
How Top Attractions Are Driving More Ticket Sales



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01

How CrowdRiff Helps Attractions Drive More Ticket Sales

People are overwhelmed by messaging. Our attention spans are waning. We get messages from our televisions, phones, computers, road signs, pop-up ads, social media, other people – the list goes on. As a marketer, it can be really difficult to capture someone's attention for more than just a few seconds.

It's no surprise that 45% of Americans used ad blockers in 2017 to cut through the noise. And, the average time spent watching a video online was down from 18 seconds to just 10 in 2017, with only seven percent of videos being played with the sound on.¹

Marketers working in the attractions space, like amusement parks and landmarks, have the tough job of accurately showcasing all of the activities, sights, sounds, and experiences they offer in a way that will grab someone's attention within a short period of time to keep them engaged. On top of that, it must be in a way that is authentic and genuine, instead of generic. How can you get someone to notice what you have to offer and make them want to visit your park or venue?

A compelling website and social media strategy can make all the difference! When it comes to top key performance indicators (KPIs), 41% of marketing professionals ranked content engagement at the top.² You can promote better engagement with exciting and in-the-moment visuals on your website and social media platforms. Remember, 46% of travelers with smartphones make their travel decisions using their mobile devices.³ So, your website needs to look good on a mobile phone and tablet.



¹Locowise, ²Social Media Today, ³CrowdRiff

Professional and stock photography is an important part of a visual strategy. But adding unbiased, trustworthy, and authentic user-generated content (UGC) to the mix is a good idea. UGC is already mobile-ready since it usually includes photos and videos posted to social media sites like Instagram and Facebook. And, it can generate the kind of buzz that gets a customer's attention at the right time in his/her buying journey.

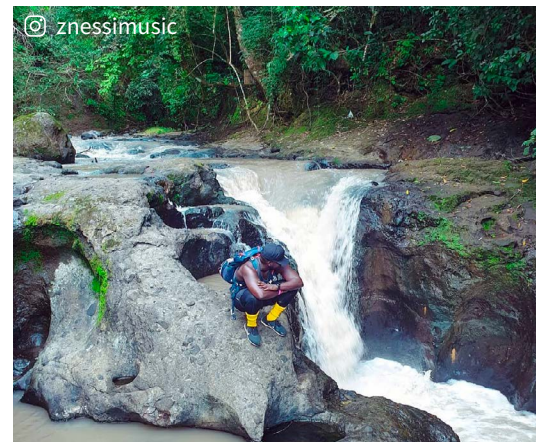
Motivational and inspiring UGC images can drive attention and potentially conversion, too. In fact, 85% of people said that visual UGC was more influential to them in their purchase decisions than photos or videos that were produced in a professional studio.⁴

We've put together some of the most valuable strategies and tactics we've seen so far this year. We hope this gives you inspiration for fresh ways to tackle your marketing challenges. And, ultimately, helps you drive more ticket sales and attendance so that customers can see what all of the fun and excitement is about.



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02 Marketing Your Attraction: Top Challenges



Improve ticket sales and daily attendance

You might find that your website isn't getting enough traffic, or the website or digital ads are converting lower than you had expected. It's a bummer, but it can be fixed! Even if your website gets decent traffic, who doesn't want more? Using UGC to help you get noticed above all the noise, through images that aren't generic or like everyone else's, can provide a unique brand experience that encourages online conversion.⁵



Source and publish content that helps your attraction stand out

Finding content that can help your attraction stand out is key. Where better to find it than from customers? These are people who have actually visited your venue or tried your unique experiences, and posted photos and/or videos online. You can't get more genuine, honest, and authentic than that!

To use UGC, just search related hashtags, find fans, request permission, and republish the photos on your own social media accounts, or add them to galleries on your website. You can select images that represent different attractions, exhibits, experiences, and displays and find ones with people of all ages and demographics. Deliver them to customers based on their interests, what's new, what you might be promoting right now, and so on.



Store and search for earned and owned content

It can be a chore to get real images of travelers on trips, not to mention expensive. Who wants to bug people on vacation to stop and pose for a photo while they're enjoying their experience? Though, this is what people really want to see. Don't get us wrong, professional photos are still valuable when used the right way. However, when it comes to day-to-day marketing, you'll get a lot more out of UGC.

Think of UGC as a visual form of a positive written review. Seeing photos of real people doing real things is comforting and reassuring and gets people excited about wanting to have those same experiences, too. This can be especially so for the all-important millennial generation, of which the majority (86%) say UGC is a good indicator of the quality of a brand or service.⁶



03 Why Should Attractions Use UGC?

What is UGC? Simply put, it's content that is voluntarily created and shared by fans or customers of a brand who are not, in any way, associated with that brand. It's the everyday vacation photos that an Instagram or a Facebook user posts while they're ziplining on Grouse Mountain in Vancouver, barreling down the ski slopes in Whistler, or enjoying a delicious funnel cake at Disneyland. It's enthusiastic and unbiased; an opinion shared without any type of compensation or agenda. It's, basically, the most authentic endorsement you can get for your attraction.



Drive website conversions, ticket sales, and attendance

UGC can influence more than customers and revenue. It can also help reduce bounce rates from your website and keep visitors interested so that they spend more time on a page.⁷ This, in turn, can contribute to more ticket sales.

Adding CTAs as well can be beneficial, capitalizing on specific interests of each person and driving them to book. One customer, for example, might be interested in adventurous ziplining and be particularly drawn to photos of people flying through the sky while another might be looking for some R&R and immediately respond to a CTA on your spa photos.



⁷CrowdRiff, ⁸SocialToaster, ⁹The Telegraph



Increase brand awareness

It can also help increase brand awareness: the more UGC you post or add to your website, the wider the selection of unique experiences that is shared from visitors from around the world. And, the more customers see, the better chance you have of reaching them early in their journey to book a trip.

The click-through rates of ads that use UGS are actually four times higher.⁸ What's more, 55% of travelers in the 18-65 age group even say that they've booked a trip based on Instagram posts.⁹ As mentioned, having better and more visuals can encourage people to stay on your website for longer. Photo galleries on websites can get clicks from 78-100% of visitors who book online.¹⁰



Save time and money finding the visuals that will influence visitors

UGC makes your job easier. Managing stock and professional visuals for different marketing channels can be difficult, not to mention expensive to scale. So, you might resort to reusing the same old boring images, or generic ones that your competitors have likely also used again and again.

You can save time and money by finding photos and videos that will attract and influence visitors through social media. UGC provides a fresh, real-time stream of content. Images reflect current events, scenery, activities, mood, weather, and experiences, right from the ground. And, from real people who are actually experiencing them, not models in costumes with props!

How 5 Attractions Are Driving More Ticket Sales

Take a look at how these 5 attractions are driving more ticket sales through the use of UGC.



Skydeck Chicago Increases Website Engagement with Visual Social Proof

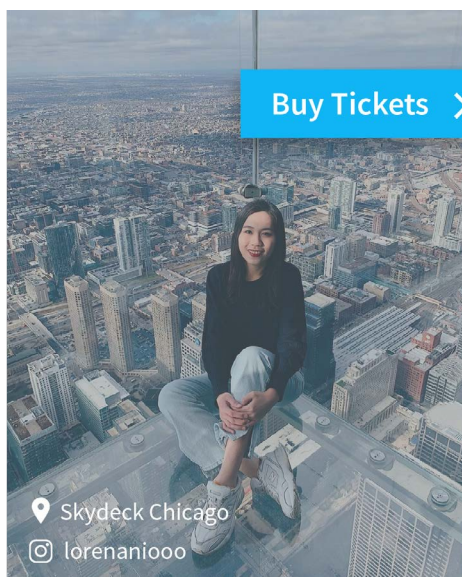
This adventure in Chicago allows travelers to step outside of the tallest building in the western hemisphere to experience wondrous views from 1,353 feet in the air. Walk out on glass boxes that extend 4.3 feet from the deck and immerse yourself in the stunning views of up to 50 miles and across four states. It's open 365 days per year. In addition to The Ledge, there are various interactive exhibits.



CHALLENGE:

They wanted to use more UGC in their marketing, along with calls to action (CTAs) to help increase ticket sales. They were also looking for a better way to make their workflow process with regards to photos more efficient.

call to action



APPROACH:

They used a custom CSS to add a live and curated gallery of 70 images to the bottom of each page of their website. The compelling photos range from visitors holding hands atop the glass floor with a gorgeous view in front to people lying down with a cityscape, fully visible through the glass, below them. A diverse selection of people is featured in the pictures, from young couples to parents with kids. The perspective and view totally draw you in – you’ll really want to see it in person and find a creative way to snap and share your own Insta-worthy photos.

Specific events are also highlighted, like the pie in the sky (pizza at their restaurant) and yoga/ meditation in the tower, in order to help drive bookings to these specific attractions.

And, the results didn’t disappoint! There was a noticeable improvement in user engagement. CTAs added on each photo also helped drive ticket sales and/or get visitors to interact more with other content. The result? The “Buy Tickets” CTA got thousands of clicks!

They were able to better understand how these visuals drive bookings, conversions, visitor behaviour, and more, using CrowdRiff Insights. And they are working with an agency to help measure and report on metrics. Needless to say, just like their visitors, they have also managed to take their marketing to new heights.



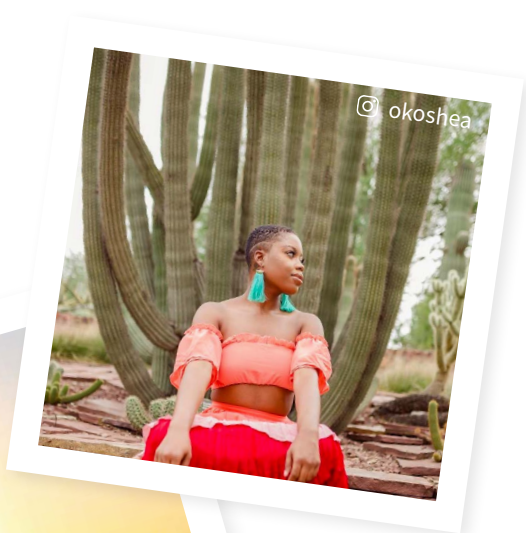
Desert Botanical Garden Uses UGC to Offer a Fresh Brand Perspective and Promote Sustainable Tourism

This beautiful garden in Phoenix, Arizona opened a new Wild Rising Exhibit in November, 2019, that features more than 1,000 animal sculptures, all made from bright and colorful recyclable plastic. The idea is to address global and local sustainability and conservation issues like climate change and plastics in the ocean and emphasize the importance of recycling. Given their beauty and the socially conscious message behind them, the sculptures (which include endangered species and animals that are unique to the environment), along with visually stunning cacti plants, have become something of a selfie hotspot. The exhibits are fully interactive prompting emotional responses from visitors who engage with them. There are also kids' activities.



CHALLENGE:

Seeing how selfie-friendly the exhibit and sculptures are, and how customers are taking to them, DBG wanted to know more and capitalize on that. They also wanted to be able to promote traffic in spending too much time trying to find content – up to several hours per week! And, changing the brand image was difficult. People usually think of gardens as being sleepy and boring. So, how can you change their minds?



APPROACH:

DBG decided to use UGC to show what the gardens are actually like, putting the beautiful colors, bright imagery, and gorgeous sculptures on full display while also promoting their sustainability initiatives. They continuously monitored how visitors were engaging with the exhibit across social platforms, tracking the hashtag #wilddbfg and others.¹¹ In addition, they sourced UGC content, getting the necessary permission to use images when needed and introducing potential visitors to their brand from the eyes of those who have already been there.

They noticed a trend of Instagram moments with close-ups of cacti, as well as photos of tourists walking along the gardens and marvelling at its beauty. You'll also see sweet photos of couples and even marriage proposals and weddings. The photos are used across DBG's social platforms and via galleries on the homepage of their website to highlight events like weddings that took place at the venue. They even added a public uploader for wedding photos to incorporate more UGC into their marketing and raise brand awareness. This helped draw visitors into the full experience and squash preconceived ideas of what a garden experience might be like.

¹¹ CrowdRiff



LEGOLAND **Increases** **Social Brand** **Awareness and** **Builds Community** **with User-** **Generated Content**

Located in California, this 128-acre theme park from the makers of the popular building block toys for kids (and adults) is geared towards families with kids aged 2-12. It features an amusement park with more than 60 rides along with an aquarium, water park, hotel, attractions and shows, all designed to promote adventure, fun, and education.



CHALLENGE:

They wanted to increase their social brand awareness and build a community on social channels in an effort to get more Facebook fans and increase their growth percentage through organic brand awareness. They also wanted to improve clicks, get more impressions on their website, and increase the click-through rates from paid brand awareness. They were also aiming to increase the average number of likes, comments, and shares they got per post, and determine an overall engagement rate.



APPROACH:

LEGOLAND hired a marketing firm to employ a strategy that included posting UGC content with user tags. They made sure they commented on anything they were tagged in, tagged other brands in their posts, and better leveraged the use of hashtags. For example, they participated in social media mainstays like #throwbackthursday. The strategy involved spreading posts throughout the day, 80% of which were community-based and 20% promotion-based. The focus was on using high-quality photos and listening to and responding to fan comments. “It’s cool,” said Heather Brinckerhoff, Senior Social Manager and Global Lead for LEGOLAND Parks, “to get a mom’s perspective of the park that is unbiased.”¹²

The result of this strategy, combined with paid brand awareness campaigns, was a 452% increase in click-through rates, 370% increase in engagement rate, 11.92% jump in Facebook likes, and a 40% increase in post shares.¹³ While it’s unclear how much of that can be directly attributed to the UGC portion of the strategy, it played a role in generating those tremendously positive results.

¹²Casual Fridays, ¹³Internet Marketing Inc.



Zip World Influences Purchases with Their Best User-Generated Content

The Welsh highlands have long been known as a destination for hiking, poetry, and quiet reflection. But in 2013, zipline adventures were launched there, transforming the area. It became known to those familiar with the activity as the adventure capital of Europe. Through Zip World, there are 10 adventures offered across three locations



CHALLENGE:

Like any business, they wanted to find a way to increase conversions and bookings. Especially for a destination that has been recently rebranded, how do you get the word out that there is an adventure to be had here, and not just quiet and peaceful serenity? Since everyone nowadays carries a mobile camera or video recorder of some kind with them, even if it's just their phone, they wanted to find a way to capitalize on all the experiences that were being captured and shared by visitors on their personal networks.

APPROACH:

They added UGC that included photos and videos from customers and their families who had previously visited and posted content chronicling their visits. These were combined to make eye-catching galleries that were featured throughout the website. CTAs were added to encourage booking when website visitors were feeling the most inspired, excited, and eager to become part of the adventure, too. They also used UGC on social media channels like Instagram.

The result was the ability to use the real-world adventures of past guests to enhance the online brand, which in turn, led to stronger revenue. After adding UGC, Zip World noticed a 133% engagement rate of its event gallery and a 22% increase in the time visitors spent on a page. Of all visitors to the website, 35% interact with a gallery in some way. And, those who did interact with a gallery spent more on online purchases and bookings. During Zip World's busiest month in August, they saw that the galleries influenced more than 2,400 additional conversions.¹⁴ It's hard to argue with those numbers!

¹⁴ CrowdRiff





Dollywood Drove \$90,000 in Ticket Sales with User-Generated Content

Located in Pigeon Forge, Tennessee, this theme/water park also features a pair of dinner theaters, a luxury resort and spa, private cabins, festivals, shows, and entertainment, all of which are suitable for the entire family.

CHALLENGE:

Given the variety of things you can do at this venue, it's difficult to sum up the experience accurately without leaving anything out, or overwhelming potential visitors either. Usually, marketing targets a specific group, like millennials, boomers, adventure-seekers, families with kids, and so on. Though, Dollywood appeals to, well, anyone, of all ages. How do you market that, especially when you want your pitch to change based on who is your audience and which activity you want to promote?

What's more, since travelers have so many destinations around the world from which to choose, it's difficult to stand out. That's especially the case when so many destinations and tour operators are using the same types of images of local scenery. Instead of presenting themselves based on their perspective, Dollywood wanted to showcase the experience through the eyes of the consumer. The hope was that this would offer up a more authentic view of who they are.



APPROACH:

Dollywood added more social media photos to its website, organizing them in galleries that demonstrate the range of experiences. Visitors who were interested in the resort and spa could focus on images of guests getting a relaxing massage, while families wanting to check out the water park could seek out pictures that show kids having fun in the sun. The idea was to find images that illustrated a story.

With the help of UGC, they ended up acquiring a larger library of photographs than they could ever use! The key is that things don't look staged, but instead show people doing real things and having real experiences.

The results speak for themselves! Page engagement was up 25%, with a 28% engagement increase on the Water Park page thanks to the enticing UGC gallery. On the Rides & Attractions page, Dollywood saw a 42% increase in views and interactions.¹⁵

They took things further by embedding CTAs over images that led to things like ticket sales pages. That ended up yielding a \$90,000 increase in ticket sales over a five-month period in 2018.

¹⁵ CrowdRiff



04 Best Practices for Driving More Ticket Sales

So, what can you do to help drive more ticket sales? The goal of any attraction, after all, is to attract people! Visuals, especially UGC, can really help. Just look at how they've helped the five companies featured here.



Use brand and visuals to tell a story

Consider what your audience values the most, what they are looking to get out of their experiences, and how your attraction can fulfill those desires. Then, develop stories and campaigns that satisfy these values. For example, if you're a theme park in the mountains, getting the attention of people online who are looking for their next beach vacation isn't going to do much good. To build awareness, find those who are looking for adventure, excitement, and fun instead and show them how they can find it at your destination or through your tour.



Double your most valuable assets

Once you have acquired a selection of assets, including UGC photos and videos, use them! And, use them anywhere and everywhere you might be able to capture someone's attention. This includes on your social media accounts, through email marketing, on your website, and even in your advertisements.

If you notice that something just isn't working in one or more of these channels, look at ways to change and add more value. This can help increase overall engagement and conversions and provide opportunities to upsell in places like loyalty emails. Remember, you don't just want to capture new visitors, you also want to keep repeat ones interested and informed about new exciting exhibits, shows, rides, and other offerings. If your

attraction has so much to offer this is especially important as they might not have been able to experience everything in one, or even two, prior visits. Give them a reason to come back!

Plus, as families grow and kids get older, they will be looking for new opportunities. Dinner theaters and more adventurous activities might not appeal to families with toddlers, for example, but once the kids are older and can now participate, it's a reason to come back.



Optimize the path to conversion

Showing potential visitors how a traveler can have many different experiences can really make a difference. So too can illustrating how your attraction appeals to many different types of travelers, whether it's someone looking for some rest and relaxation, big families, couples, or solo adventurers. Offer social proof through the use of real-world examples. A stock photo is beautiful, but real people doing real things add a whole other dimension to what your attraction is all about.

Look at your strategies now and run an audit. What's working? What isn't working? Then, examine ways to fill in the gaps. In many cases, UGC is a great addition to an existing strategy.¹⁶



05

How CrowdRiff Helps Attractions Drive More Ticket Sales



Source and get the rights to UGC

- Keep up with your content demands by tapping into an unlimited source of high-quality user-generated content.
- Securely acquire rights to UGC worry-free.
- Use the industry's most intelligent image search to find on-brand UGC quickly.



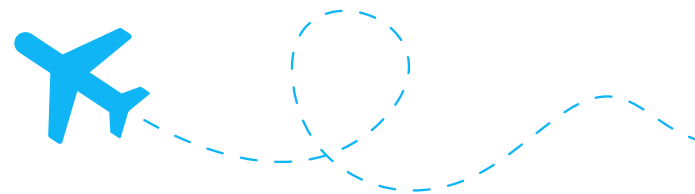
Easily distribute UGC across platforms

- Put UGC to work on your website, social channels, ad campaigns and more.
- Enrich your images with Google Locations so website visitors can easily find the information they need to visit.
- Add calls to action to your UGC imagery that take people to your booking pages, partner websites or deeper into your website.



Pick better visuals for your ads

- Discover which assets are driving the most conversions and revenue.
- Make better ad decisions every day by serving up data on visual content.
- Use these insights to help you choose your ad creative and watch your conversions improve.





About CrowdRiff

CrowdRiff is a visual content marketing software solution for digital and social teams at travel and hospitality brands. Crowdriff can help you source, distribute and optimize the photos and videos that will attract and influence visitors.

We help travel brands at every step of the campaign process:

- **User-generated Content:** Discover authentic, high-quality photos and videos shared by visitors
- **Digital Asset Manager:** Manage all your visuals in a modern, intuitive AI-powered platform
- **Media Hub:** Easily share UGC and branded visuals with journalists, PR agencies and bloggers

Powering the world's most successful travel & hospitality brands



[Watch A Demo](#)

