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How to leverage technology to create the best

GUEST EXPERIENCE AT YOUR THEME PARK

Theme park guests are looking to step out of their own realities and into the fantastical world created by the park; but today's tech-savvy consumers also expect an enhanced experience that includes user-friendly technology. Theme park operators are looking for new ways to create memorable guest experiences and establish a deeper emotional connection with their clientele.

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From VR and AR to voice activation and RFID technology, there are many tools that can help parks enhance the experience for their guests. Getting to know who is at your park is an important first step towards personalizing the guest experience. By leveraging available technology, you can learn detailed information about each guest and create a one-to-one connection that will boost interactivity. Creating this lasting impression goes a long way towards developing consumer loyalty, driving sales and increasing exposure for your park.

DIGITIZING
THE EXPERIENCE

When using RFID technology, such as the Parkpass, guests are only required to provide their information once at registration; the system then recognizes them each time they scan their wristband. Most guests appreciate this feeling that the park knows them and will help them get the most out of their visit. Personalized messages can be sent according to a guest's stated preferences or interests, thereby deepening the connection between the park and the guest. In order to learn more about each guest's behavior, you can set up strategic touch points throughout the park. Each time a guest scans at a touch point, the activity is stored within the dashboard and valuable data can be extracted and analyzed to determine the popularity of rides, the interest level in activities, etc. While your park may welcome hundreds of people each day, the challenge is in finding ways to make the experience feel personal for each guest.

RFID technology offers a simple and unobtrusive way to learn more about guests while also offering features that will actually add value to their experience and make it more seamless.
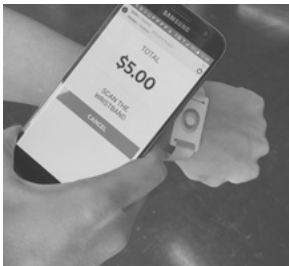
Disney's MagicBand is an excellent example of RFID integration at a theme park. The colorful wristband has become an integral part of the Disney experience. Guests use their MagicBands to do everything from accessing the park and paying for snacks to opening their hotel room doors. Disney has worked hard to develop a system that adds value for guests and provides the personal experience all parks are striving to achieve. As Eric Merz, creative producer in charge of the guest experience at Universal Orlando Resort, said in an interview with Christian Terwiesch at Wharton University of Pennsylvania, "The nice thing about it is that as soon as the guest is identified, the system can immediately present to the team members previous information about this guest in a very quick, digestible manner. The team member can respond in a more personalized way rather than having to ask a whole bunch of questions about their day."[1]

[1] *When Fun Goes Digital: Creating the Theme Park of the Future: Podcast - knowledge@wharton. April 2018. http://knowledge.wharton.upenn.edu/article/future-theme-park-innovation/*

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We can't wait to connect the experience for you.

*Contact us or visit our website for more information
on these and other RFID possibilities.*

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