Continuing Our Journeys: Stories of Change & Progress in Uncertain Times

Webinar will begin at 2:05 PM EDT.

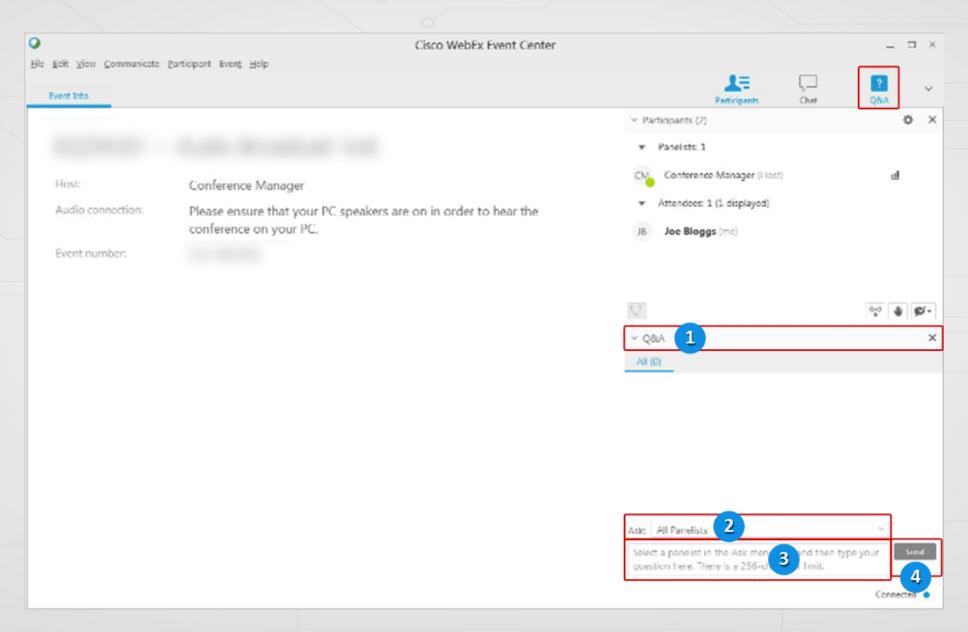


Join us for our next Webinar on Wednesday, October 14th at 2:00 PM EDT.



https://www.gatewayticketing.com/community/

Asking Questions



Webinar Agenda

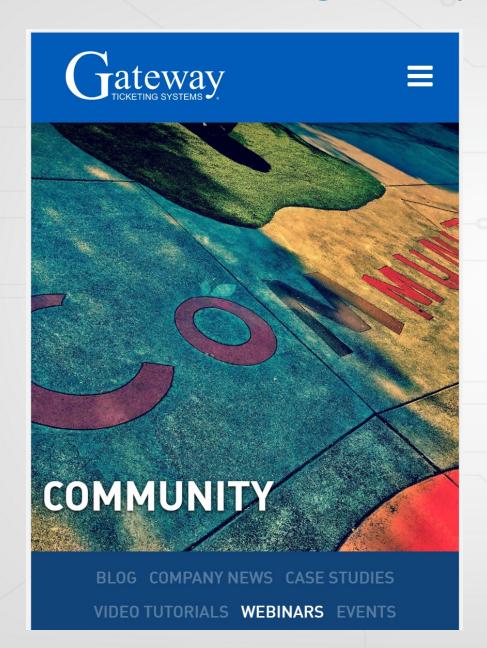
- 90 Minutes in length
- Community discussion and presentation of best practices
- Question and answers from the community
- Press & Public Viewing

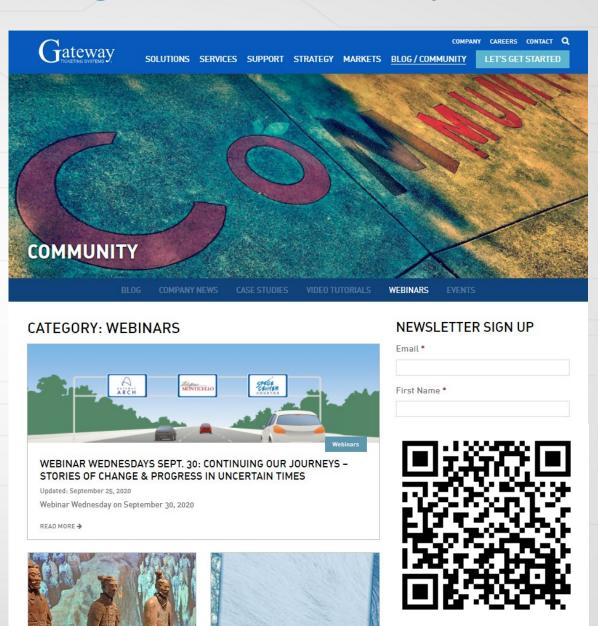
Webinar Wednesdays

Bi-weekly gathering of attraction industry experts to discuss the current challenges and position our attractions for success.



www.gatewayticketing.com/community





Moderator

Matthew Hoenstine

mhoenstine@gatewayticketing.com

Destinations Principal





Moderator

Randy Josselyn

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Wildlife and Conservation Principal





Steven Geis

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Director of Guest Relations





Alyson deBondt

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Manager of Ticketing & Reservations

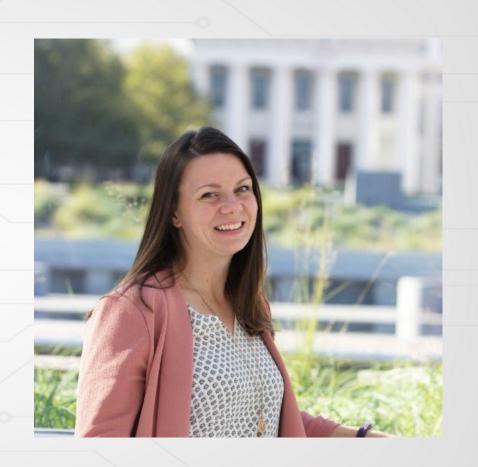


Darcy Bates

dlbates@bistatedev.org

Marketing & Communications Specialist



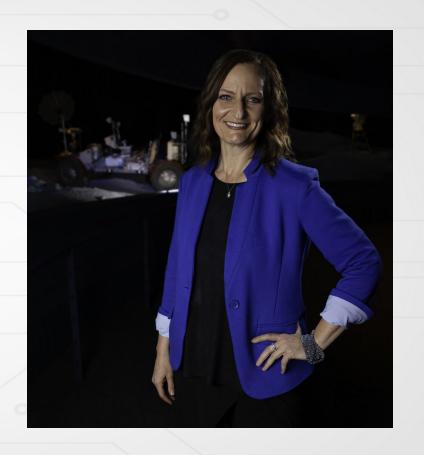


Mary Baerg

mbaerg@spacecenter.org

Chief Operating Officer





Host

Bill D'Angelo
bdangelo@gatewayticketing.com
Product Communications Manager





INDUSTRY UPDATE

Florida Enters Phase 3

= Forbes

8,516 views | Sep 28, 2020, 02:21am EDT

Walt Disney World Can Resume 'Normal Operations,' But Won't Yet —Here's What That Means



Julie Tremaine Contributor ①
Travel
I'm exploring the world, one bite at a time.

As Florida moves into Phase 3 of reopening, Gov. Ron DeSantis has removed all restrictions imposed by the state on local businesses. "There will not be limitations from the state of Florida," he said in a September 25 press conference announcing the entrance into the state's final reopening stage.

For theme parks, Florida's reopening guidance says, "Theme parks may return to normal operations with limited social distancing protocols." Normal operations, in this case, means that Walt Disney World and Florida's other theme parks can increase capacity to pre-pandemic levels, and they are no longer required to enforce wearing of face masks.

Walt Disney World, however, does not intend to return to normal, at least at the moment. "We received the Governor's executive order and are evaluating it to determine what it may mean for our business," Disney responded in an official statement. "We are not making any immediate changes. As a reminder, face coverings are still required at Walt Disney World Resort."

Recreation

- State Parks: State parks should be fully opened, including overnight accommodations.
- Public Beaches: Beaches should remain fully opened.
- Large Venues: (i.e. movie theaters, concert halls, auditoriums, bowling alleys, arcades, playhouses, casinos) These venues should re-open fully with limited social distancing protocols.

Large Sporting Events and Theme Parks

- Large spectator sporting events should consider reducing capacity with limited social distancing protocols.
- Theme parks may return to normal operations with limited social distancing protocols.

Walt Disney World Communications and Walt Disney World Resort

"We received the Governor's executive order and are evaluating it to determine what it may mean for our business. We are not making any immediate changes. As a reminder, face coverings are still required at Walt Disney World Resort."

LEGOLAND Florida Resort

"Since our reopening on June 1, LEGOLAND Florida Resort has safely welcomed families to play in our parks and stay in our resorts with enhanced health and safety measures, including more than 200 hand sanitizer locations, cashless payments, temperature checks upon arrival, and consistent cleaning practices. Our Resort and company leadership will continue to evolve these procedures and capacity management to remain in line with state and local government recommendations so families can continue to have the confidence to play safely at our Resort.

We are excited to provide a fun, safe place to celebrate Halloween at our Brick or Treat event in October with outdoor, contact-free trickor-treating, exclusive LEGO® characters and seasonal shows."

ZooTampa at Lowry Park

"We plan to continue with our modified operations which include reduced capacity, enhanced sanitation, requiring masks in all indoor locations and ensuring that our guests maintain social distance at all times."

Clearwater Marine Aquarium

"Clearwater Marine Aquarium remains committed to the overall health and well-being of our guests, animals, staff, volunteers and interns. Given the Phase 3 announcement by the Governor, we will:

- Maintain hourly timed ticketing to monitor capacity.
- Continue to follow the County guidelines regarding mask use.
- Recommend social distancing
- Increase our capacity but still keep it at a lower level to allow for social distancing."

https://www.forbes.com/sites/julietremaine/2020/09/28/walt-disney-world-can-resume-normal-operations-but-wont-yet-heres-what-that-means/#4338e4ef44ba https://www.abcactionnews.com/news/state/florida-theme-parks-attractions-respond-to-gov-desantis-phase-3-announcement https://www.flgov.com/wp-content/uploads/covid19/Taskforce%20Report.pdf

Pandemic Protections add Surprise

Candy land

The park's Trick-or-Treat Trail features individual stops for candy. Employees are stationed in booths with Plexiglas dividers or on raised platforms inside the permanent structures along the park's Bayside Pathway. The treats are dropped through tubes into kids' bags. It's oddly entertaining, and most youngsters immediately peer into their sacks to check out the loot.

I saw intense cleaning on the booths, particularly around the openings of the tubes. That didn't happen after each drop but frequently.





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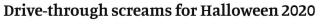
Blooloop 50 v

Europa-Park launches the first-ever HALLOWinter



Europa-Park

For the first time ever, Europa-Park is opening between Halloween and Christmas for 2020. It is offering a combination of spooky events and winter weeks for the unique HALLOWinter event. This runs from November 9 through to November 27.

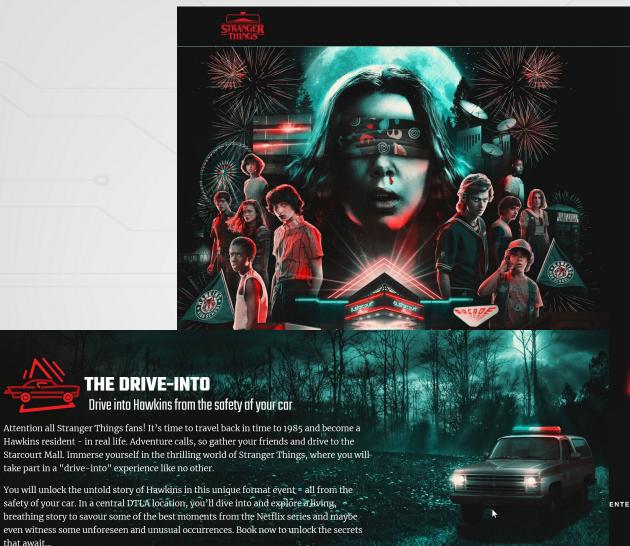




The Haunted Road

As attractions reopen across the globe, some have been opting for the **drive-through or** drive-in model as an innovative solution to the social distancing challenges presented by COVID-19. The same is happening for Halloween 2020.

The Haunted Road in Orlando, from a group of themed entertainment veterans, is a **new**, entirely contactless Halloween experience, brimming with 'twisted creatures', immersive theatrical storytelling and 'bloodcurdling encounters'.



TICKETS Get your tickets to discover Hawkins

A brand new event concept that lets you drive into the world of Hawkins and unlock the secrets of the Upside Down.

THE DRIVE-INTO THE WORLD LOCATION FAQS

- Date: From October 2020
- () Duration: > 1h
- O Location: Central location in Downtown LA
- Age: Recommended to 13+
- Tress code: Dressing for the occasion is highly encouraged
- Standard Access and VIP Access options available
- Price: Tickets start at \$59 for 2 people in one car
- **□** Enjoy the experience from the **safety of your own car**
- ₩ Impressive special effects, both visual and audio

BOOK NOW

BOOK NOW

ENTED BY

fever

that await...

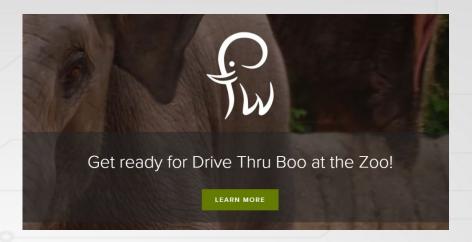


PLAN A VISIT PROGRAMS & CAMPS EVENT CALENDAR ADOPTIONS C





Boo is back, but with a drive-thru twist!



Tickets

Advance ticket purchase is required for members and nonmembers. Members will receive 10 percent off tickets, food, and beverage. When tickets go on sale, you will purchase tickets for a designated arrival time slot (similar to our current online ticketing system).

Dates:	Oct. 22, 23, 24 and 25
Time:	4:30 to 7:30 p.m.
Member ticket:	\$45/vehicle (on sale 9 a.m. CT, Oct. 1)
Nonmember ticket:	\$50/vehicle (on sale 9 a.m. CT, Oct. 2)

- · Tickets are sold per vehicle, not per person.
- Reservations are available on a first come, first served basis. All sales are final, tickets are non-replacable and non-refundable.
- Guests who show up without a ticket will not be able to enter the event.
- While there will be the usual amount of candy, trick-or-treat stations will be combined into five stations, limiting contact to keep everyone safe.
 Therefore, treat coupons will not be necessary this year.
- Keep in mind, only the exhibits along the Zoo's main path will be viewable during this experience. However, once the sun sets, exhibits will be dark as these animals are not nocturnal and we do not have lighting in these spaces.
- We have limited capacity and expect this event to sell out. Be sure to save the date and purchase tickets as soon as they go live!











MONTICELLO IS OPEN!

We've implemented extensive measures to help ensure that your visit will be safe and enjoyable.



Sanitization and Cleanliness

We've established rigorous procedures for cleaning and disinfecting. You'll also find hand sanitizing stations easily accessed throughout the site.



Physical Distancing and Minimal Contact

Face coverings are required for all guests and staff inside buildings, on shuttle buses, and outside when near other people.



Safe Tours and Experiences

We've greatly reduced daily capacity and reconfigured the way you'll move around — both outdoors and inside the house.

More details about these and other aspects of your visit are available on this page and in the video below. We hope to see you soon!

TICKETS AVAILABLE ONLINE ONLY

Online ticketing provides savings for you and eliminates lines and contact at our ticket office.

BUY TICKETS

https://www.monticello.org/ https://visit.monticello.org/reopening/

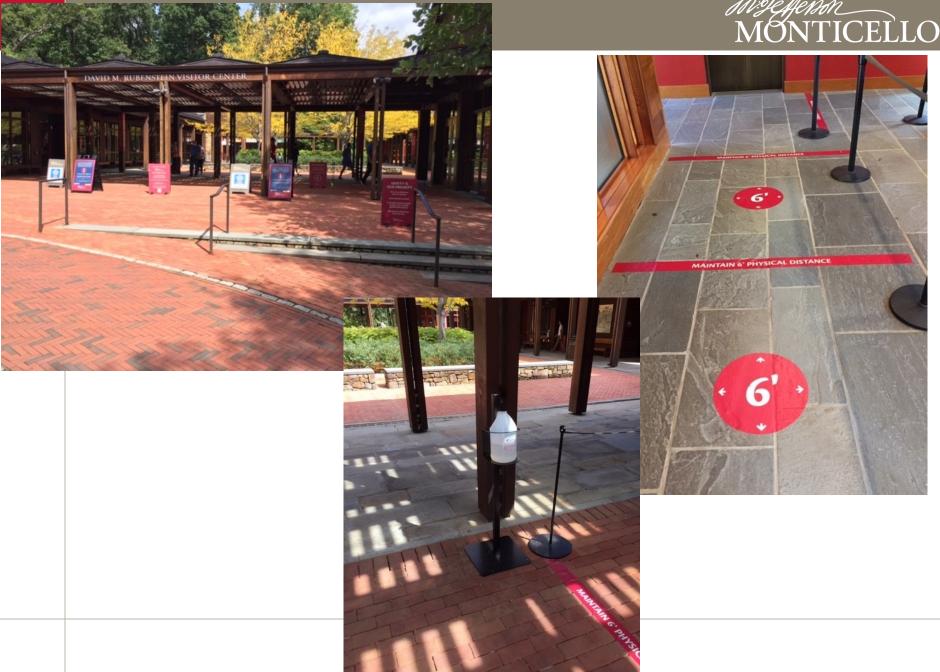


After Reopening Changes at Thomas Jefferson's Monticello

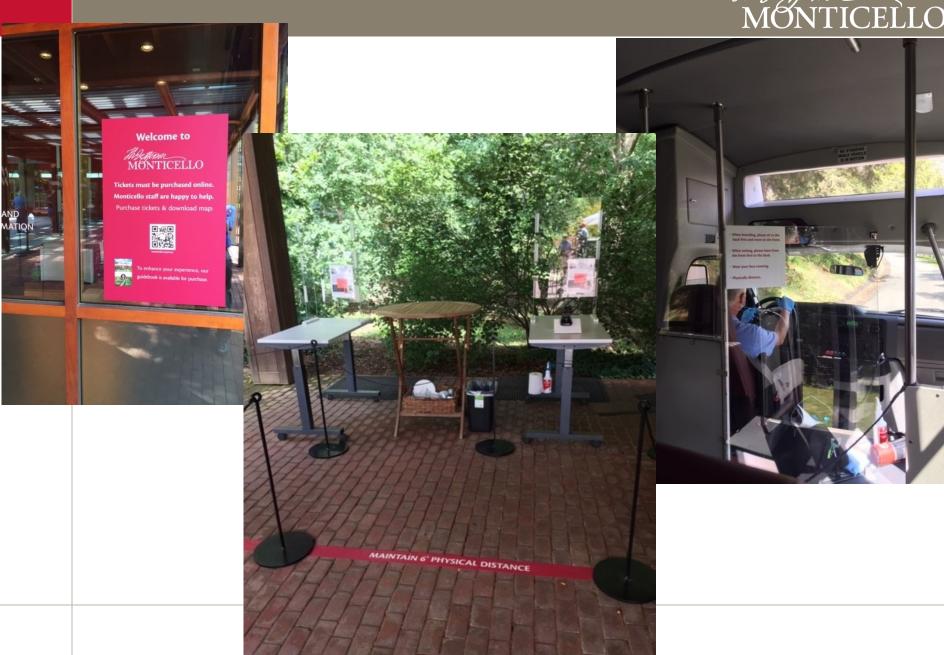
Reopen: June 13, 2020

- Capacity Limits/Hour
- Capacity Limits/Day
- Walk Through Model for House Tours
- Creation of Outdoor Interpretive Stations
- On-Line Ticket Purchase (even for Walk Up)
- Clear Bags for Bag Inspection
- Mandatory Masks
- Enhanced Sanitizing
- Reduced Bus Capacity
- Eliminate Touch Exhibits/Close Some Historic Spaces

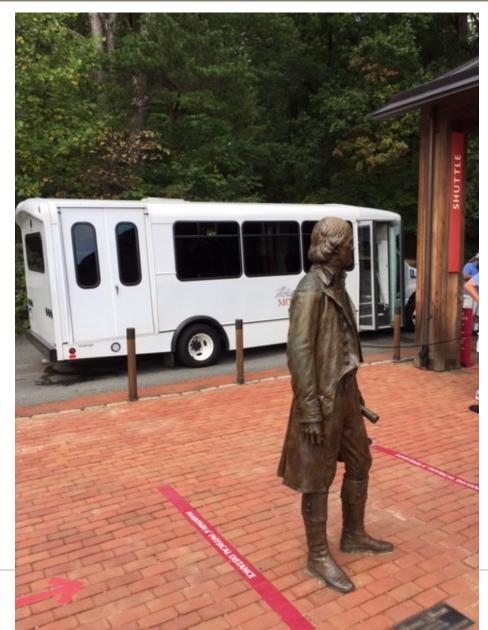










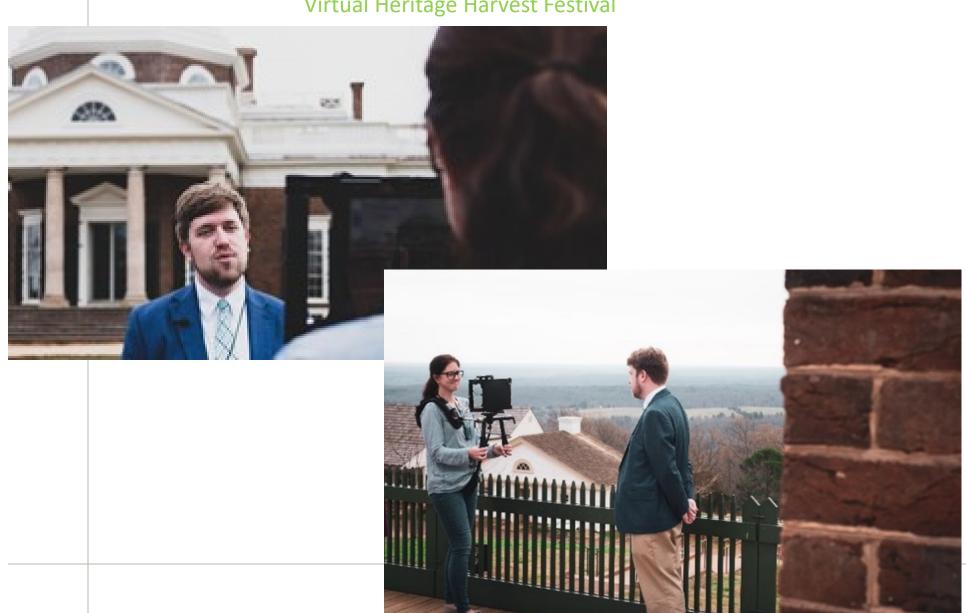








Virtual Heritage Harvest Festival





After Opening Changes

- Before and After Hours Private Behind the Scenes Tours
 - After Hours Tours
 - Changes in State and County Guidelines
 - Create Revenue From Virtual Offerings
 - Winter Changes with Outdoor Activities
 - Good Problem: Selling Out!
 - Grounds Only Ticket







Guest Changes

- Purchases Much Closer to Visit Date
- Increase in Families, Decrease in Adult Only
 - Age of Guests: Younger Cohort
- Almost 50% Stay for 2 3 Hours; Almost 70% 2 4 Hours
 - August Attendance: Did Not Drop Off
 - Continue to Sell Out on Weekends in September
 - Zip Codes Indicate the Top 5 States are the Same
 - Increase in Operating Hours on Weekends to Increase Capacity



Gateway Arch Reopening Approach

Phase I

- Facility Entry Ticket Required
- Museum at the Gateway Arch
- Arch Café
- The Arch Store
- Riverfront Cruises

Phase II

- Tram Ride to the Top (25% Capacity)
- Lunch & Dinner Cruises

Phase III

- Documentary Film
- Specialty Cruises & Dock Events

What's Available?

Ride the Tram to the Top of the Gateway Arch, stroll through the free Museum, grab a bite at the Arch Café, find the perfect memento at The Arch Store or take a cruise down the Mighty Mississippi. There's something for everyone at Gateway Arch National Park!





Museum





Shopping

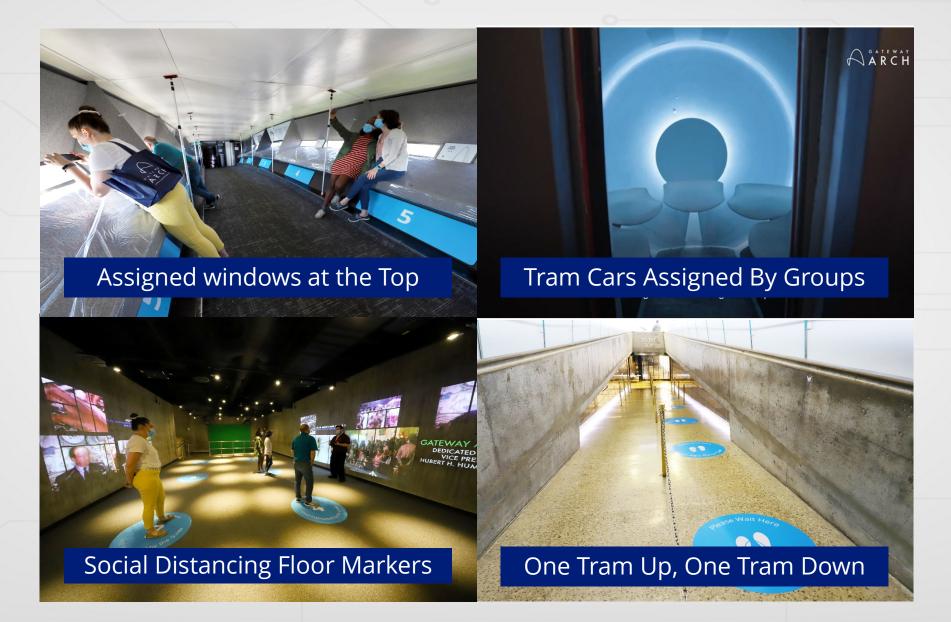


Dining





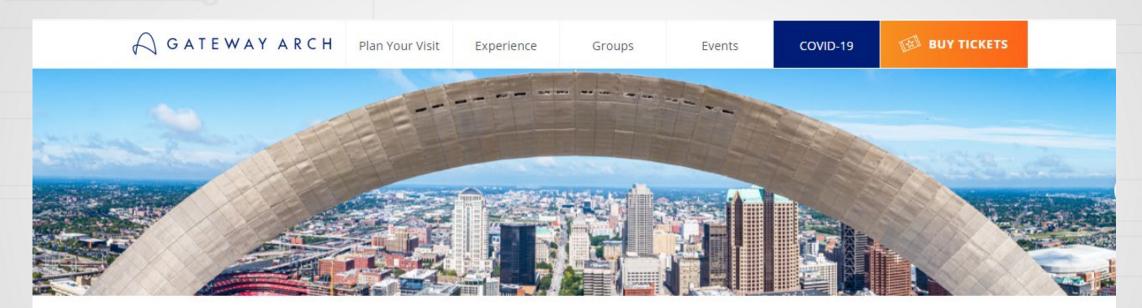
Social Distancing at the Top





Listening to our Guests

Google Analytics | Survey Guests | Front-line Staff | Tatvam



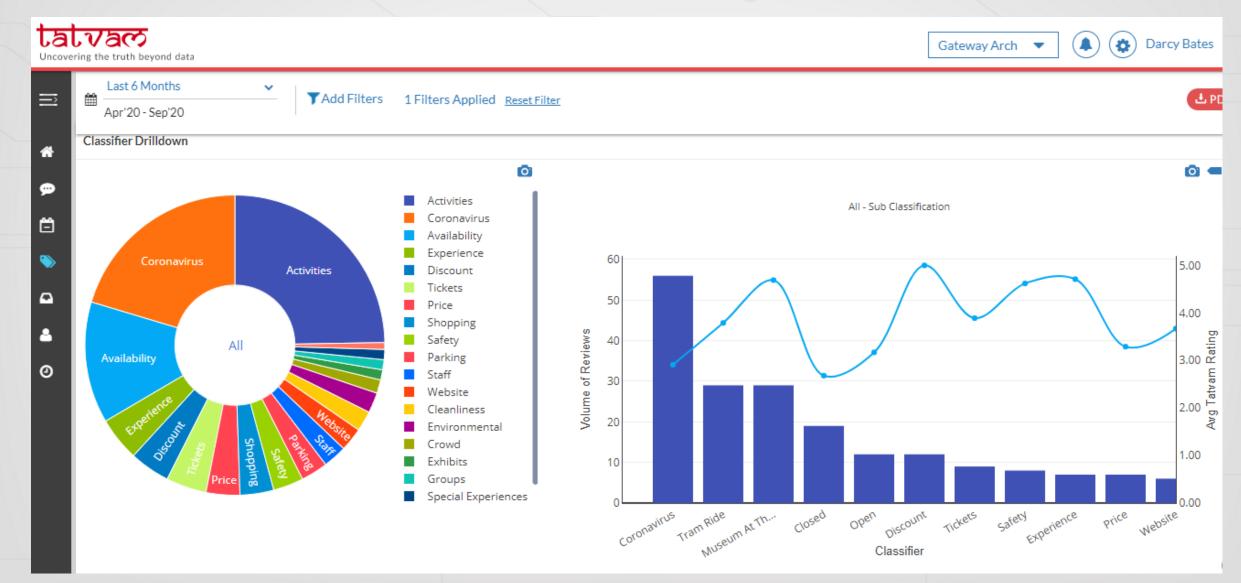
WELCOME BACK!

We are committed to operating in a responsible and safe manner, and have modified our operations and enacted a number of new health protocols to ensure we meet the recommended guidelines for public gatherings.

VIEW COVID-19 PROTOCOLS

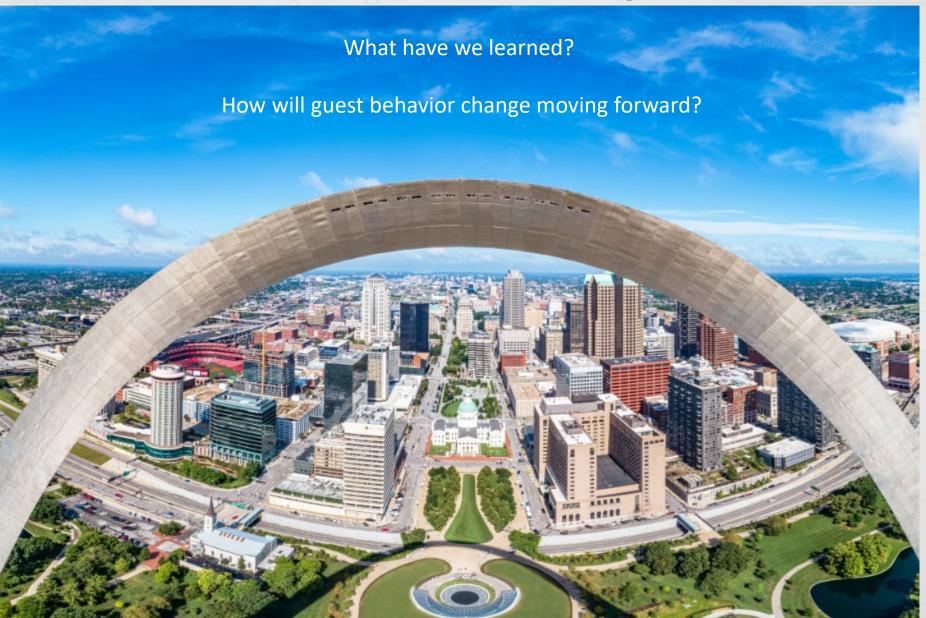


Tatvam Insights





COVID-19 Takeaways





NEWS RELEASE





Contact: Meridyth Moore, (281) 244-2139, mmoore@spacecenter.org

Space Center Houston Names New Chief Operating Officer

HOUSTON, March 5, 2020 - Space Center Houston welcomes Mary Baerg as its new chief operating officer, joining the nonprofit science and space exploration learning center's senior leadership team. Baerg is responsible for the center operations, including exhibits, finance, education, facilities, safety and interin La Canada. security and guest operations. Baerg has more than 25 years of combined experience in the museum, communications field and the space industry. She specializes in guest and team engagement and program strategy.

Baerg joins Space Center Houston just as the center welcomes its newest exhibit, a flown SpaceX Falcon ating the Apollo 13 9 rocket, which arrived this week – adding to the nonprofit's ongoing commitment to engage the public to entremational Space be a part of the NASA mission.

"Mary is a vital addition to our executive leadership team." said William T. Harris, the nonprofit's president and CEO. "Her leadership will be instrumental to the center's success and to achieve our vision to be the world's leading science and space exploration learning center. With her extensive experience in both the space and museum industries, paired with her passion to create awe-inspiring experiences, Mary is uniquely qualified to support the center in our commitment to inspire the next generation of explorers."

Baerg was previously the chief experience officer for the Perot Museum of Nature and Science in Dallas, Texas. For the Perot Museum, Baerg designed an onsite engagement framework to elevate the culture from transactional to relational experiences with a focus on innovative guest engagement. She directed vision for new programs, guided community engagement and grew education programs.

"I am thrilled to embark on this exciting next chapter and support Space Center Houston's continuous advancement to spark curiosity in all of our guests, including the next generation of explorers," said Baerg, Space Center Houston's chief operating officer. "We have a unique opportunity to create transformative and inclusive experiences and play an important role helping to shape the future workforce to be empowered in science, technology, engineering and mathematics (STEM). I am eager to contribute to the center's next phase of innovation tied with a culture dedicated to achieving engagement and operational excellence."

Her extensive museum experience includes the Natural History Museum of Los Angeles County, where she served in multiple roles including director of guest experience operations, director of guest relations, associate director of marketing and communications and oversaw youth education programs. She directed key guest experience projects during a time when the museum was transforming 60 percent of its public space and adding an outdoor learning laboratory. She also played a pivotal role in overseeing the quest experience at the Natural History Museum's sister museum, The La Brea Tar Pits and Museum and the Great Lakes Science Center.

With proven leadership and strategy experience in the space industry, Baerg served as duty lead for the Mars Public Engagement team at NASA's Jet Propulsion Laboratory (JPL). She directed daily operations for nationwide education and outreach efforts for NASA's Mars Exploration Program and served as a key strategist for museum collaborations, a nationwide loan program, teacher professional development and informal education projects.

Space Center Houston | @SpaceCenterHou | spacecenter.org/news



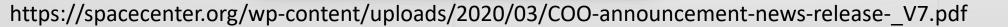
Smithsonian

never before. The erpretive plan for future

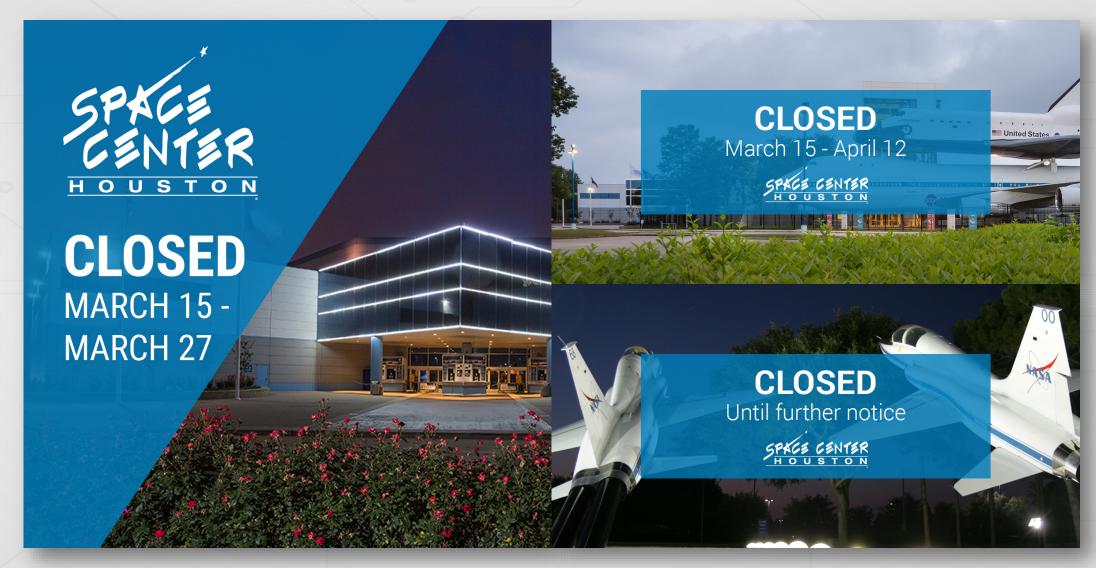
opening of the Falcon

ace exploration learning ts mission to inspire all ion visitors annually, wa nomic impact in the enter of NASA Johnson om around the world visit gs to see and do. For more

Baerg arrives just as the center's growth trajectory is rocketing to new heights like never before. The science and space exploration learning center is in its final stages of a master interpretive plan for future exhibits, is projected for another record-breaking year in attendance while celebrating the Apollo 13 mission's 50th anniversary and the 20th anniversary of continuous habitation on the International Space Station.













Navigating New Terrain Mary Baerg, Chief Operating Officer

We inspire all generations through the wonders of space exploration.

spacecenter.org



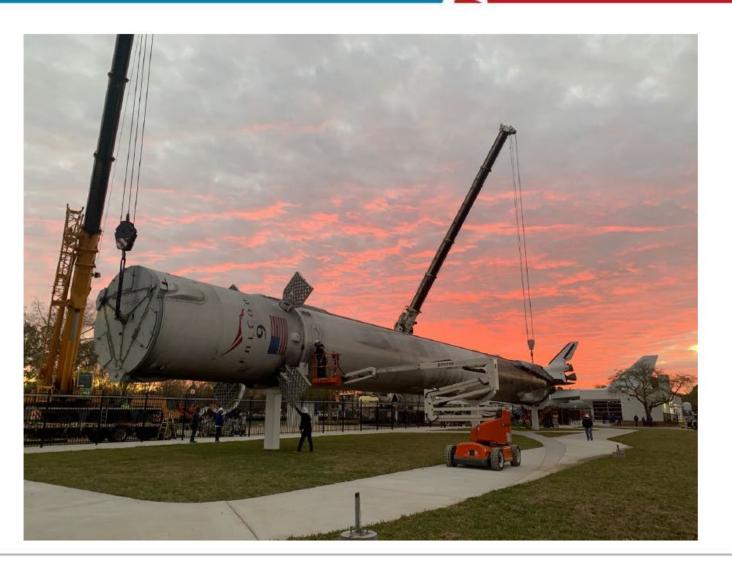




My first week...







COVID-19 Impact





My Bright Spots













New Terrain Road Map





- Pilot/scale digital and onsite learning experiences
- Ensure our financial sustainability
- Reimagine and reopen a safe and dynamic guest experience
- Build trust and continue to elevate our brand and reputation
- Power the region's economic recovery with strategic partners
- Prioritize people's safety, well being and experience
- Protect and grow our assets and strengths for reopening and regaining momentum

Safe & Dynamic Guest Experience















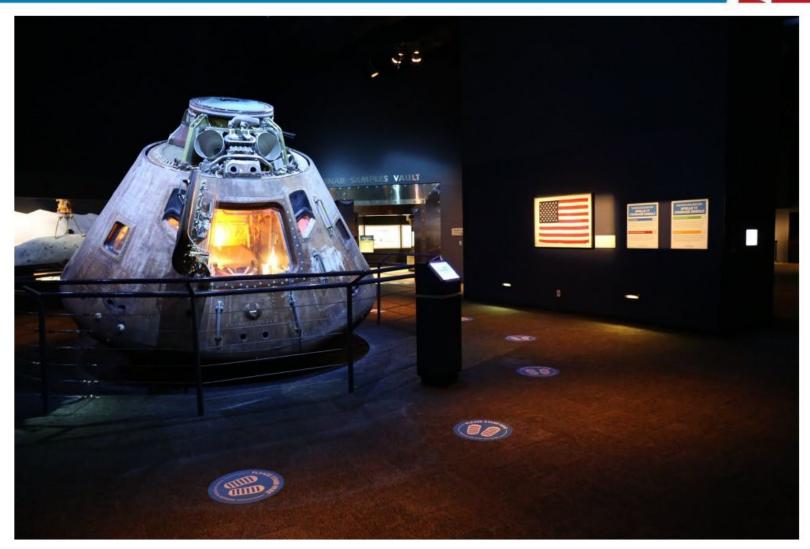
New Touchless Turnstiles





Social Distancing



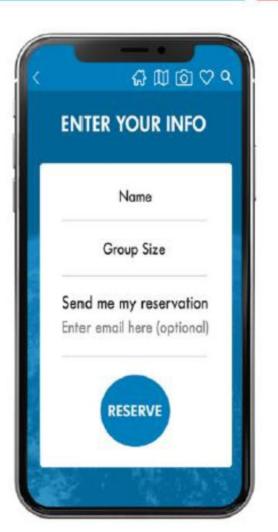


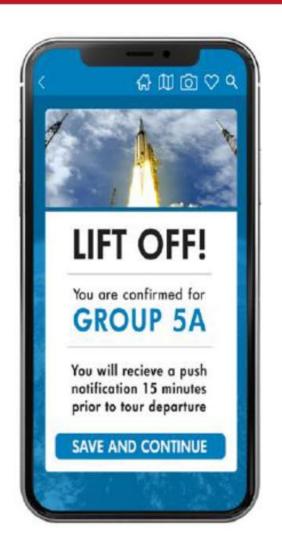
Tram Tour Virtual Queue











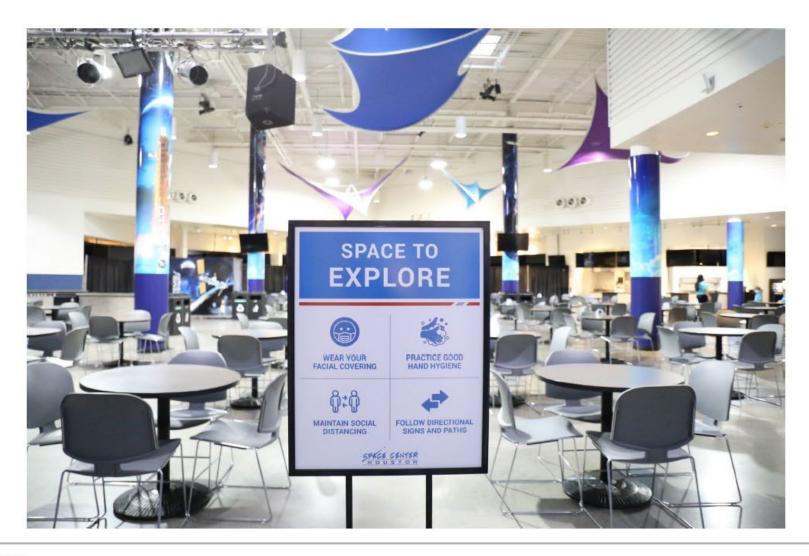
One-Way Pathways





Safe to Explore Messaging





New Exhibits - SpaceX Falcon 9





Two New Shows





Space Exploration Vehicle on loan





Apollo 13 Exhibit







"Mission: Control the Spread" Pop-Up Exhibit







STEM-based Education Programs





Virtual Camp-Outs











SPACE CENTER HOUSTON

THOUGHT LEADER — series —

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JANUARY 4





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GALAXY DEMO FOR MUSEUMS, ARTS & HERITAGE SITES ON WEDNESDAY, OCTOBER 21

Updated: September 28, 2020 | f 💆 in

We're delivering a demo of our Galaxy software specifically tailored towards Museums, Arts & Heritage sites on Wednesday, October 21 from 2:00 – 3:30 PM EST.

We'll have Michael Marks and Dan Haviland, two of our best demo-ers, showing you how our Galaxy Ticketing & Guest Experience solution can help your museum, arts or heritage site deliver your very best guest experience. We encourage questions and absolutely want you to help steer the direction of the demo so Michael and Dan can show you exactly what you need to know about our solution.

And if you're already a Gateway customer, you are welcome to join the demo. We've heard from other Galaxy users that they usually pick up one or two new functions they didn't know Galaxy could do, even after using the solution for years.



.OG COMPANY I

CASE STUDIES

VIDEO TOTORIAL



Join us for our next Webinar on Wednesday, October 14th at 2:00 PM EDT.



Or visit: https://www.gatewayticketing.com/community/

