

WEST KENT
GARDEN *of* ENGLAND

Peer Eco-Systems

Are you pricing your experience too cheaply? Easy methods to increase visitor revenue



EUROPEAN UNION
European Regional Development Fund

Interreg 
France (Channel Manche) England
EXPERIENCE
European Regional Development Fund

Welcome to Visit Kent Peer Ecosystems

**Are you pricing your
experience too cheaply?**

**Easy methods to increase
visitor revenue**

Session Format

- Introduction to Visitor Revenue
- Key Speaker: Chris Brant, Unmissable England
- Breakout Session
- Summary and Close

What is Visitor Revenue?

“Income generated from visitors to your experience, whether that be directly through ticket purchases, gift shop, food & beverage, loyalty schemes or partnerships/affiliations with other experiences.”

Where is your visitor revenue coming from?



Why Improve Your Visitor Revenue ?

- ✓ Increased profitability
- ✓ Financial stability
- ✓ Happy shareholders/investors
- ✓ Funds for improvements/upgrades
- ✓ Resulting in an improved customer experience
- ✓ Leading to improved customer satisfaction and loyalty
- ✓ Which leads to increases in bookings and sales

Why is increasing Visitor Revenue important for the Visitor Economy?

- Keep up with increasing customer expectations
- Keep up with competitor offerings
- Preserve the quality of the experience
- Retain good quality staff by paying well
- Increase repeat business by improving the customer experience

Easy Ways to Increase Revenue

- Provide value-add offerings that enhance the experience – such as day lockers
- Create donation projects – such as the renovation/updating of a certain exhibit
- Consider opening the venue up for private functions - e.g., birthdays
- Host themed events – e.g., movie nights, murder mystery, music, dinner
- Partner with other experiences to offer a premium experience - e.g. a craft workshop
- Create enticing offers during your quiet periods to bring in additional customers
- Incentivise repeat visits – e.g., visit 4 times and get your 5th free, or a free coffee and cake on your 3rd visit.

What are the challenges?

Encouraging customers
to pay extra

Communicating value

Competitor pricing/offers

Investment needed
to facilitate new offerings

Staff training (upselling, etc.)

Extra reporting
(donations, etc.)

Finding the right
partners/suppliers



Chris Brant

Tourism Business Advisor, Unmissable England

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Breakout Session

Chatham House Rules

- **Confidentiality** – what is discussed in the session will not go outside the breakout rooms. This section of the virtual event will not be recorded for this reason.
- **Commitment** - participants should commit to participate
- **Equal time** - Everyone should have time to speak
- **Listening** - everyone should ensure they listen to others and respect their viewpoints
- **Challenge** - it is helpful to challenge thinking and ideas, but criticisms and judgements should be avoided
- **Safe Space** - the group should be a safe space in which people can discuss their strengths and weaknesses openly

Participant Thoughts

- What new Visitor Revenue initiatives could you implement?
- How would you evaluate whether it is worth investing money in the new initiative?
- What partnerships could help you to achieve additional revenue without investment?

Session Summary