RocketRez

Technology for Guest Experiences

Core Platform

RocketPass `NEW`

- Guest Experience Interface
- Surveys
- Forms & Waivers
- SMS Notifications
- Email Notifications
- Cart Abandonment

Ticketing & Reservations

- General Admission
- Timed Ticketing
- Capacity Management
- Web Engine
- Point-of-Sale (POS)
- Kiosk
- Multi-Leg Trips
- Custom Seat Maps
- Lodging
- Ticket Scanning
- OTAs

Memberships & Guest Management

- Email Notifications
- Entitlements & Rewards
- Reporting & Analytics
- Contact Management
- Rates, Discounts & Offers
- Renewals
- Account Management
- Member Communications

Pricing & Promotions

- Dynamic Pricing
- Multi-Currency
- Upsell/Cross Sell
- Product Bundles
- Packages
- Service Charges
- Gratuity
- Promo Codes
- Store Credit
- Gift Certificates
- Cancellation Fees
- Digonex
- Protecht

Business Intelligence

- Clarity Dashboard (Beta)
- Revenue Management
- Reporting
- Customer Journey (Beta)

Retail Add-On

- Product Information Management
- Vendor Management
- Web Sales
- Point-of-Sale (POS)

Advanced Inventory Add-On

- Purchase Orders & Invoicing
- Vendor Tracking
- Contracts & Payments
- Stock Level Management

Food & Beverage Add-On

- Menus
- Web Sales
- Vendor Management
- Point-of-Sale (POS)
- Kitchen Display System (KDS)

People Management Add-On

- Staff Scheduling
- Time Keeping
- Ready for Payroll Runs

Event Management Add-On

- Quotes & Contracts
- Vendor Management
- Third Party Vendor Management
- Accounts & Payments
- Banquet Event Organization (BEO)

Photo Systems Add-On

- Online Photo Gallery
- Self-Serve Kiosk OS
- Digital or Printed Photos

Channel Management

Enhancement Integrations

Payment Integrations

RocketPass

A mobile experience driven by data and insights

Know your customers

Data captured from every ticket scan, communication, and transaction by every guest helps you understand their behavior.

- Find out which guests are spending more on tickets, retail, and food & beverage

- Learn when and where your visitors are spending more time while on your premises

- Understand what truly leads to a better guest experience and satisfaction

Know your operations

Understanding how guests interact with your attraction is paramount when making decisions to improve your experience.

- Get a complete picture of the flow of your guests through your attraction

- Discover bottlenecks in your operation, whether they're at the ticket window, the gift shop, or any point in between

- Assess processes that can be automated and re-allocate staff to areas that provide more value

Know your opportunities

An aggregate view of your customer behavior reveals trends to generate new revenue and provide a better experience.

- Identify the exact right time and right guest to upsell a better ticket package or a retail item from the gift shop

- Find gaps in the customer journey to keep your visitors engaged by providing an update on their experience or requesting a positive review

40%

Stop the bottlenecks and frustrated visitors. Increase gate admission speed and get them through the door.

10x

Watch your customer satisfaction go up with every interaction on RocketPass. Your guests will thank you.

$2.8M+

Attractions earning $10M+ in revenue can see a lift of 28% in their first year with RocketPass.

Ticketing & Capacity Management

The Industry's Most Flexible Ticketing Platform

Optimize For Mobile

Most email and digital ads are seen on mobile devices, but mobile ticket purchases are much lower than desktop because of complex ticket rules.

- Create a simplified ticket purchase flow that guides the customer through the steps.

- Ask for information in the right order and cut out any unnecessary steps.

- Your optimized ticket engine should be designed and styled for every type of device – mobile, tablet, and desktop.
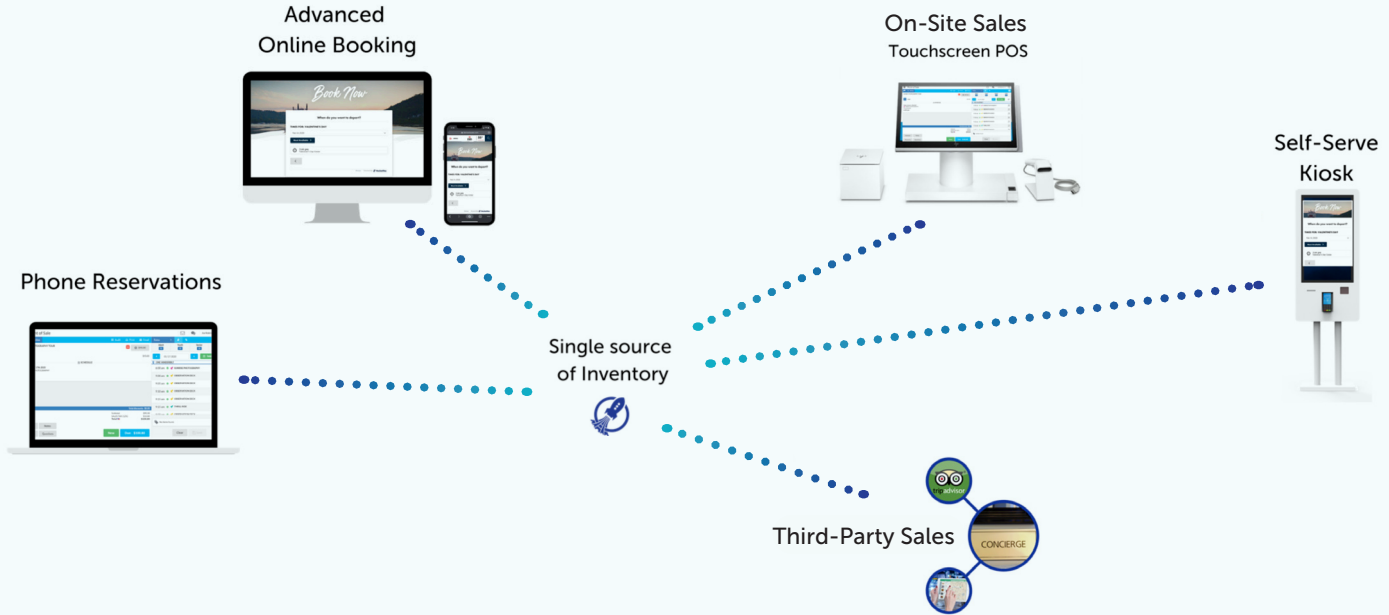
Design For More Converstions

Don't waste your ad dollars sending customers to a bad online sales engine.

- Follow eCommerce best practices for design and functionality that leads to more ticket sales.

- Easily build, embed, and update your custom checkout flow on your website.

- Make the most out of your most profitable sales channel and get more direct sales.

Build Custom Ticketing Rules

Make ticket buying easy – even when you have complex requirements.

- Don't sacrifice conversions just because you need more input from visitors for your tour, event, or attraction.

- Create custom fields and options in your booking flow to gather everything you need from your visitors.

- Use your ticket booking engine to set expectations and kick off your customer experience.

Advanced
Online Booking

On-Site Sales
Touchscreen POS

Self-Serve
Kiosk

Phone Reservations

Single source
of Inventory

Third-Party Sales

41%

A customized booking
engine that works seamlessly
with your website results in
higher conversion rates.

8x

Checkouts that go to a
different domain have higher
abandon cart rates.

14%

Increase direct bookings
with a better ticketing
engine that works with your
operations.

Pricing & Promotions

Generate Demand. Maximize Profit.

Pad Your Margins

Make more money for every product sold.

- Use dynamic pricing to maximize revenue on every ticket sold.

- Drive incremental revenue with tools like store credit, gift cards, gratuities, cancellation fees, and service charges.

- Create bundles and packages including tickets, retail, and F&B products.

Bring in More Visitors

Reach capacity during slower times with promotional tools.

- Manage seasonality effectively with discounts, coupons and sale prices in your shoulder season.

- Create promotional campaigns to build your audiences and bring more people through the door.

- Track campaign effectiveness with unique promo codes.to areas that provide more value.

Expand and Improve Your Offering

Vary your offering to appeal to different buyers and keep your loyal fans coming back for more.

- Upsell customers to a VIP experience, or cross-sell them merchandise, at the moment they're most likely to convert.

- Offer add-ons like insurance, parking, retail or food and beverage.

- Turn customers into sales ambassadors, allowing them to generate new customers through gift certificates and donations in-kind.

Summary

- **Online** 30 %
- **Kiosk** 34 %
- **OTAs** 6 %
- **POS** 30 %

Food & Beverage
$65,283 + 12,4%

$ 100,210

Wedding
Event $ 352,922

Fundraiser
Event $ 32,981

July 4th
Event $ 77,331

Gala
Event $ 89,452

Retail
$ 33,568 + 12

Ticket Sales
$ 230,055 - 0,4%

14%

Dynamic pricing can give you an immediate lift on revenue per ticket.

100%

Flash sales can instantly sell your tour to capacity.

2x

Effective selling tools can double the time you save managing prices.

Business Intelligence

Data and Insights You Can't Get Anywhere Else

Trends at a Glance

Visualized data dashboards give you the information you need to call it as you see it.

- Maintain all your key metrics in one customizable dashboard.

- Quickly health check your daily, weekly, and monthly performance to adjust tactics as needed.

- Empower your employees to scale their knowledge from the ground to draw conclusions and move your key numbers.

Stop Your Losses

To improve your offer, you need to know what's working and what isn't.

- Track and report outcomes at every touchpoint along your customer journey to add more value.

- Report on trends in attendance and buying to provide more of what customers want.

- Measure performance improvement to increase average order value and customer lifetime value.

Identify Opportunities

Data is meaningless without insights and action.

- Discover which customers are spending more on site.

- Learn how ticket purchase lead time provides opportunity to build anticipation.

- Understand how post-visit messaging drives brand awareness and more guests.
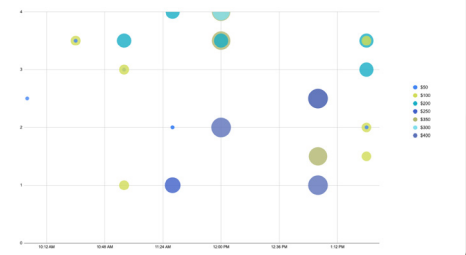
Booked Revenue
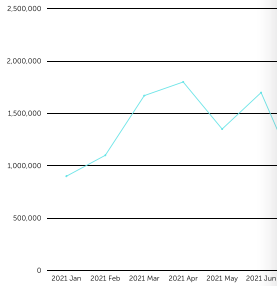
Revenue by Sales Channel

Website ■ Ticket Counter ■ Over the Phone ■ Kiosk ■ OTA
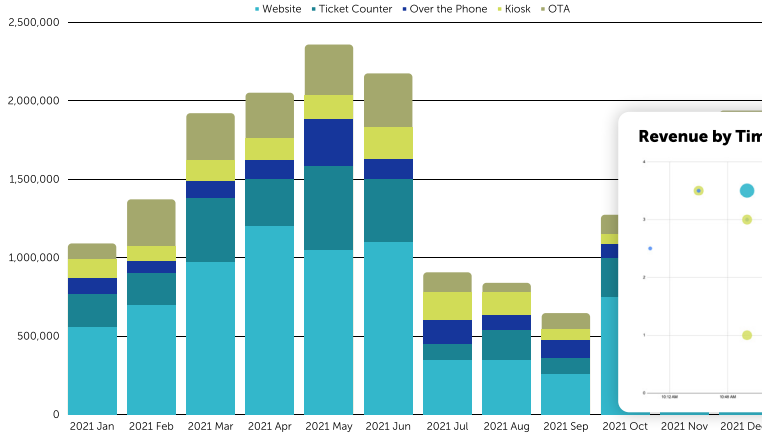
Revenue by Time of Arrival

24
The average number guest touch points with your attraction.

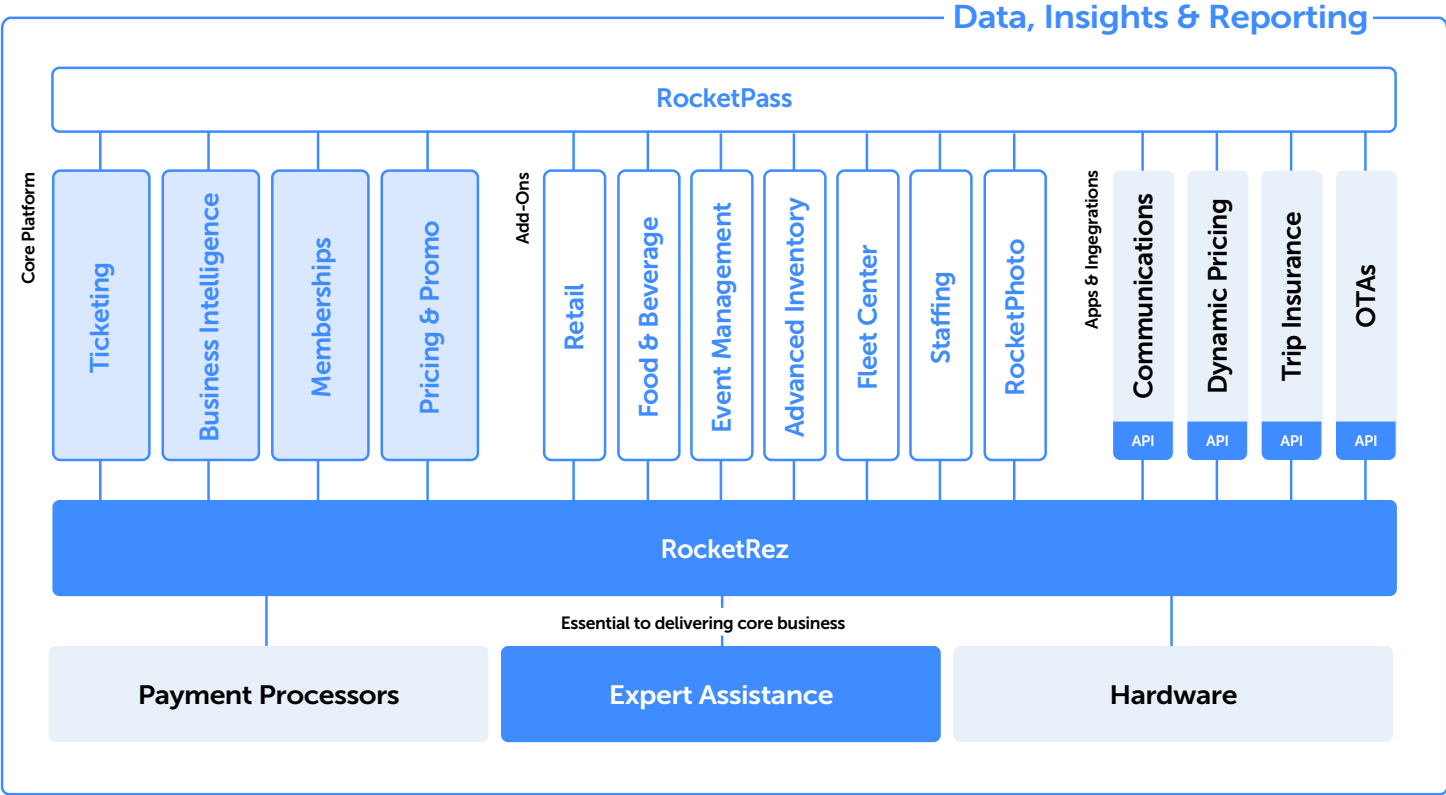# 70%
The amount of time executives can spend making decisions.
— McKinsey

3+%
Profits lost by poor decision-making.
— Gartner

Platform Structure

Data, Insights & Reporting

RocketPass

Core Platform
- Ticketing
- Business Intelligence
- Memberships
- Pricing & Promo

Add-Ons
- Retail
- Food & Beverage
- Event Management
- Advanced Inventory
- Fleet Center
- Staffing
- RocketPhoto

Apps & Integrations
- Communications — API
- Dynamic Pricing — API
- Trip Insurance — API
- OTAs — API

RocketRez

Essential to delivering core business

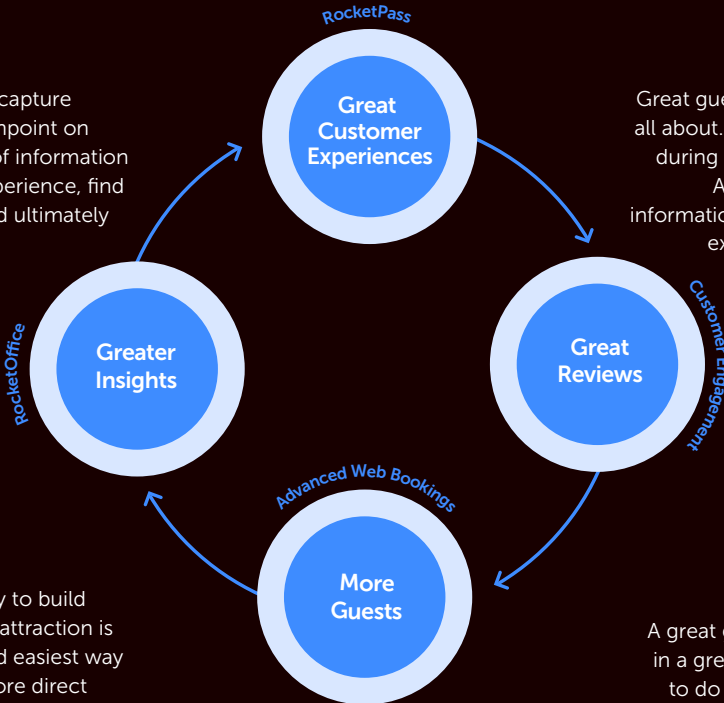| Payment Processors | Expert Assistance | Hardware |

The Attractions Flywheel

Greater Insights with RocketOffice

More visitors means more data to capture about their experience. Each touchpoint on their customer journey is a piece of information you can use to personalize the experience, find opportunities for improvement and ultimately generate more revenue.

Great Customer Experiences with RocketPass

Great guest experiences are what attractions are all about. The experience happens at every point during and in between the attraction activities. A mobiles platform for communications, information and purchasing enhances the overall experience and results in happier visitors.

RocketPass

Great Customer Experiences

RocketOffice

Greater Insights

Great Reviews

Customer Engagement

Advanced Web Bookings

More Guests

Advanced Web Bookings Bring In More Guests

Customer reviews are the best way to build your brand. Social proof that your attraction is worth visiting. It's the cheapest and easiest way to build brand awareness, drive more direct bookings and bring in more visitors.

Receive Great Reviews with Customer Engagement

A great guest experience is more likely to result in a great review from your visitor. All you have to do is ask. Visitors are more likely to leave a good review when requested on their mobile device recently after their visit.

Memberships & Guest Management

Members Are Your Best Brand Ambassadors

Celebrate Your Customers

Rewarding your best customers with discounts and rewards is a great way to keep them coming back.

- Offer exclusive rates and entitlements to your best customers to show them they are valued.

- Call out top donors and long-time members to show other guests the added value of your attraction.

- Request reviews from your members and give them a platform to celebrate your shared values.

Engage Your Most Loyal Fans

Frequent engagement is the ultimate plan to maintain your member loyalty.

- Segment your audience to serve your customers the most relevant offers.

- Ask them about their last visit, when there next visit will be, and remind them that you miss them.

- Track your opens, clicks, replies; and keep an eye on who is engaged and who might be dropping off.

Sign Up More Members

Promote your memberships program at every chance through automated email, SMS, and cross-sell opportunities with ticket purchases.

- Put your membership program front and center, letting everyone know the added benefits.

- Use the power of social proof and let your best members do your recruiting with public reviews.

- Show your customers that you share the same values and promise to give back when they do.

Loyalty members spend up to 20% more than non-members and visit more frequently while increasing customer membership by 5% can lead to 95% boost in profit.

4.5x
Customers who become members have greater long-term value.

2x
Repeat visitors are twice as likely to leave a positive review.

95%
Boost profits with customer retention. — Bain & Co

Point of Sale

Retail, Food & Beverage and Ticketing. All in one.

Our cloud-based, touchscreen Point of Sale is modern, easy-to-use and fully adaptable to a mobile POS on a tablet.

Quickly and easily switch between Ticketing POS to Retail and Food/Beverage POS all within the same screen.

Know your opportunities

- Unique barcodes per product
- Screen lock after non-use
- Easily edit orders on screen
- Mobile POS – WiFi or 4G
- VAT – Product & Transaction
- Scan PLUs

- Manage discounts
- Visitor data capture
- Bundle retail and tickets
- Scan memberships
- Gift card sales
- Look up orders easily

Ask us about our hardware packages.

Third-Party Sale — Distribution

Real-time inventory sold through your partners

Work with global resellers to promote your tickets. Connect your inventory live with the most shopped online travel agencies around the world.

Work with local and regional B2B partners by giving them a unique portal to book into your live ticket inventory. Easily manage rates and availability at the partner level.

RocketRez tracks which tickets have been redeemed and produces a live report per partner of redemption data and other key metrics.

Dynamic Pricing

Fixed, time-limited resource

Dynamic Pricing on RocketRez can be enabled directly in the platform or through an integration with Digonex.

RocketRez dynamic pricing allows you to set specific price change rules based on both time and demand.

The price changes occur automatically based on the rules you set. If you have a limited capacity, you can set rules to adjust the prices as your venue starts to fill up for a high-demand tour, event, or time slot.

Create logic that will update your prices as certain number or percent of tickets have sold. Conversely, if you need to drive more demand, you can set rules to drop your prices as the date approaches.

Dynamic Pricing allows you to test pricing strategies and maximize your revenue on every ticket sold.

Digonex dynamic pricing takes it to a whole new level with industry-leading algorithms to build impactful pricing strategies.

Price Override Editor

General | **Price Banding** | Applies To

+ Add

30 Days Prior to event	Adult	Youth	Senior	Child	
1st Rule: **30 Tickets**	$80.00	$75.00	$80.00	$70.00	
2nd Rule: **All Remaining**	$90.00	$85.00	$90.00	$80.00	
7 Days Prior to event	Adult	Youth	Senior	Child	
1st Rule: **All Remaining**	$95.00	$90.00	$95.00	$85.00	
24 Hours Prior to event	Adult	Youth	Senior	Child	
1st Rule: **All Remaining**	$80.00	$75.00	$80.00	$70.00	

Digonex

Events & Group Booking

A robust group booking and contracting module

Contract Management
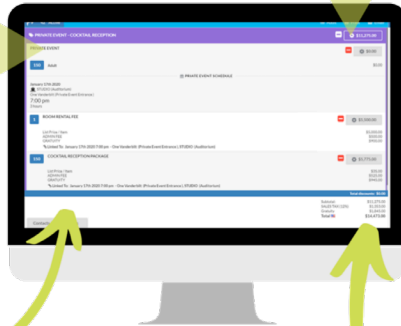
- Send Quotes
- Wait/Hold Venues
- Save templates

Detailed Customer Accounts

Set Automated Communication

Easily Re-book Customers

Venue Management

Sell by Venue, Room or Whole Estate

ON HOLD

SOLD

AVAILABLE

Set custom payment schedules

| 25% | 50% | 25% |

With RocketRez you can easily manage group sales in house and online. RocketRez allows clients to create an unlimited amount of group rates, group sales web engines, contacts, and contact groups to help manage your group bookings.

RocketRez offer CRM capabilities which helps visitors automatically manage client rates, track sales, manage store credit, assign billing terms, reporting and much more.

RocketRez