

Slicing and Dicing Your Offers: Unlocking Revenue Potential in Florida Attractions

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10X Your Attraction's Revenue

Slicing and Dicing Your Offers — Unlocking
Revenue Potential in Florida Attractions



Jake & Sondra Shannon

Founders • Strategists • Growth Leaders

Sondra Shannon is the **CEO** of **Gatemaster Technology**, leading strategy, innovation, and operations. She has overseen over \$3 billion in transactions and is known for helping attractions build scalable revenue systems. She is also the host of **Live with Sondra**, a business and leadership show featuring some of the industry's most innovative minds.

Jake Shannon is the **2024 10X Performance Coach of the Year** and the **Chief Growth Officer** at **Gatemaster Technology**. With a financial engineering background and a proven record as a business strategist, Jake helps companies unlock growth through data-driven execution.



Who Is This For?

Florida attraction owners,
operators, and managers

Anyone looking to increase per
guest revenue.

Leaders are ready to move beyond
discounts and into high -value
packaging



The Undeveloped Opportunity

Many attractions miss potential revenue by neglecting diverse offerings. A single-price, single-product mindset limits growth, leaving revenue untapped and failing to maximize the overall guest experience.





Think Like a Strategist

This is where we level up. You're not just a business owner —you're a revenue architect

MORE OFFERS, MORE REVENUE

Diverse packages lead to increased sales and guest satisfaction.

CUSTOMIZATION IS KEY

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Revenue Multiplier Model

Every guest is a mini-economy.

Entry/Admission

Initial guest
entry point
revenue,
Parking

Enhancements/
Add-Ons

VIP tours, early
access, animal
encounters,
Cabin rentals, ect

Emotional
Merchandise

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Memberships /
Season Passes,
bounce-back
offers

Examples That Win

Amusement & Theme Parks

- General Admission – Standard entry with ride access.
- Premium Pass – Includes skip -the -line privileges, a meal voucher, and a souvenir cup.
- VIP Experience – All of the above, plus guided tours, exclusive backstage access, and reserved show seating.



Examples That Win

Zoos & Aquariums

- Basic Ticket – General admission.
- Plus Package – Adds animal feedings, 4D theater access, or carousel rides.
- Behind -the -Scenes Tour – Includes all-day access + private animal encounter + photo package.

Mini Golf or Family Entertainment Centers

- Standard Game – 18 holes of mini golf.
- Combo Pass – Mini golf + arcade tokens + drink.
- Ultimate Fun Pack – Everything above + laser tag or bumper boats + souvenir photo + snack bar voucher.




Examples That Win

Historic Sites & Museums

- General Admission – Self-guided tour access.
- Audio Tour Package – Adds a headset + themed scavenger hunt for kids.
- All Access – Adds exclusive docent-led tour, access to restricted exhibits, and a keepsake booklet.

Boat Rides / Cruises

- Deck Pass – General boarding with open seating .
- Preferred Seating – Includes welcome drink, better views, and expedited boarding .
- Luxury Package – Private table, 3-course meal, and captain's photo op.



People don't
buy based on
logic—they
buy based on
perceived
value.

- Name each tier creatively (e.g., “Explorer,” “Adventurer,” “Elite Access”).
- Use anchor pricing to make mid and top - tier options look like better value.
- Emphasize exclusivity or time savings as the price increases.
- Use icons or checklists to visually show what's included at each level.



Let's make this real.

✓ Step 1: Write down your top 5 revenue sources.

✓ Step 2: Slice each into segments.

✓ Step 3: Dice those into new, value - packed offers.

**You've got gold in your operation.
This is how you mine it.**



Operational Impact

It's not just about ideas —it's about execution.

- Train your team to upsell without being pushy.
- Offers must be clear, fast, and easy to sell.
- Use real -time data to test and improve.

Marketing Your Offers

- Promote exclusivity.
- Use storytelling in your marketing.
- Create FOMO with limited -time deals.





The 10X Mindset

- 👉 THINK BIGGER. MOVE FASTER.
- 👉 More offers = more revenue.
- 👉 Commit first. Figure it out later.

We're not here to compete. We're here to dominate.



GATEMASTER TECHNOLOGY

To Download this presentation or find out more
about Gatemaster or the Live with Sondra Show visit
the LINKTREE



COMING UP NEXT!

General Session #4 3:30pm

“Innovation by Design”

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