Mystery House is offering guests unprecedented access to the world's most bizarre mansion with an all-new tour —The Winchester Mystery House Immersive 360° Tour. This virtual experience allows guests to independently roam each level of the mansion, while exploring many rooms previously inaccessible on standard Estate tours. The Immersive 360° Tour is available now for \$8.99. Additionally, guests that purchase this tour during the estate's closure will receive a complimentary pass for a future Estate tour when it reopens to the public. For questions or concerns, please contact us.

360° Winchester Mystery House
Tour

One time payment for unrestricted virtual house access!

only \$8.99 [Sign Up](#)

<https://winchestermysteryhouse.com/immersive-360-walkthrough/>

Industry Update – Best Practices



Planning your re-opening?



Safety is the New Look of Guest Service

Until there is a vaccine, COVID-19 is here to stay. Period. Even as states are beginning to experience the flattening of the curve, people will not feel safe gathering in large groups the way they did before, and maybe not ever again.

[Read more](#)
www.dekleadership.com

Connect With Us and Follow Us:



1. Send a message (literally).

Before your guests arrive, reach out and let them know what to expect and how you've been getting ready for their arrival. Share any procedures that might be different, including extended hours, potentially longer wait times, or closed exhibits. Ask for their help in keeping everyone safe by encouraging them to stay home if they feel sick or may have been exposed. Many of our clients are posting "What to Expect" videos on their websites or social media.

2. Lead by example.

In addition to the now-standard [distancing guidelines](#), you'll also want to prompt guests to be mindful of other preventative measures, such as limited capacity and cleaning stations. While you may be in a rush to get back to "normal," your visitors will appreciate seeing masks, gloves, and even a short wait so that you can disinfect areas and equipment between guests.

3. Communicate frequently.



Reopening your site will be tricky as you find ways to provide a valuable experience while keeping visitors safe. Use your morning meetings to get feedback from your managers and staff about what's working. Update signage to reflect new safety and cleanliness measures. Encourage guests and staff alike to communicate freely and offer you feedback.

<https://www.dekleadership.com/safety-is-the-new-look-of-guest-service/>

Virtual Backgrounds

Northwest Trek Wildlife Park 15 hrs · 🌐

Here are Northwest Trek nature and animal backgrounds for your next Zoom meeting! 🌲



👍❤️👎 545 30 Comments

Share

MO Botanical Garden @robotgarden · Apr 9

Host your next virtual meeting or happy hour "at the Garden" with these custom Zoom backgrounds. 🌿



🗨️ 24 ❤️ 101

theHoustonMuseumofnaturalscience DONATE Search HMNS

VISIT: MEMBERIUM, MEMBERSHIP, SUPPORT HMNS

EXHIBITIONS: GIANT SCREEN THEATRE, HMNS AT SUGARLAND, CALENDAR

EDUCATION: BUTTERFLY CENTER, GEORGE OBSERVATORY SHOP

ONLINE BOOK OFFICE: 800.375.4864

ALL OF OUR FACILITIES ARE TEMPORARILY CLOSED

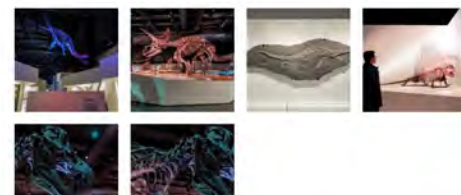
Meet at the Museum...

Meet at the Museum...

Virtually, of course!

We've got Zoom backgrounds, so you can meet underneath a T-Rex, among the stars or back in ancient Egypt. Share a little science in your next team meeting or group hang. Browse below:

Paleontology Picks



Disney Parks Blog Destinations Topics Latest Stories Authors

#DisneyMagicMoments: Add Disney Magic to Online Video Chats with Virtual Backgrounds

by Thomas Smith, Editorial Content Director, Disney Parks

Fri, April 10, 2020

With many of us at home, video conferencing has become a favorite way to connect with co-workers, classmates, friends and family. Now, you can add a touch of Disney magic to your online video chats with a new series of virtual backgrounds featuring Disney Parks locations from around the world.

The virtual backgrounds allow you to get creative and transform the backdrop of your home office, living room or bedroom to a favorite location from our parks and resorts. Virtual backgrounds include:



Mon, November 25, 2019

Celebrate Disney's 'Frozen 2' at Disney Parks Around the World with New Looks for Anna and Elsa


by Anthony Armenia, Communications Specialist, Disney Parks, Experiences & Products

Other Stories by

by Thomas Smith

Universal Orlando Resort 80,089 followers 2w · 🌐

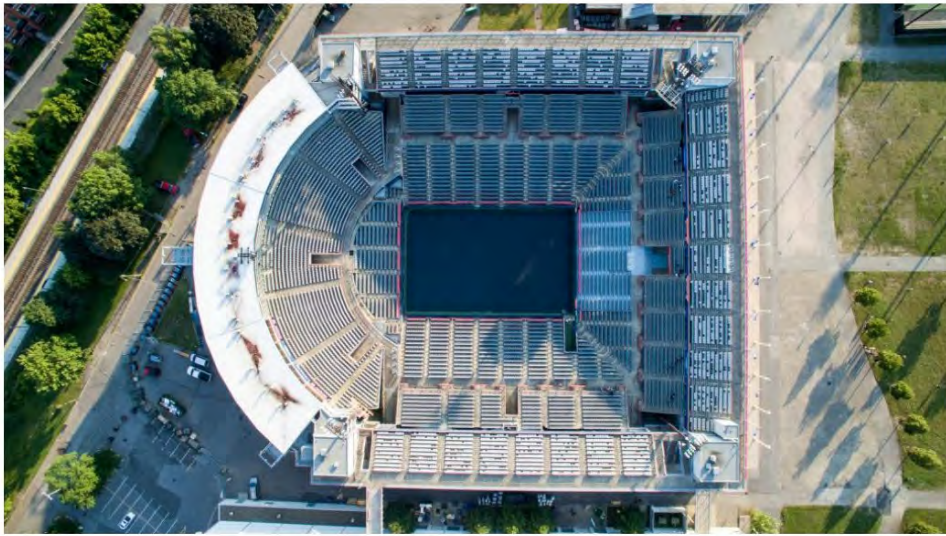
Virtual meetings are WAY more fun with a Universal Orlando background. Which is your go-to? #UniversalAtHome



👍❤️👎 708 · 27 Comments

Like Comment Share

Recognizing guest loyalty



Navigating the guest experience in a post-coronavirus world

March 27, 2020 | AttractionPros | COVID-19, Guest Experience

Facebook | Twitter | LinkedIn | Google+ | 0

The world is about to change dramatically. Things that used to be societal norms, such as shaking hands or giving high fives, are going to be met with concern for at least the foreseeable future, if not longer. While only time will tell if these changes are permanent, we need to consider what new world we are entering and what we are leaving behind.

The attractions industry is far from exempt from the global changes we will encounter. From holding onto a lap bar or shoulder harness on a roller coaster, to putting your fingers into a bowling ball, to making skin contact on a water slide, guests are going to enter your attraction with a heightened sense of concern for cleanliness, sanitation, and ultimately their health and safety.

“Upon reopening, the first guests who visit you are undeniably your most loyal. These are the guests that have been eagerly awaiting your reopening and they have committed, while in isolation, that your business was the first they wished to patronize when given the opportunity to leave their home. Let that sink in for a minute. Think of the alternative options that they had. These guests are special.”

- Your first guests back are undoubtedly your most loyal
- Start planning membership/annual pass appreciation now
- Everything should be driven from a message of hospitality

<http://attractionpros.com/navigating-the-guest-experience-in-a-post-coronavirus-world/>

Industry Update - Branding

10 High-Touch, Deep Clean Areas in the Guest Room



- 1 SWITCHES & ELECTRONIC CONTROLS**
Lights, lamps, switches and electronic controls.
- 2 HANDLES & KNOBS**
Doors, closets, drawers, furniture knobs and drapery pull handles.
- 3 MAJOR BATHROOM SURFACES**
Toilet handles and seats, splash walls, shower/tub controls and sink faucets.
- 4 CLIMATE CONTROL PANELS**
- 5 TELEPHONES, REMOTE CONTROLS AND CLOCKS**
Handsets, dial pads and function buttons.
- 6 BED & BEDDING**
All bed linens including duvet covers, pillowcases and sheets.
- 7 BATH AMENITIES**
Bulk dispensers, individual amenities, tissue boxes, soap dishes, amenity trays and hair dryer.
- 8 HARD SURFACES**
Tables, desks and nightstands.
- 9 CLOSET GOODS**
Iron, safe handle and keypad.
- 10 IN-ROOM FOOD & BEVERAGE**
Cutlery, glassware, ice buckets, mini bars, kettle and coffeemaker.



Branding your plan

- Leveraging our story telling abilities
- Uniting many plans into a single brand that can be reinforced throughout the experience

<https://newsroom.hilton.com/corporate/news/hilton-defining-new-standard-of-cleanliness>

Communicating sanitation procedures

The screenshot shows a mobile application interface. On the left, there is a promotional banner for 'Concord, NC BIRTH SPEC \$20 OFF' with a coupon code '200'. Overlaid on this is a white 'Notice' box with a close button (X) in the top right corner. The notice is addressed to 'Dear Guests' and discusses the company's commitment to cleanliness and sanitation during the COVID-19 outbreak, mentioning a 95% cleanliness rating and enhanced procedures. It is signed 'Sincerely, Chris and Jack'. To the right of the notice is a location card for 'Concord, NC' with a red exclamation mark icon. The card displays the phone number '678-965-5707', the address '545 Concord Parkway N, Concord, North Carolina 28027', and operating hours: 'Mon-thurs 10 AM - Midnight', 'Friday 10 AM - 2 AM', 'Saturday 9 AM - 2 AM', and 'Sunday 9 AM - Midnight'. A blue 'CHANGE LOCATION' button is at the bottom of the card.

Notice
Dear Guests,

We at Stars and Strikes take the safety and sanitation of our buildings seriously. Cleanliness is one of our company's key Core Values. With this in mind, the safety of our guests and team members is our top priority. In 2019, Stars and Strikes averaged over 95% cleanliness rating in our secret shopper evaluations. This was one of our highest rated areas of the company. In light of the Coronavirus outbreak, we have increased our focus in all areas of our buildings. We are using designated staff to clean and sanitize continuously throughout the day following both Stars and Strikes enhanced operational procedures, as well as the Standard Cleaning and Sanitizing processes outlined by the National Restaurant Association. In addition, we have hand sanitizers available for our guests positioned throughout our buildings, as well as hand soaps in all our restrooms.

We want you to know Stars and Strikes is truly committed to the safety of our guests and team members. Thank you for your loyal and ongoing support over the past 15 years.

Sincerely,
Chris and Jack

Concord, NC

678-965-5707

545 Concord Parkway N
Concord, North Carolina 28027

Mon-thurs 10 AM - Midnight
Friday 10 AM - 2 AM
Saturday 9 AM - 2 AM
Sunday 9 AM - Midnight

CHANGE LOCATION

- What was it before?
- No longer innocent until proven guilty
- Involve your staff if possible
 - The "airline safety video"
- Standard is one component, guest perception is reality
- Use data to stress pre-COVID perceptions

Keep a pulse on their opinion



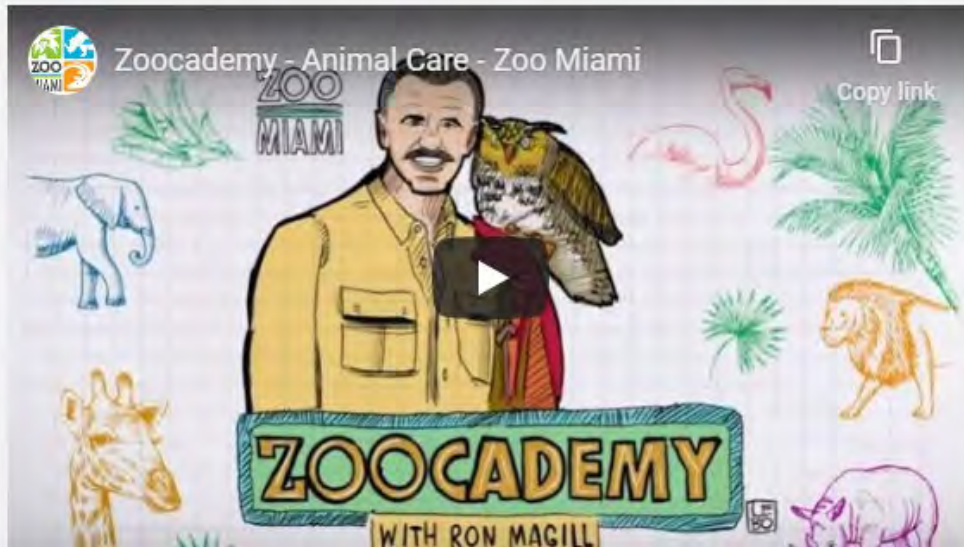
- Start now!
- Engage guests
- Monitor “Covid - KPI’s”
- Use your downtime to update your SOP’s
- Get personal! Contact your guests directly!
- Open – then monitor continually

Zoo Academy

✖ Zoocademy Week One - Lessons 1 - 3

Lesson 1: Animal Care

Learn all about animal diets, and the different types of "eaters" in the wild!



Download Lesson

ZOO MIAMI 40th Anniversary

Search #zoomiami

About Us Plan Your Visit Experience Events Explore Conserve Support Us

Zoocademy

Home > Experience > Education & Learning > Zoocademy

ZOO MIAMI

ZOOCADEMY WITH RON MAGILL

Welcome to "Zoocademy with Ron Magill"! While Zoo Miami is closed, we will be providing you and your family with some fun and educational content and activities that you can do from home. We will be adding a new lesson every Monday, Wednesday, and Friday so make sure to check back!

- + Zoocademy Week One - Lessons 1 - 3
- + Zoocademy Week Two - Lessons 4 - 6
- + Zoocademy Week Three - Lessons 7 - 9

Education & Learning

- Zoocademy
- Field Trips
- Zoo Camps
- Earth Agents
- Night Programs
- Fishing Derby
- Outreach
- Nature Play
- Speaker Series
- Partnerships
- BioTECH High School

Zoo Yoga

YOGA LESSON

Feeling stressed and cooped up at home? Try out these Zoo Yoga poses with the whole family! Channel your inner animals and get wild!



Keeper Catch up



“Here at the zoo, quarantine is a normal part of life.”

PSAs

**WE'LL FLOCK
TOGETHER
AGAIN SOON.**



**#KeepMiamiSafe
Stay home.**



**KEEP YOUR
FAMILY SAFE
INSIDE.**



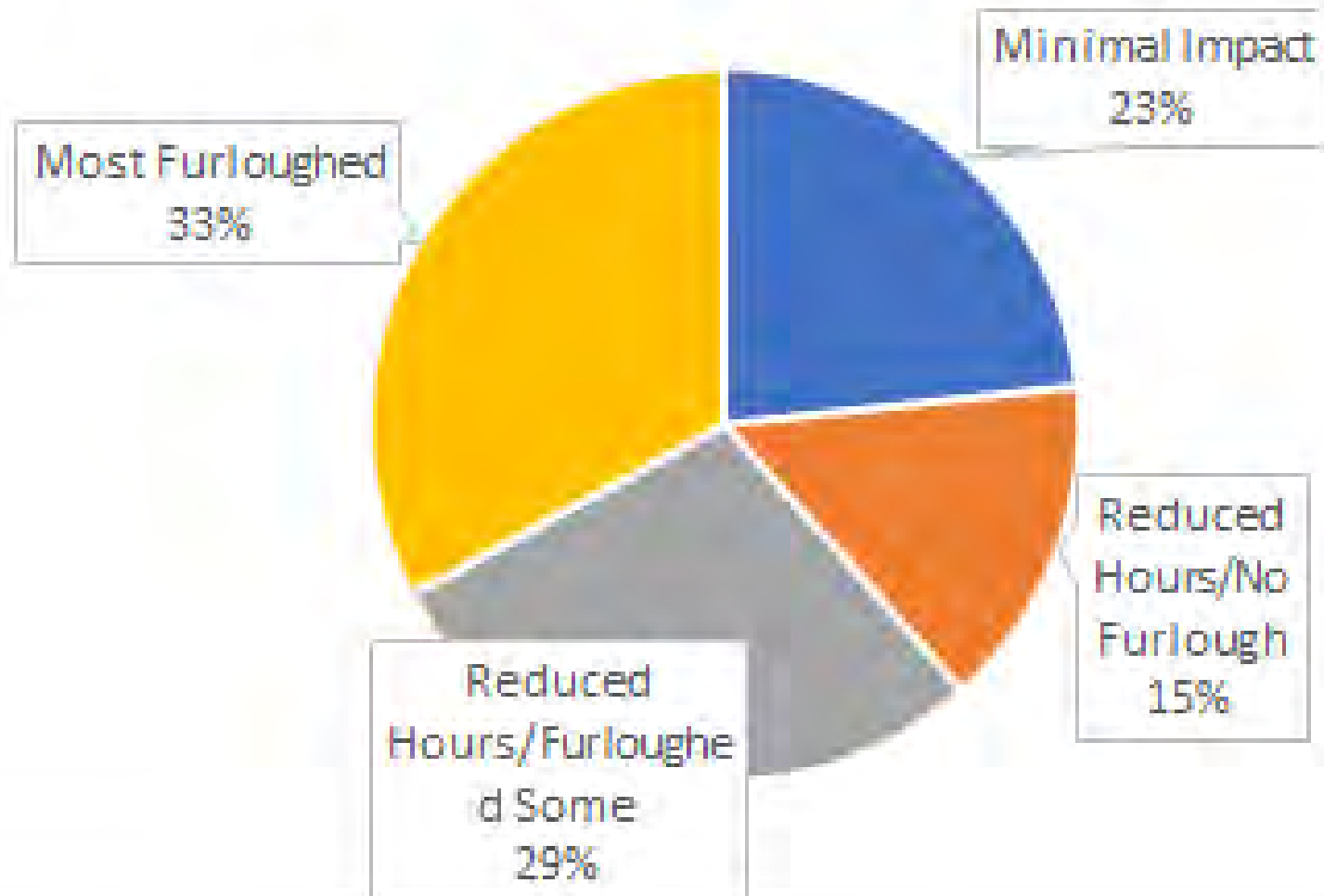
**#KeepMiamiSafe
Stay home.**



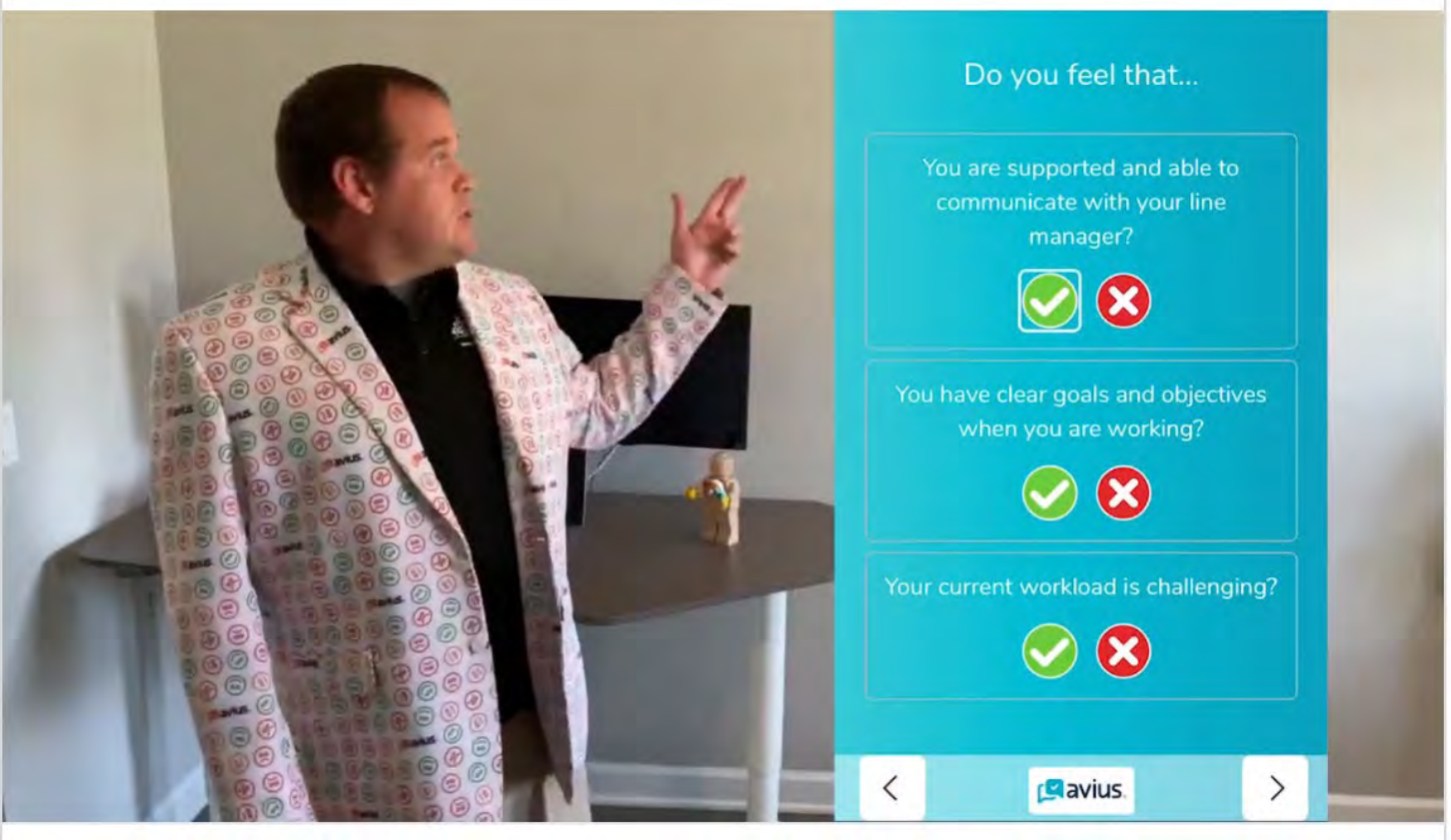


EMPLOYEE ENGAGEMENT

How has the pandemic affected the staffing at your attraction?



Employee Feedback



[Avius Survey Link](#)

Use Voice of Employee to Drive Business Success

Establish a great workplace where everyone is given a voice. Build a positive culture with happy and engaged employees to increase productivity, reduce turnover and develop employee advocacy.

[LEARN MORE](#)

HOW YOU BENEFIT FROM ENGAGED EMPLOYEES

- Create a happy workplace**
Workers in organisations with cultures that support and nurture employee strengths are more likely to share ideas – often a key first step to innovation and creativity. Employees who have at least three vital friends at work are 96% more likely to be satisfied with their lives.
Gallup
- Improve employee retention**
Highly engaged teams see a 41% reduction in absences and a 59% lower turnover.
Gallup
- Increase productivity and quality**
Employees who feel their voice is heard are 4.6 times more likely to feel empowered to perform their best work.
Salesforce

Employee Safety



Guidance on Preparing Workplaces for COVID-19

OSHA 3990-03 2020

- Installing a drive-through window for customer service.
- Specialized negative pressure ventilation in some settings, such as for aerosol generating procedures (e.g., airborne infection isolation rooms in healthcare settings and specialized autopsy suites in mortuary settings).

Administrative Controls

Administrative controls require action by the worker or employer. Typically, administrative controls are changes in work policy or procedures to reduce or minimize exposure to a hazard. Examples of administrative controls for SARS-CoV-2 include:

- Encouraging sick workers to stay at home.
- Minimizing contact among workers, clients, and customers by replacing face-to-face meetings with virtual communications and implementing telework if feasible.
- Establishing alternating days or extra shifts that reduce the total number of employees in a facility at a given time, allowing them to maintain distance from one another while maintaining a full onsite work week.
- Discontinuing nonessential travel to locations with ongoing COVID-19 outbreaks. Regularly check CDC travel warning levels at: www.cdc.gov/coronavirus/2019-ncov/travelers.
- Developing emergency communications plans, including a forum for answering workers' concerns and internet-based communications, if feasible.
- Providing workers with up-to-date education and training on COVID-19 risk factors and protective behaviors (e.g., cough etiquette and care of PPE).
- Training workers who need to use protecting clothing and equipment how to put it on, use/wear it, and take it off correctly, including in the context of their current and potential duties. Training material should be easy to understand and available in the appropriate language and literacy level for all workers.

Guardian™ Countertop Sneeze Guard

Protect Your Front-line Employees & Customers From Germs & Viruses While at the Point of Sale.

Get Guardian™ Countertop Guards in Your Business.

Complete the form for more info and your free quote.

Your Name *

Your Company *

Your Email *

Your Phone

Get My Free Quote

Reducing the Spread of Germs for Safer Transactions

Essential Retail Businesses everywhere are trying to sustain safe operations while adapting to the constantly changing "new normal" for customer interactions amid this global health crisis.

Without proper protection, your essential front-line workers and customers are at severe risk of exposure to germs and other contagious pathogens during transactions.

<https://www.cksystem.com/guardiant-sneeze-guard/>

<https://www.osha.gov/Publications/OSHA3990.pdf>

Employee Engagement

- Periodic check-ins
- Zoom calls
- Explain decisions
- Include employees in decision making process to build buy-in



QUESTIONS / COMMUNITY FORUM



- HOME
- NEW! COVID-19 VIDEO SERIES
- ARTICLES
- PODCAST
- LIVE EVENTS
- CONSULTING
- SUBSCRIBE

- HOME
- NEW! COVID-19 VIDEO SERIES
- ARTICLES
- PODCAST
- LIVE EVENTS
- CONSULTING
- SUBSCRIBE

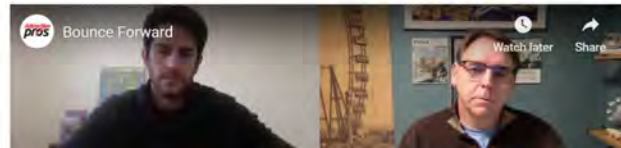
COVID-19 Video Series

- Facebook
- Twitter
- LinkedIn
- Google+

Tuesday, April 28th
 What emerging trends are going to become standardized?



Friday, April 24th
 Bounce forward with Phil Edgell (Vantage)



CATEGORIES

- All Articles
- Case Studies
- COVID-19
- Crisis Management
- E-Book
- Group Sales
- Guest Experience
- Guest Loyalty
- Leadership
- Podcast
- Revenue Growth
- Service Recovery
- Social Media

TWITTER FEED:

- AttractionPros @AttractionPros
The leading resource for Attraction Professionals. Podcast hosted by @MattHellerPOC and @JoshHellerPOC content released every Tuesday
- AttractionPros @AttractionPros
Here's a teaser for an upcoming episode. Big thanks for @mos great chat yesterday!
- Dennis @moseleywilliams
Enjoyed my time being a guest on Attraction Pros yesterday on Zoom. Thank you Joshua Liebman & Phil Edgell. Looking forward to sharing my tribe.
- AttractionPros Retweeted
Matt Heller @MattHellerPOC
AttractionPros Matt and Josh talk about trends, tech and the...

RECENT POSTS



AP Podcast – Episode 139: AttractionsPros LIVE from your kitchen, living room or den!

Facebook Twitter LinkedIn Google+ Shares Well this was fun! We gathered on Zoom for the first ever AttractionPros LIVE Online! We've loved this format in person, so we thought we'd [...]

April 28, 2020 COVID-19, Podcast



Priorities for Entertainment Operators Post-Lockdown



AP Podcast – Episode 138: Roger Germann talks about non-linear career paths, embracing positivity and what most people don't know about being a CEO



AP Podcast – Episode 137: Kristina Wilson walks us through contracts, financing, and giving back during this difficult time



AP Podcast – Episode 136: Natalie Livingston talks about her rants, finding opportunity in every situation and why she is known as Water Safety Mama



AP Podcast – Episode 135: Emily Howard talks about attraction design, putting animals first and telling the right story



Feeling all the feels

<http://attractionpros.com/my-front-page/>

REGISTER FOR OUR NEXT WEBINAR

Pricing the Guest Experience in a Post COVID World



Or visit: https://bit.ly/Post_COVID_Pricing



If you would like to receive information about our future Webinar Wednesdays, please send your full name and organization from your preferred email address to:

marketing@gatewayticketing.com

Or, just register for our newsletter distribution list here:

GatewayTicketing.com/community

P.S. Please fill out the webinar survey. They help a ton. Check your inbox!

