

→ *Proudly serving the attractions industry since 1996*




PRESS KIT





**CELEBRATING OVER 20
YEARS OF EXPERIENCE**



Amusement **Advantage** is committed to providing the attractions industry with a critical look at guest service through cost-effective guest experience solutions including **mystery shopping** and **guest experience consulting**, all custom-tailored to meet each facility's specific needs.

→ ABOUT

Amusement Advantage helps attractions understand guest experience by providing deep insights into key areas such as guest satisfaction, cleanliness, safety, and loss prevention, allowing you to take quick action to improve your business.

Our mystery shop programs provide detailed, third-party perspectives that enable you to reward team members for going above and beyond and coach others who may not be meeting standards. Connecting the dots over time provides even greater clarity into what areas need long-term improvements.

Reports include quantitative scoring, detailed narratives, and photos to support findings. Additionally, some mystery shop programs include:

- Targeted group sales evaluations
- Full birthday party or group event shops
- Recorded phone calls
- On-the-spot employee recognition
- Online summaries and dashboards

→ **Amusement Advantage is the only mystery shop company that is *exclusive* to the attractions industry.**

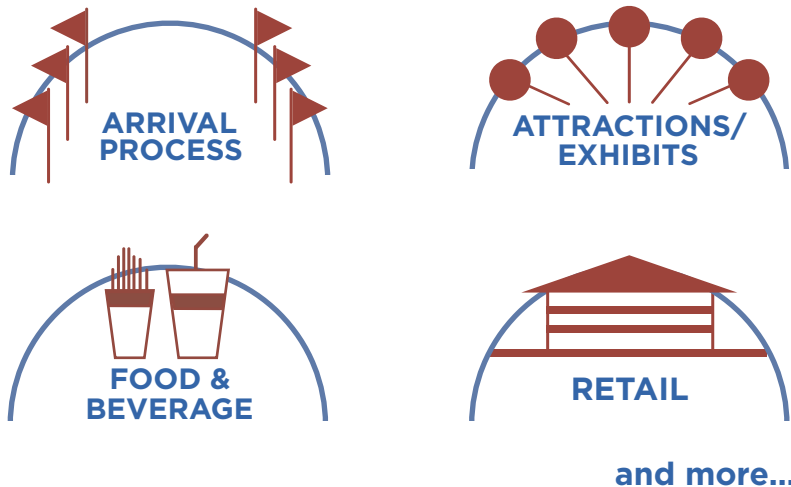
INDUSTRY ASSOCIATIONS



→ MYSTERY SHOPPING

Mystery shopping is the most effective qualitative research tool to understand and make improvements to your guest experience. We locate guests in your market and send them into your attraction to provide objective, unbiased feedback. Amusement Advantage is the only mystery shop firm that works *exclusively* with the attractions industry.

Our mystery shoppers go through the guest experience as if they were any other guest while compiling feedback based on industry standards and facility-specific criteria. They review nearly all aspects of your facility, including:



“ The Florida Attractions Association is delighted to work with Amusement Advantage for annual secret shops of our member attractions.

The team is very responsive in regards to communications and follow-up.

Mike Donaldson
FLORIDA ATTRACTIONS
ASSOCIATION



→ REPORT CONTENTS

Within 48-72 hours of the mystery shopper's visit, Amusement Advantage provides detailed feedback in a comprehensive report, often exceeding 10 pages.

Customized Criteria

Each attraction has its own criteria due to the unique experience that each attraction offers. Using industry standards as a basis, we work together to ensure that the evaluation criteria matches your operation specifically.

Photographic Support

To further enhance the documentation of the experience, photos are provided of cleanliness and maintenance concerns, employees without name tags, and any additional aspects that require your immediate attention.

Detailed Narrative

In addition to objective evaluation criteria, every report provides extensive details on each encounter the shopper has during their visit. Our goal is to relay their entire experience to enable you to leverage each report to take immediate actions necessary.

Dynamic Reporting Dashboard

Enhanced reporting is available to take a closer look at quantitative data over time and across locations. This allows attractions to pinpoint where overarching concerns are occurring and make decisions that are supported by the data.

Competitive Comparison

Our shoppers are regular visitors to attractions of all scopes and sizes. Each shop report will include a comparison to a similar attraction with a detailed recount of how your attraction either exceeds or falls below your competitors.

Outstanding Team Member

Our reports can be a powerful a motivation tool—not a scare tactic. Each mystery shopper will identify the most outstanding team member from their visit, giving you an excellent and cost-effective recognition tool.

Group Sales Evaluations

Options for phone and web only shops are available and highly recommended for attractions that rely heavily on group sales. This evaluation measures the service and effectiveness of your sales staff to book a group event or birthday party.

→ ADDITIONAL SERVICES

Mystery Shopping is only the beginning. For attractions looking to **improve guest experience, strengthen their online reputation, and develop frontline staff** along with leadership, our enhanced consulting solutions are designed to be a perfect complement to a robust mystery shopping program.

“ We were impressed with the training course content, the real-world examples shared, and the practical applications that have assisted in the positive shift in our company culture.

Daine Appleberry
AUDUBON NATURE INSTITUTE



Audubon Nature Institute
Celebrating the Wonders of Nature

Public Feedback Analysis

How do your social media scores compare against your competitors? Is the perception of value of your attraction higher than price sensitivity? This report provides a comprehensive analysis of online reviews.

Training & Development

Our custom training sessions are administered by professional attractions industry consultants and dive into best practices in service and leadership development. These sessions are filled with energy and provide your staff with enlightenment and motivation.

Guest Experience Audit

Using years of experience in all areas of the attractions industry, our audit of your attraction helps identify any gaps in the guest experience, specifically in the areas of service, efficiency, and revenue opportunities.

Onsite Surveys

If you are looking to collect instantaneous data from your guests during their visit, let us take care of staffing and administering exit surveys. We will build a customized questionnaire to ascertain specific insights that you are looking to obtain and provide a detailed analysis upon completion.



FunRating REPORT

After collecting thousands of surveys from mystery shoppers at more than 500 attractions across the US and Canada, the **Amusement Advantage FunRating Report** is the most comprehensive guest experience benchmark report for the Attractions Industry.

This report provides key insights into multiple critical areas of impact to a guests' experience at **amusement/water parks, family entertainment centers, trampoline parks, bowling centers, zoos, museums, aquariums, and tourist/cultural attractions.**

The **50+ page report** includes a multitude of graphs, charts, and drill-down metrics along with analysis of the data to assist in your decision making.

By understanding how your facility type's **FunRating** scores break down across multiple categories, you can quickly pinpoint where to focus your attention for future development. This report showcases the **greatest strengths and opportunity areas of each type of attraction** and across the industry. It also provides valuable **bonus content** from industry sponsors whose products and services we highly recommend.



FIND THE FUNRATING REPORT AT
amusementadvantage.com/funrating

DISCOVER



How your attraction compares with other similar types of attractions and the industry as a whole.



Which attraction types have the highest perceived levels of service, highest value for price paid, and likelihood to return.



How guest experience can help you determine what new products or features to develop.

FOR ACTIVE CLIENTS



Active Amusement Advantage clients receive the report **at no cost.**



They also receive a **customized report** that showcases their specific **FunRating** data, as it relates to their attraction type and the attractions industry as a whole.

→ SELECT ATTRACTIONS

Amusement Advantage is the only mystery shopping provider working exclusively with the attractions industry. Below are just a few of the more than 500 attractions working with Amusement Advantage across the US and Canada.



→ INDUSTRY PARTNERSHIPS

By strategically partnering with other organizations, we ensure that our clients receive the highest quality in terms of services, reporting, and visuals in order to maximize the impact of our mystery shop and consulting programs. We strongly recommend that you connect with each of our partners as well.



→ CONTACT

“ The quality of the product is excellent and the cost is reasonable.

We use the results to hone our training and recognition programs. We also respond immediately to issues raised by the reports.

Dino Fazio
MOREY'S PIERS



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