by Ken Losch, Account Manager, Amusement Advantage

Driving Repeat Visitation

Creating a powerful guest experience strategy

While new rides and technology capture attention at attractions, repeat visitation is driven by how the experience makes guests feel. Guest experience is the industry's most powerful asset and a shared responsibility across all departments—shaping perception, loyalty, and revenue from the first digital interaction to departure.



Why Small Details Matter

Emotional experiences are built through operational details, including smooth queues, clear signage, shaded areas, cleanliness, and effective communication during ride downtime. Items staff may overlook, such as a broken bench or overflowing trash, often stand out to first-time guests. Transparent updates and interactive queues turn potential frustrations into understanding and positive brand impressions.

Leveraging Team Member Empathy

A polite greeting, a calm response to an upset guest, or genuine excitement from a team member can make or break a guest's visit. Behind these micro-moments lie a more profound truth: guest experience reflects the internal culture. When leadership models care, collaboration, and accountability for the team, those values ripple through every layer of the operation. "A strong employee experience is sensed by guests, even if they can't see what happens behind the scenes," says Josh Liebman, founder of Liebman Leisure Group, a guest experience strategy firm. "When recognition and leadership behaviors are aligned with guest experience goals, the impact on employees doesn't stop with well-being—it shows up directly in how guests are treated."

Prioritizing Inclusivity

Attractions that consider accessibility and sensory needs go beyond compliance to expand emotional reach through features like adaptive ride vehicles, quiet rooms, and visual guides. A thoughtful, inclusive guest experience broadens audience appeal, demonstrates empathy in action, and strengthens both reputation and revenue. Regular audits—reviewing long-term ride plans and using mystery shopping programs—help ensure experiences meet the needs of diverse guests. The connection between guest experience and measurable outcomes is clear.

"Minor improvements in guest satisfaction correlate with significant increases in repeat visitation and word-of-mouth advocacy," says Scot Carson, CEO of Amusement Advantage, a company he founded with the goal of providing mystery shopping services to the attractions industry. "Happier guests don't just return; they invite others, defend the brand online, and spend more across food, merchandise, and premium experiences."

Guest experience, therefore, isn't an expense; it's a strategic investment and should be considered part of the overall budget, not an add-on later.

In an era of demanding guest expectations and intense competition for discretionary spending, caring about the guest experience is essential. Every department, including maintenance, marketing, and beyond, plays a role in shaping the guest experience.

Guests have many places to spend their money—be sure to draw guests in and focus on bringing them back.



Ken Losch is focused on improving guest experience excellence within the attractions industry, using data-driven insights, feedback improvement, and education. He supports business owners through customized mystery shopping and meaningful partnerships. In addition, Losch serves as an IAAPA young professional mentor and community volunteer. Connect with him on LinkedIn: