

In-The-Moment Experiences

National Entertainment Attraction – Harris has conducted this research since 2012

By taking action from the research our client has seen record booking levels and exceptional levels of visitor satisfaction. The attraction has won internationally recognised Awards for Excellence.

Prior to its opening, in its 'soft launch phase' we conducted focus groups, online bulletin boards & quantitative surveys to look at the strengths and weaknesses of the attraction before its official opening



Quick feedback helped to spot and iron out any immediate weaknesses. Strengths were used to bolster marketing materials



Since its opening we have **conducted monthly visitor research**:

- **in the moment survey via iPad** to capture instant gut reactions of the experience
- **using the visitor ticketing database to send a detailed online survey within a week of a visit**

We measure satisfaction and recommendation levels, as well as value perceptions and emotional connection.



We provide a **monthly visitor feedback report with a kpi scorecard**. Our client takes quick and targeted actions for improvement e.g. if an area is perceived as crowded they can review visitor flows; if a visitor segment is less satisfied than another then more can be done to appeal to that segment. It is a dynamic project. We participate in **cross agency** meetings and get-togethers where ideas are brainstormed.



Alongside, tactical ad testing has helped to strengthen the appeal to potential visitors, and strategic segmentation combining booking and survey data to identify key segment needs has informed marketing content and priorities