

Back of House, Front of Mind: How Operations and Marketing Work Together

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FLORIDA ATTRACTIONS ANNUAL CONFERENCE

May 31 - June 3, 2026

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Marketing + Operations in *Attractions*

How demand, expectations, and delivery connect to create the guest experience

**FAA Annual Conference
Breakout Session**

The core relationship

Marketing creates the reason to visit.

- Builds awareness
- Shapes expectations
- Drives attendance
- Promotes events and offers



Guest Experience

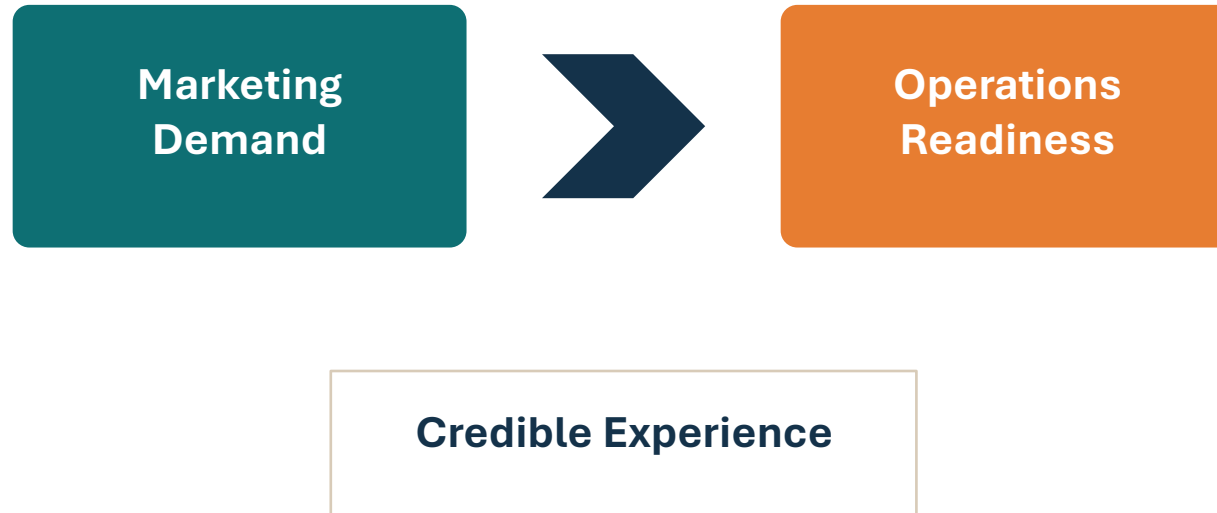
Operations creates the reason to return.

- Delivers safety and service
- Manages flow and capacity
- Creates satisfaction
- Protects the brand promise

Alignment turns a campaign into a credible, repeatable experience.

Where the teams align

The strongest parks connect campaign planning with operational readiness.



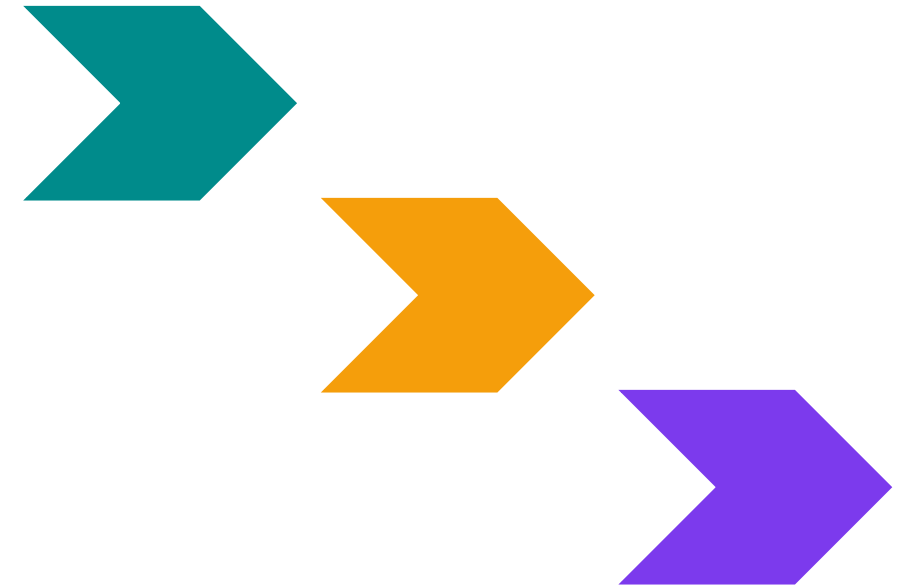
- Realistic promotions
- Better event planning
- Improved guest satisfaction
- Smarter data and forecasting
- Stronger financial performance

**Alignment
question:**

Can we deliver what we are asking guests to expect?

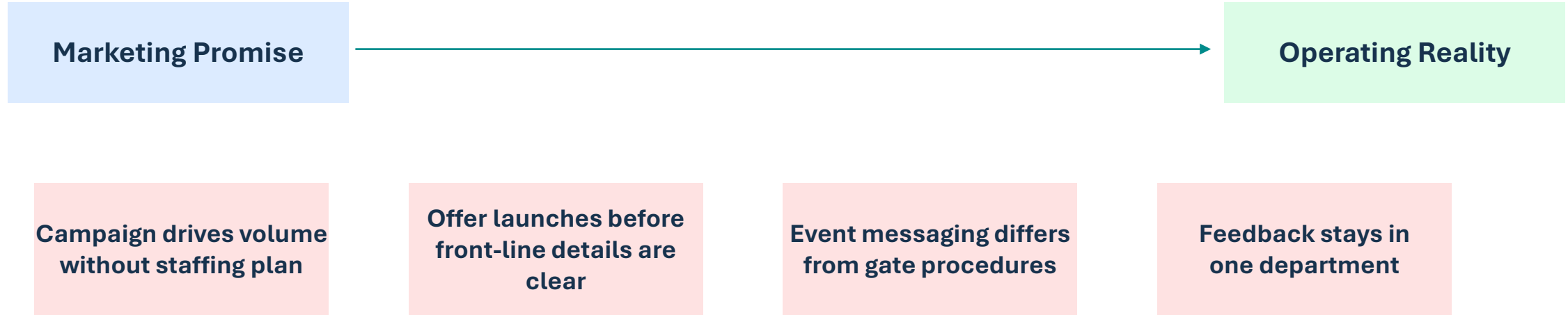
Why alignment matters

- 1** Clearer communication for guests and staff
- 2** Smarter decisions before issues reach the front line
- 3** A more consistent experience across the full journey



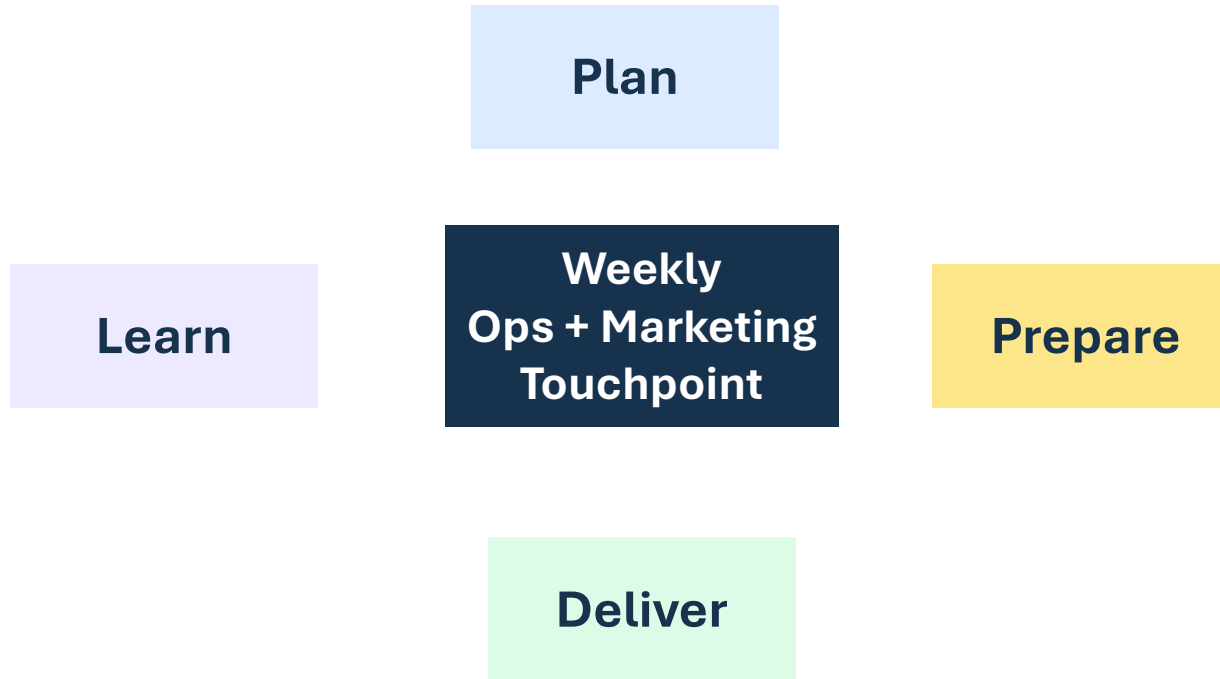
Better guest outcomes
Lower internal friction
Stronger revenue performance

Where silos show up



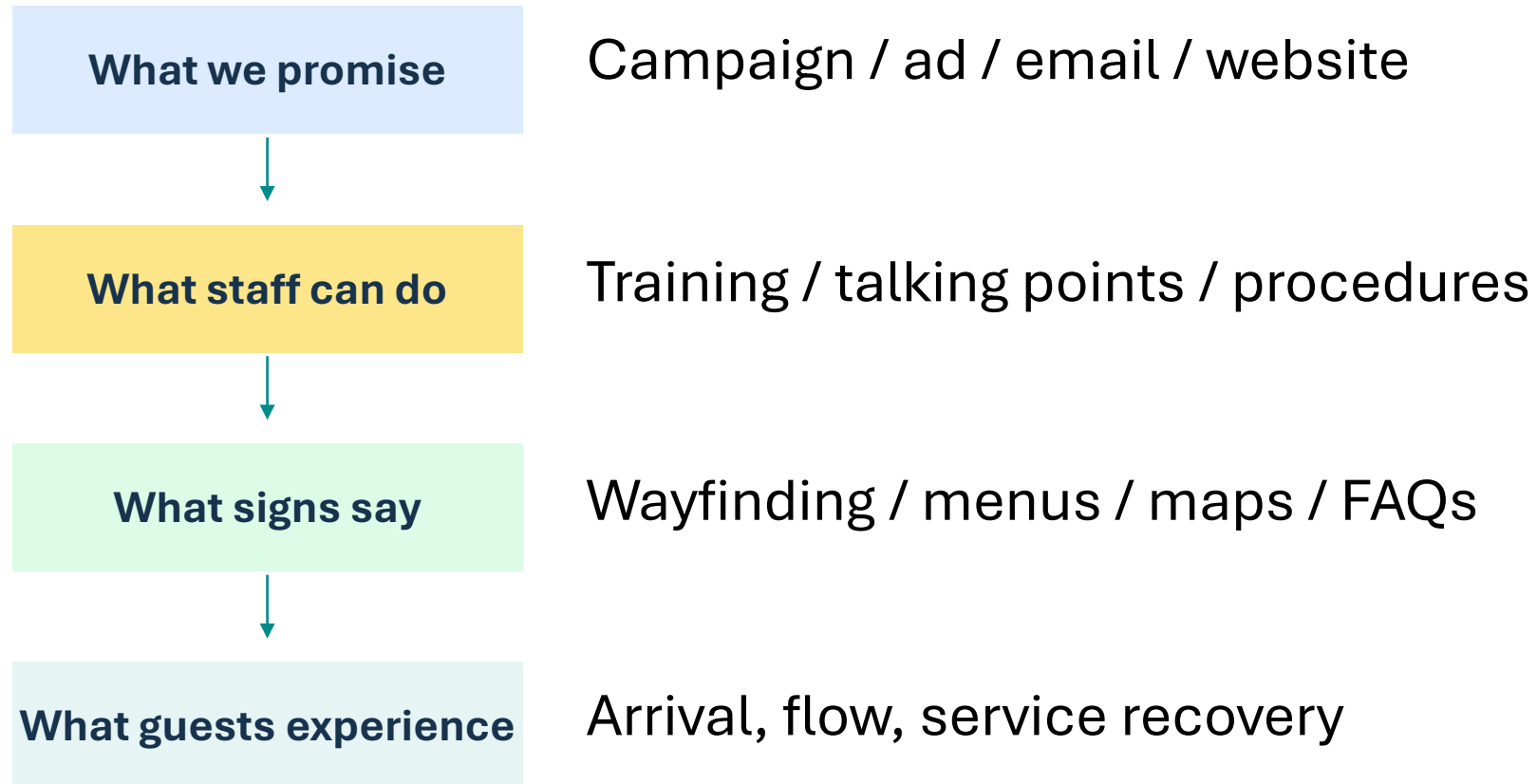
Silos create surprise work: confusing guest questions, rework, slower decisions, and avoidable service recovery.

Build a collaboration rhythm



Recommended agenda: upcoming demand drivers, operational readiness, message accuracy, guest friction, decisions needed.

Align the message before it reaches the guest



A practical collaboration toolkit

Campaign Readiness Checklist

Demand forecast, staffing, training, signage, FAQs, recovery plan

Shared Launch Brief

One page: guest promise, offer terms, operating impact, owners

Front-Line Feedback Channel

Fast way to capture questions and friction points

Post-Event Debrief

What worked, what broke, what changes before next time

The takeaway

**Marketing creates the expectation.
Operations creates the experience.
Alignment creates the trust.**

Shared goals

Shared planning

Shared feedback

Shared results

Coming Up Next!

Power Lunch

Grand Ballroom – 11:45 am

Presented by



Your mission. Together.

- Arrival of the Gavel and FAA Annual Meeting
- Florida Attractions Scholarship Foundation Presentations
- Florida Attractions Leadership Academy – Inaugural Cohort
- **Visit Florida Update – Bryan Griffin (CEO Visit Florida)**



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