

**Data to Decisions:
Using What Your Track to Drive
Growth**



**FLORIDA ATTRACTIONS
ANNUAL CONFERENCE**

May 31 - June 3, 2026

TAMPA MARRIOTT WATER STREET

PRESENTERS



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ONLINE REVIEW SITES

- How to drive traffic to your Google Review / TripAdvisor page
 - Business Cards
 - Printed on purchase receipts
 - Embedded at the end of a positive survey
- What % of your guests visited due to online reviews? Do you know?



DATA BLIND SPOTS

– WHAT ARE YOU MISSING?

- **Get feedback from non purchases (F&B / Retail if not buying)**
- **How long is your survey?**
 - **When did YOU last take it and time it?**
- **Are all your questions still useful – is there an action on a given KPI?**
- **Are you surveying all members of a party or just the one who made the online purchase?**
- **Under 18 feedback**

WHAT IMPACT CAN A 5% INCREASE IN CSAT DO?

*<https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>

Annual Visitors	300000
Percentage of Repeat Guests	70%
Unique Guest Visits a year	90,000
	Currently
Customer Satisfaction Score	85%
% of Unhappy Guests	15%
No. of Unhappy Guests Annually	13,500
Average Annual Spend per Guest	\$100
Business at Risk (Unhappy x Spend)	\$1,350,000
% of Guests that would stop doing business after 1 bad experience*:	32%
Potential Lost Annual Revenue	\$432,000

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Annual Visitors	300000	
Percentage of Repeat Guests	70%	
Unique Guest Visits a year	90,000	
	Currently	Now
Customer Satisfaction Score	85%	90%
% of Unhappy Guests	15%	10%
No. of Unhappy Guests Annually	13,500	9,000
Average Annual Spend per Guest	\$100	\$100
Business at Risk (Unhappy x Spend)	\$1,350,000	
% of Guests that would stop doing business after 1 bad experience*:	32%	32%
Potential Lost Annual Revenue	\$432,000	

WHAT IMPACT CAN A 5% INCREASE IN CSAT DO?

\$144,000!

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Average Annual Spend per Guest	\$100	\$100
Business at Risk (Unhappy x Spend)	\$1,350,000	\$900,000
% of Guests that would stop doing business after 1 bad experience*	32%	32%
Potential Lost Annual Revenue	\$432,000	\$288,000

INTERPRET YOUR GUEST FEEDBACK AND BEHAVIOR TO PREDICT THE NEEDS OF THE FUTURE

- What do we do with guest feedback once we have it?
- What does your guest value? A guest's perception of value is often based on visuals.
- Do something with your guest's feedback, even if the complaint is out of your control.
- You can empower your operations teams to increase satisfaction and value for admission

WHAT DO WE HEAR MOST FROM GUESTS HOW HAVE WE WORKED TO COMBAT THESE

- **Lack of perceived value**
 - Remove the reminders of what the guest is missing
- **Struggles with parking**
 - Increase communications with guests ahead of time
- **Lack of penguins or high priority attraction**
 - Communicate with guests upon their entry
- **High school-group visitation**
 - AquaVenture Days

BUILDING TO THE FUTURE AND TAPPING INTO KNOWN MARKET GAPS

- **Penguin Waddle Week**
 - Surpassed projected attendance by nearly 6%
 - Increased conservation wristband sales for the penguin band
 - April 2026 non PWW, penguins were 5.8% of band sales.
 - PWW 10.3% of sales

PAST TWO YEARS

Quarter	Attendance	Conservation Band Sales	Band per cap	Round-ups	Round-up per cap	Guest Satisfaction Excellent	Value for Admission Excellent
2024 Q2							
2024 Q3							
2024 Q4							
2025 Q1							
2025 Q2							
2025 Q3							
2025 Q4							
2026 Q1							

CASE STUDY - AQUARIUM



Challenge:

- Inconsistent satisfaction scores during the day with no obvious changes/reason

Tactic:

- Cross tab comparisons – searching for trends



CASE STUDY - AQUARIUM

Result:

- Guest's who have a hands-on interaction with a creature in the rock pool, overall satisfaction was **12%** higher than those who didn't. All scores impacted!
- Focus on encouraging interactions for all guests
- NPS saw several point improvement



CASE STUDY – VALUING ENTERTAINMENT

Challenge:

- Entertainment can be expensive and sadly easy to reduce/cut
- Can be challenging to justify value of entertainment to others

Tactic:

- Localized surveys focusing on show rating
- Collation of audience numbers vs overall attendance



CASE STUDY – VALUING ENTERTAINMENT

Result:

- Significantly higher satisfaction of entire day for those that had seen a show
- Gained feedback about popularity of each type of show
- Helped shape future entertainment offerings based off feedback



**FROM 1,000 GUESTS TO 1,000,000
VARIABLE PRICING WORKS AT EVERY SCALE**

WHAT SHOULD I BE LOOKING AT WHEN CONSIDERING VARIABLE PRICING?

Use visitation trends, purchasing behavior, and organizational goals to shape a pricing model that reflects real demand



When are guests choosing to visit?

- Track peak and low-demand days, arrival times, seasonality, and booking windows



How do guests purchase and respond to pricing?

- Review sales by price point, discount usage, advance-purchase behavior, and conversion trends



What are you trying to achieve?

- Determine whether your goal is to grow revenue, fill off-peak capacity, improve access, or balance crowding

IMPROVING THE VISIT AND GROWING REVENUE

Better planning creates a memorable guest experience and stronger revenue results



- Improve attendance forecasting
- Supports data driven staffing/labor planning



- Reduces gate congestion and transaction time
- Improves guest experience upon arrival



- Increases revenue without changing the core product
- Opportunity to drive revenue through upsell

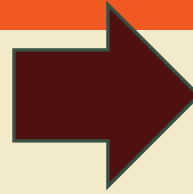
\$762,906

Incremental Revenue

March - March

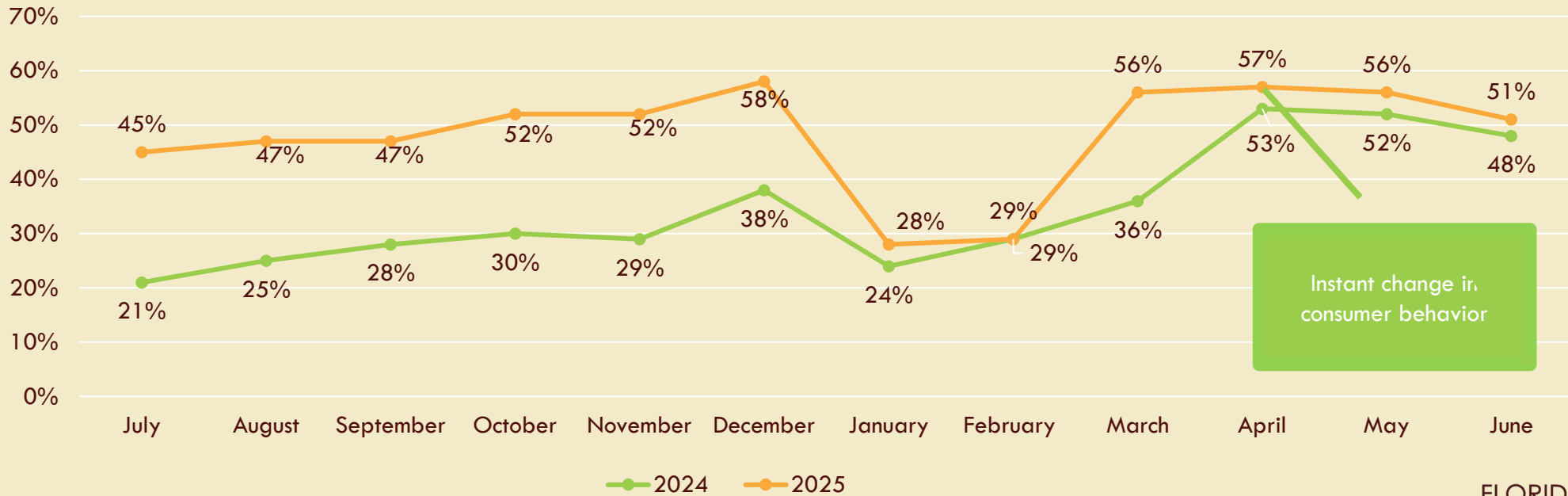
Prior to Variable Price:

Average Online Sales: 21%
Average Walk Up Sales: 79%



One Year with Variable Price:

Average Online Sales: 45%
Average Walk Up Sales: 55%



Instant change in consumer behavior

TURNING VISITORS INTO KNOWN CUSTOMERS

Online sales transform anonymous attendance into actionable customer data



- Captures guest contact information
- Builds CRM data for future marketing

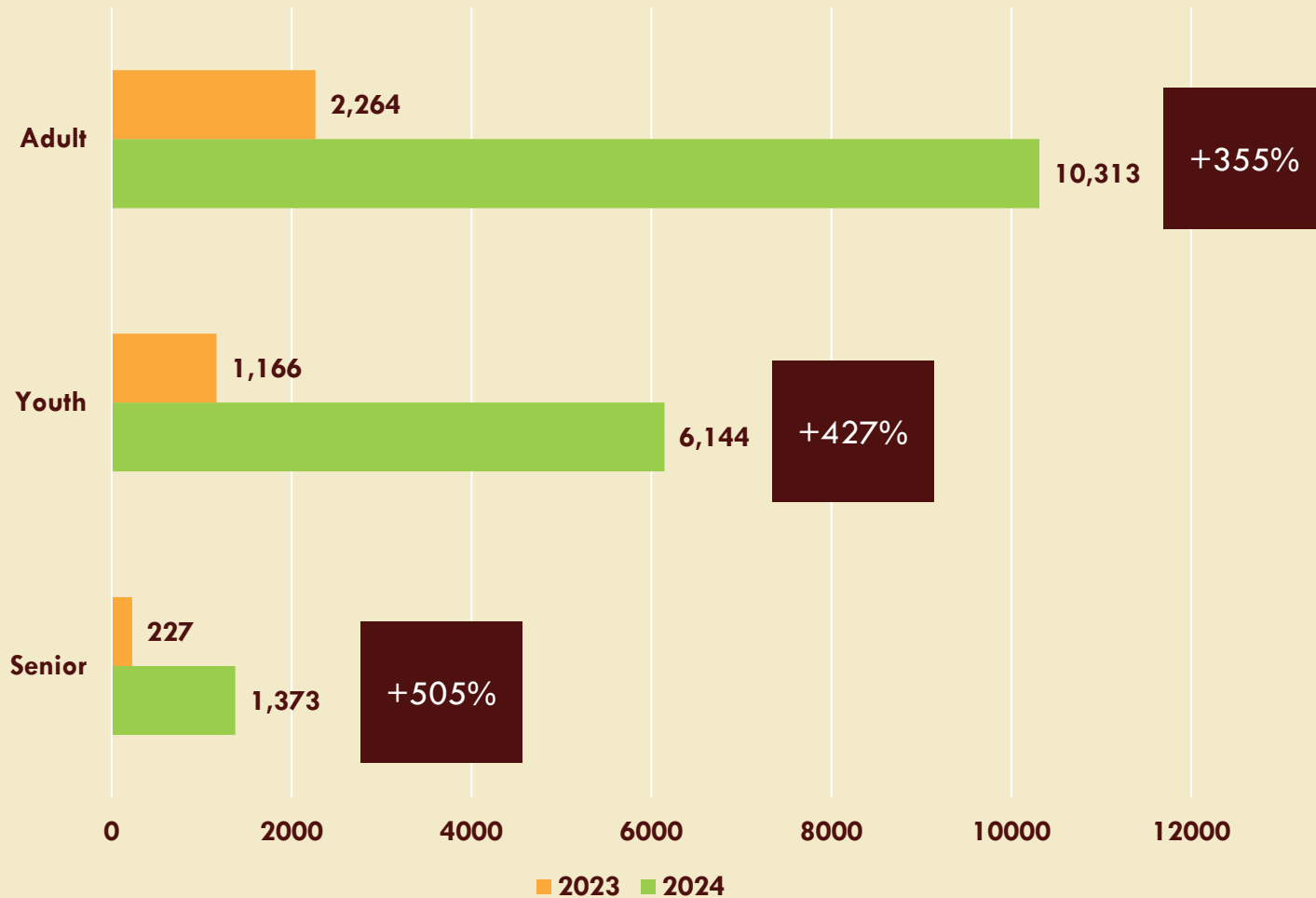


- Creates opportunities for post-visit follow-up
- Identifies purchasing behavior and visit patterns



- Supports membership conversion campaigns
- Helps turn one-time visitors into repeat guests

Online Tickets



\$138,976
Incremental Revenue
May - September

- Large increases in online sales compared to prior year
- 6,000 new (non-member) contacts added in 7 months

WHERE DO WE START?

Building a price strategy at any time and any size

START SMALL

- Understand your current state
- Identify the goals and behavior you want to influence

LEARN FAST

- Measure the changes
- Utilize the data to influence next steps

GROW THE STRATEGY

- Refine the strategy based on quantitative and qualitative data

THANK YOU AND QUESTION TIME...

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QUESTIONS?



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Coming Up Next!

Conference Keynote

Alex Sheen

“Because I Said I Would”

Grand Ballroom – 3:00 – 4:15 pm

Presented by

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