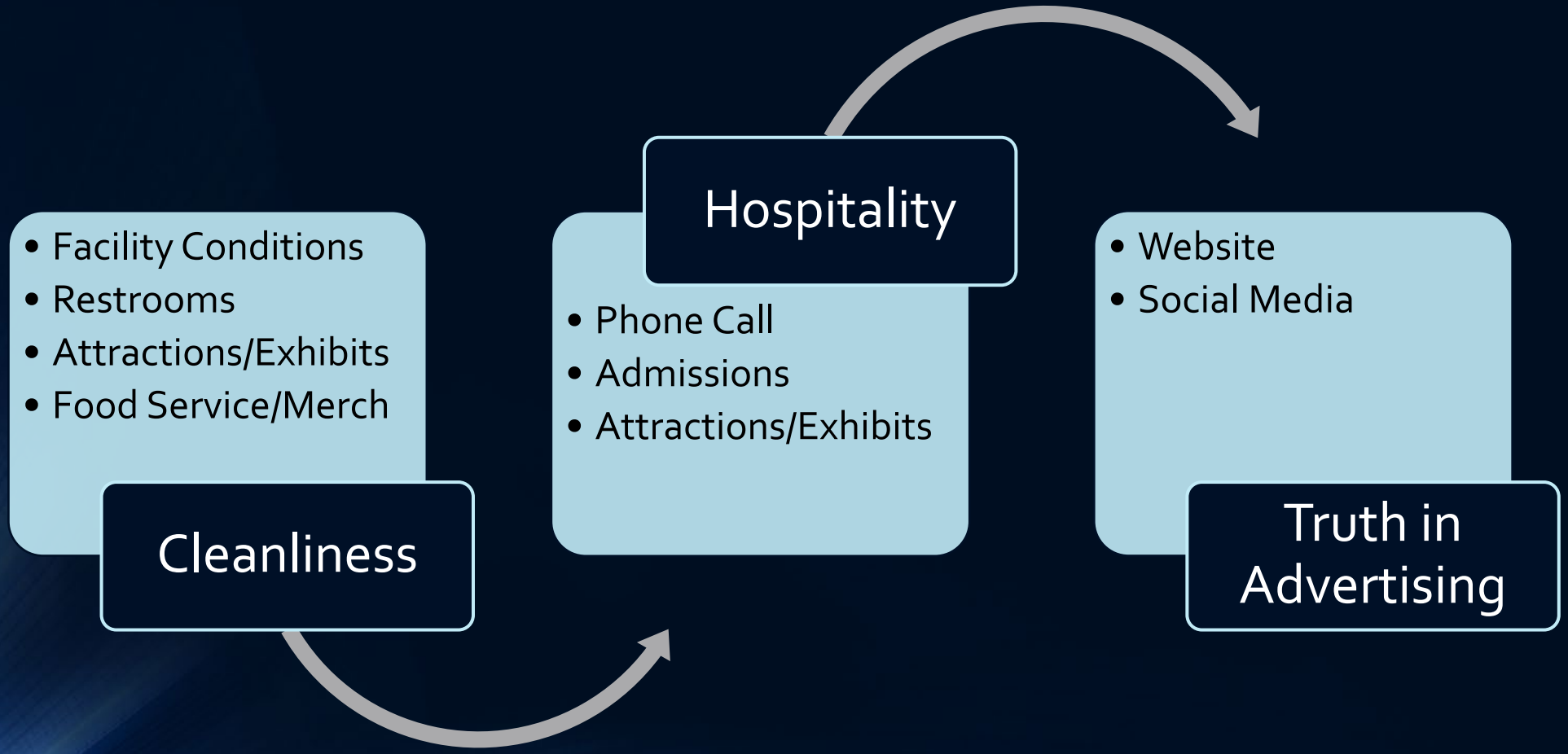
AmusementAdvantage®
Guest Experience Solutions

Mystery Shopping Analysis

2023 ANNUAL CONFERENCE

Florida Attractions Association

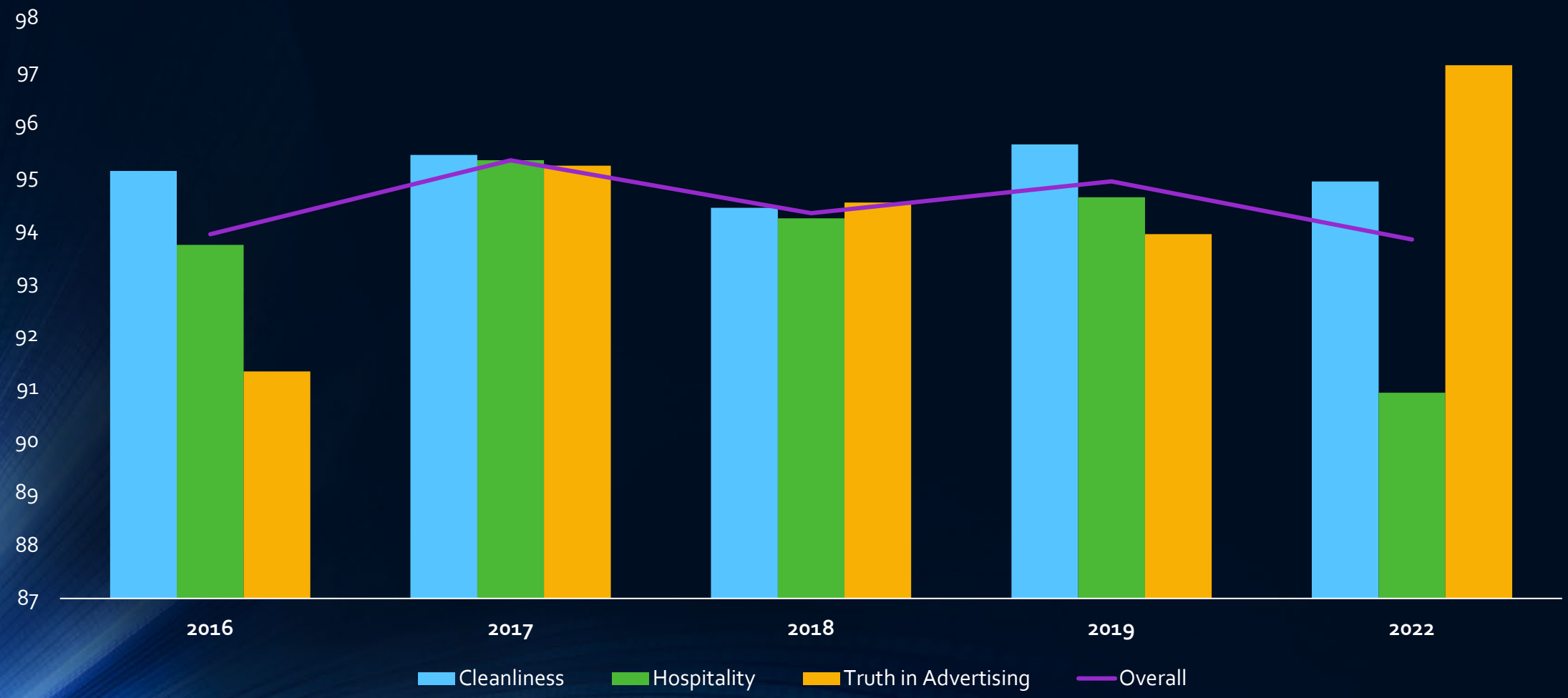
Categories Evaluated



Overall Score

Year	Score
2016	93.90%
2017	95.30%
2018	94.30%
2019	**94.89%**
2022	**93.76%**
Δ Over Prior Year	**-1.13%**

Category Breakdown



Lowest Scoring Questions

Question	Score
Team members all had nametags	32%
Team member identified self and location (phone call)	80%
Were clear of water and trash (restrooms)	83%
Team members were seen creating “wow” moments for guests	85%
Sufficient shade/water fountains/benches present	87%
Any inoperable/closed attractions were listed	87%

Highest Scoring Questions

Question	Score
Demonstrated knowledge of facility (phone call)	100%
Phone system was easy to navigate	100%
Recordings and menus were clear and easy to understand	100%
Team member demonstrated knowledge of facility (attractions)	100%
Website portrayed a fun and entertaining place to visit	100%
Website was easy to navigate	100%

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Thank You!

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