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Exclusive partner to the attractions industry since 1996

## **AMUSEMENT ADVANTAGE APPOINTS DIRECTOR OF BUSINESS DEVELOPMENT & CONTINUES TO EXPAND OFFERINGS WITH NEW GUEST EXPERIENCE SOLUTIONS**

ARVADA, CO, October 26, 2015 – Amusement Advantage, Inc. the exclusive provider of guest experience measurement services to the Attractions Industry, is thrilled to announce that it has substantially expanded its scope of offerings, with *twelve* new programs geared toward understanding and improving the guest experience. This unprecedented expansion comes as Amusement Advantage looks to offer new and innovative ways to enhance the quality of the guest experience within the Attractions Industry.

“We have always been focused on helping attractions understand what their guests are experiencing, and are always looking for more ways to foster the success of our clients and the industry as a whole,” said Scot Carson, President of Amusement Advantage. “With nearly 20 years of experience behind us as the only mystery shopping provider working solely with attractions, we are thrilled to offer these new and unique services to the industry. With these new programs, we now offer an even more complete set of *Guest Experience Solutions*, using our talents and expertise to make an impact that expands upon our highly successful mystery shopping programs.”

To execute the launch of the new and exciting services that seamlessly complement the existing programs, Amusement Advantage has appointed Joshua Liebman into the role of Director of Business Development. Liebman has more than 10 years of experience working in the Attractions Industry, including a Bachelor’s Degree in Theme Park Management and Master’s Degree in Hospitality and Tourism, both from University of Central Florida’s Rosen College of Hospitality Management. Liebman began working with Amusement Advantage as a part-time Account Manager in early 2015, and joined Amusement Advantage full time in September.

“I have always been passionate about providing world class experiences,” Liebman said. “My focus has always been to find the most effective ways to manage the guest experience, lead more guests toward satisfaction and ultimately generate greater levels of loyalty. I am thrilled to join the Amusement Advantage team in this capacity.” Joshua has been an integral part of the leadership team of the opening

of multiple parks, including Hard Rock Park, LEGOLAND Florida, and more. He also has extensive experience with quality assurance-based consulting for luxury hotels and resorts. Most recently, Joshua was Senior Partner with Operation: Pineapple, a consulting firm focused on maximizing revenue potential for parks and attractions. Joshua has developed specific processes that take a methodological approach to managing the guest experience, resulting in maximized success for the business.

Mystery Shopping is what put Amusement Advantage on the map back in 1996. Amusement Advantage works with nearly 500 attractions across North America, and has amassed an astonishing 30,000 individuals who proudly call themselves Amusement Advantage mystery shoppers. Amusement Advantage provides mystery shopping to any and all size attractions, from family-operated bowling alleys to the larger destination theme parks. Additionally, Amusement Advantage conducts Guest Surveys to gain additional useful data for clients, and also offers Training & Development programs as part of a partnership with Performance Optimist Consulting.

Many attractions are also benefiting from Staff Performance Analysis reports, which identify trends in service culture and training, and now available is a Guest Experience Analysis, which determines from multiple mystery shops where the guest experience could be improved from an operational and systematic approach.

**Guest Feedback Management**, a new and exciting addition to Amusement Advantage's lineup, shows how you can utilize feedback to create change and improvement within your facility. By understanding the communication process from when a guest develops a subjective thought about their experience, through how it's communicated and what is done about it, you can be equipped with a wealth of information and knowledge that is otherwise leaving you in the dark. Keeping your finger on the pulse of what your guests are thinking allows you to make the right adjustments quickly so you can stay ahead of the curve. Data is collected from internal feedback channels, as well as public feedback, such as TripAdvisor and Yelp.

**Guest Experience Management** is a suite of brand new consulting services that dive even deeper into the guest experience to further enhance the experience. These services help attractions align their service standard and infuse it into standard operations, understand how the expectation that is set compares with the actual guest experience, and provide thorough evaluations of how service failures are

managed and addressed. These services are effectively aimed towards one aggressive goal: turn more first-time visitors into loyal, raving fans.

Amusement Advantage is thrilled to showcase these new offerings, as well as their classic programs, at the IAAPA Attractions Expo in Orlando, Florida from November 16-20, 2015. IAAPA will be exhibiting at booth 4349.

Please visit [www.amusementadvantage.com](http://www.amusementadvantage.com) for more detail regarding Amusement Advantage's *Guest Experience Solutions*. For specific inquiries, you may contact Joshua Liebman directly at [josh@amusementadvantage.com](mailto:josh@amusementadvantage.com).

**About Amusement Advantage, Inc.**

Amusement Advantage, Inc. was founded in January of 1996 to provide mystery shopping services exclusively to the attractions industry. Based in the greater Denver, CO area, the company works with attractions in the US and Canada, including amusement parks, water parks, FECs, zoos, aquariums, science centers, museums, bowling centers, skating centers and other attractions. Amusement Advantage is a member of the International Association of Amusement Parks and Attractions, the Florida Attractions Association, the World Water Park Association, The Association of Science Centers, and The Roller Skating Association of America and the Mystery Shopping Providers Association. The company provides mystery shopping evaluations for IAAPA as part of the selection process for the Top FEC's of the World Awards and is the exclusive Smart Buy provider for the Bowling Providers Association of America.