

Be The Best at What you Do

Being the best doesn't mean being the largest, most impressive façade or the loudest voice in the marketing arena. Being the best means making your guests feel wanted, important and **Be Significant in Your Presentation**

Establish yourself as being the Place to Go

Be appealing, comfortable and sincerely interested in every guest having an entertaining and satisfying visit. Treat them as wanted guests and even friends. This can generate that warm feeling that will result in return visits, word of mouth marketing and a chance to be talked about as an asset to the community.

Become a place where friends meet to have a good time.

Offer a Challenge

Make your attractions competitive, not only with neighboring attractions, but with themselves. This can be in the form of increasing playability, introducing new bonus features, increasing the challenges within your laser tag arena, changing elements of your go-kart track

Know your Guests

Don't be Yesterday's News

Try to introduce new activities or events into your seasons in order to have something new and/or different for your guests to anticipate.

Check what your guests would like to see in the way of new attractions, games or activities. If you find a realistic demand for a given addition, consider adding it as soon as possible.