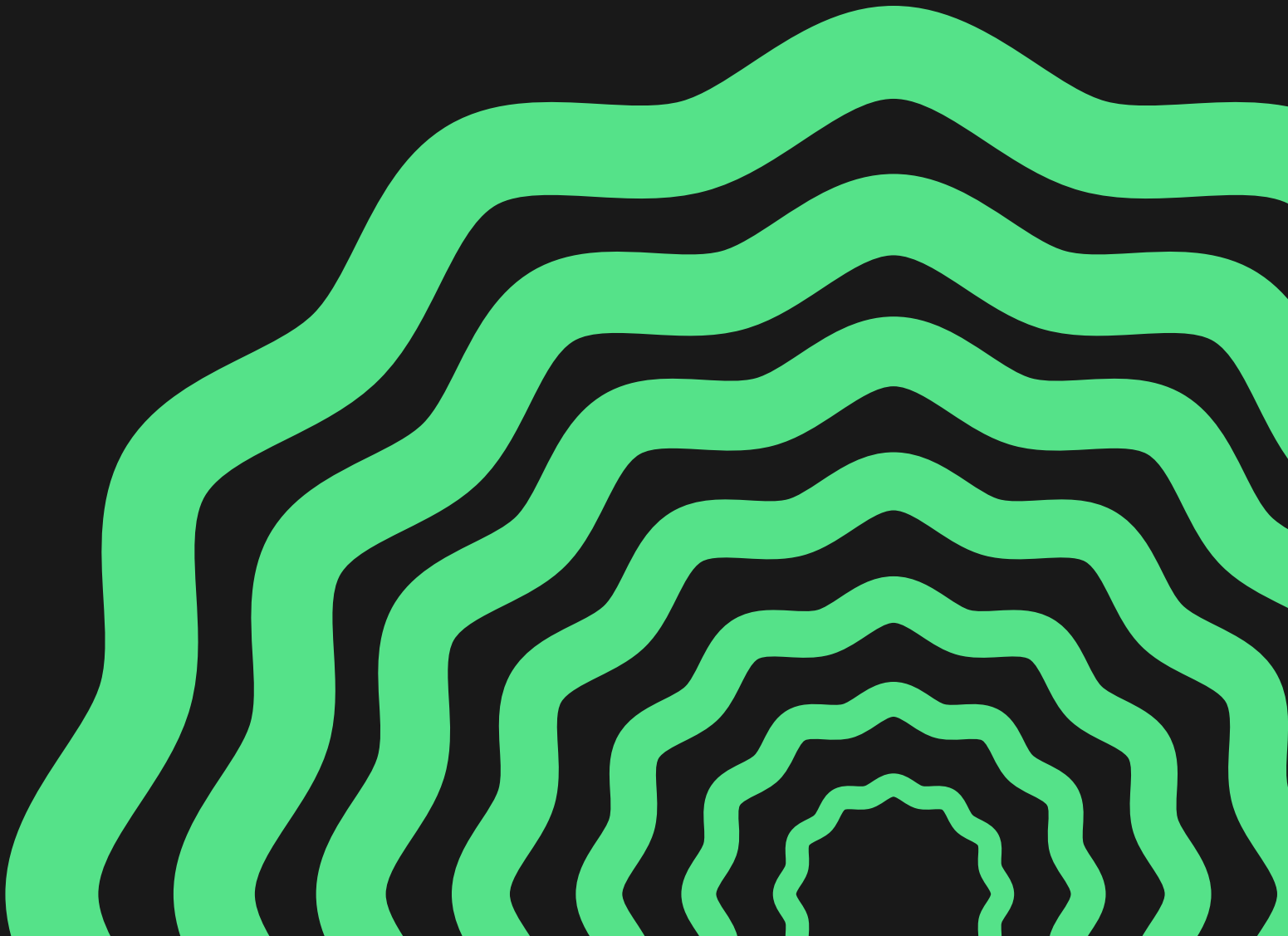


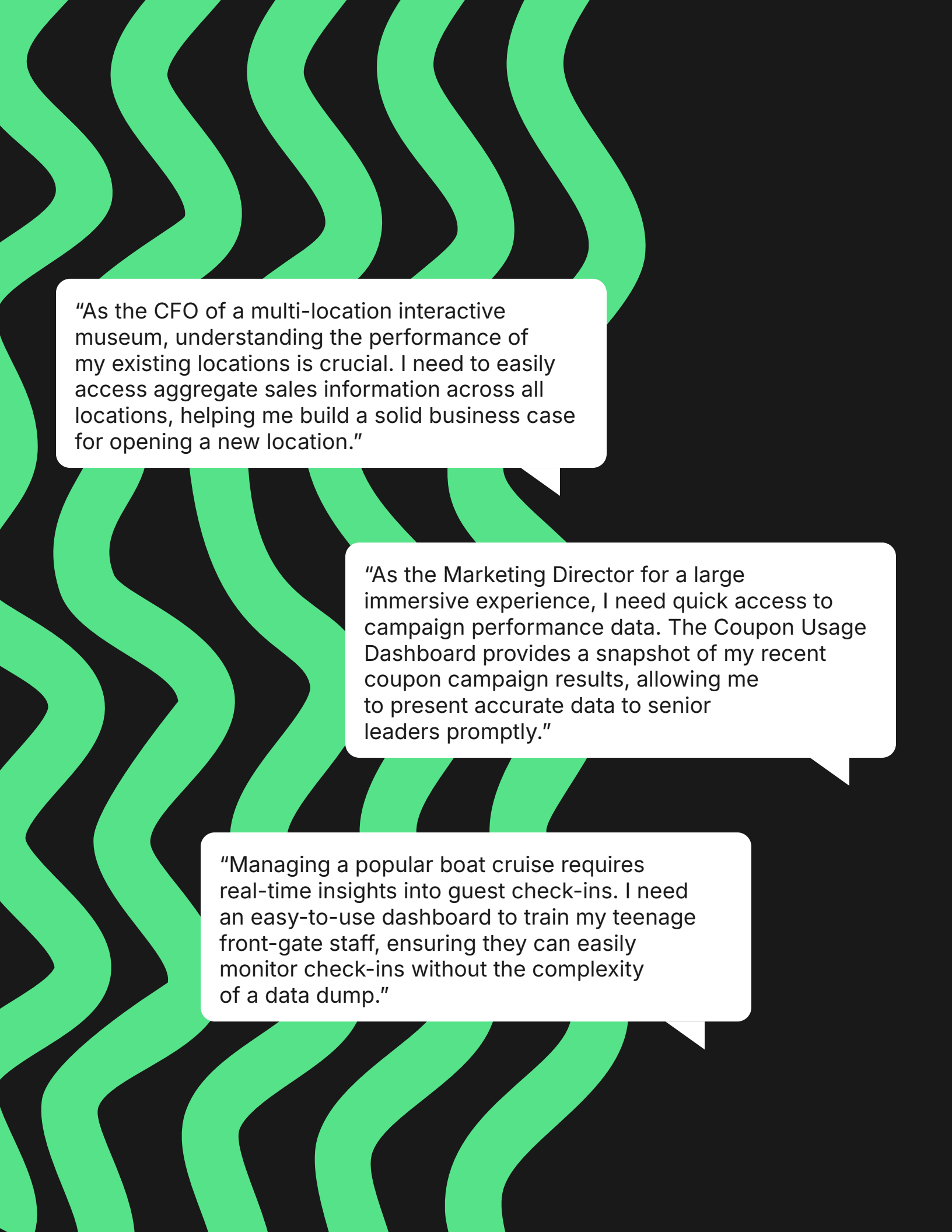


RocketRez

Driving Insights

**The Ultimate Guide to Reporting
for Tours and Attractions**





"As the CFO of a multi-location interactive museum, understanding the performance of my existing locations is crucial. I need to easily access aggregate sales information across all locations, helping me build a solid business case for opening a new location."

"As the Marketing Director for a large immersive experience, I need quick access to campaign performance data. The Coupon Usage Dashboard provides a snapshot of my recent coupon campaign results, allowing me to present accurate data to senior leaders promptly."

"Managing a popular boat cruise requires real-time insights into guest check-ins. I need an easy-to-use dashboard to train my teenage front-gate staff, ensuring they can easily monitor check-ins without the complexity of a data dump."

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Introduction

When you're running a popular tour or attraction, data is more than just numbers on a spreadsheet—it's the lifeblood of decision-making.

However, making sense of this data can feel like trying to solve a complex puzzle. Many operators face the challenge of managing and interpreting data from various sources, whether it's ticket sales, retail, food and beverage, or private events. The task becomes even more daunting when this data comes from multiple locations, each with its own set of variables, and must be used and interpreted by multiple departments of your organization to achieve their specific goals.

But why is reporting so hard in this industry? And what does good reporting look like? This guide will help demystify the journey from disorganized data to data-driven success. We'll explore what you need from a software standpoint and provide examples of reports that can transform how you run your business.

Reporting Challenges in the Tours and Attractions Industry

For all the reasons listed below, it's difficult for a software system to act as a single source of truth for all this disparate data. Common complaints from operators in the space about their chosen reservation technology's reporting capabilities usually follow a similar pattern, ranging from simple complaints about functionality to complex needs that are not common within the industry:

"I don't have access to real-time dashboard reports."

"It's difficult to develop or build custom reports."

"There are limited options for exporting reports to Excel for further data manipulation and analysis."

"We need a solution that streamlines all business processes and allows for electronic tracking and reporting through integrated business intelligence capabilities."

"The system should support a wide range of operational and commercial reports for business intelligence and be capable of exporting data to third-party analytics software using a standard export format."

As data's role in business decision-making becomes increasingly complex, having a robust reporting system that can keep up is essential. Customers are exporting and manipulating their data from finance, HR and CRM software – why should reservation technology be any different? Why isn't this easy?

Several factors contribute to the difficulty of reporting in the tours and attractions industry:

Fragmented Systems

Many operators use multiple point solutions for ticketing, marketing, and operations. For example, you might use Shopify for retail, Mailchimp for email marketing, and Square for POS transactions. Each system generates its own data, leading to a fragmented view of your business. To achieve effective reporting, operators need an “all-in-one” solution that consolidates data into a single source of truth.

Outdated Technology

If your current system was built over 20 years ago, it's likely outdated and incapable of meeting today's data analysis needs. Modern reporting systems require flexibility, allowing users to generate custom reports, export data easily, and integrate with other tools. Without these capabilities, operators can find themselves stuck using SQL queries for simple reports—a task that can be both time-consuming and frustrating.

Complex Data Needs

The complexity of data in the modern age demands advanced tools and integrations. Different users within an organization have varied needs—finance teams require detailed sales reports, marketing teams need customer data, and operations teams need information on attendance and capacity. A truly robust reporting suite must cater to all these needs, offering a range of options from quick exports to deep BI tool integrations.

How to Achieve Ideal Reporting

Good reporting should be comprehensive, accessible, and actionable. For tours and attractions, this means there are key capabilities required to meet the diverse needs of operators:

- Standard Reports and Data Visualizations
- Direct Integration with Business Intelligence Tools
- Data Export Capability
- API Access

Without a robust reporting suite, it is likely you are not enabling your entire team to effectively use the data that is housed in your reservation technology system.

Here's a quick overview of the four components.

Standard Reports and Data Visualizations

- **Features:** Ready-to-use reports and visualizations that cover key business metrics such as revenue, visitor demographics, and inventory.
- **Benefits:** These pre-configured reports provide immediate insights, helping you quickly understand your business performance without the need for complex setup.

Business Intelligence Integration

- **Features:** Direct integration with tools like Power BI, enabling advanced data analysis and custom dashboards.
- **Benefits:** Leverage business intelligence tools for deeper insights and tailor your dashboards to meet specific business needs.

Data Export Capability

- **Features:** Easy export of data to Excel for further manipulation and analysis.
- **Benefits:** Provides the flexibility to analyze data in ways that best suit your business needs, combining data from RocketRez with other sources for a comprehensive analysis.

API Access

- **Features:** Unrestricted export of data to any third-party software via API.
- **Benefits:** Ensures operational flexibility by allowing data to be used wherever it's needed without restrictions, and integrates seamlessly with other systems and tools.

Important Dashboards for Operators

To help you get the most out of your data, we've identified key dashboards that every tour and attraction operator should consider.

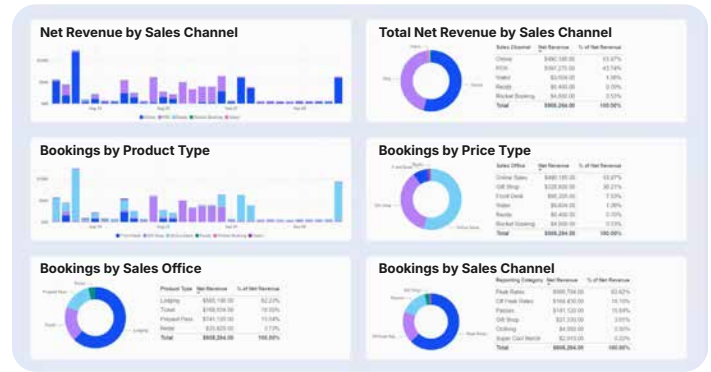
Net Revenue Dashboard

Who Uses It: CFOs and Financial Managers

Purpose: To provide a comprehensive overview of total revenue generated across all locations.

How It Helps

- Aggregates sales information for strategic decision-making.
- Facilitates business case development for expansion or investment.
- Offers real-time financial health insights.



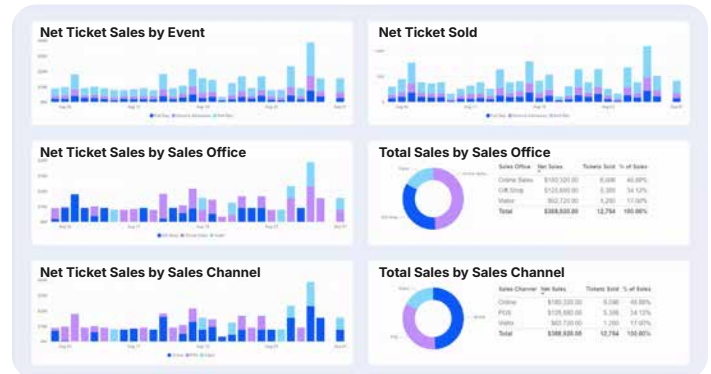
Net Ticket Sales Dashboard

Who Uses It: Sales Managers and Ticketing Supervisors

Purpose: To monitor and analyze ticket sales performance.

How It Helps

- Tracks ticket sales trends and identifies peak periods.
- Helps optimize pricing and promotions.
- Enhances sales forecasting accuracy.



Net Retail Sales Dashboard

Who Uses It: Retail Managers and Inventory Controllers

Purpose: To track retail sales within the attraction.

How It Helps

- Provides insights into product performance.
- Assists in inventory management and reordering.
- Identifies opportunities for cross-selling and upselling.



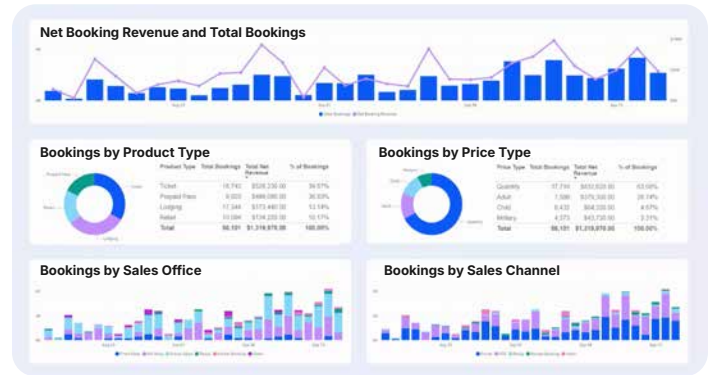
Net Bookings Dashboard

Who Uses It: Booking Managers and Customer Service Teams

Purpose: To monitor and manage all bookings, including reservations and cancellations.

How It Helps

- Tracks booking trends and customer preferences.
- Improves capacity planning and resource allocation.
- Enhances customer experience by identifying booking patterns.



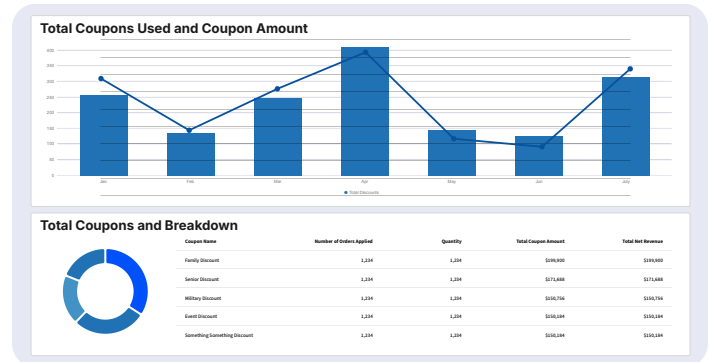
Coupon Usage Dashboard

Who Uses It: Marketing Directors and Campaign Managers

Purpose: To evaluate the effectiveness of coupon campaigns.

How It Helps

- Provides a quick snapshot of coupon redemption rates.
- Assesses the impact of promotions on sales.
- Helps refine future marketing strategies.



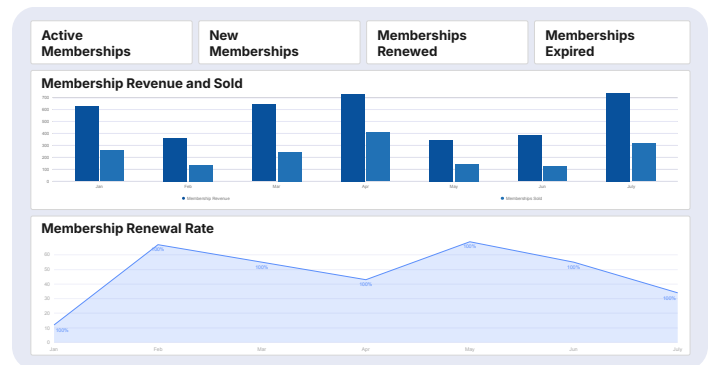
Memberships Dashboard

Who Uses It: Membership Coordinators and CRM Managers

Purpose: To track membership sales and renewals.

How It Helps

- Monitors membership growth and retention.
- Identifies opportunities for member engagement.
- Enhances loyalty program effectiveness.



Deposits Dashboard

Who Uses It: Accountants and Financial Analysts

Purpose: To provide detailed financial metrics and accounting information.

How It Helps

- Ensures accurate financial reporting.
- Tracks expenses, revenues, and profitability.
- Simplifies auditing and compliance processes.



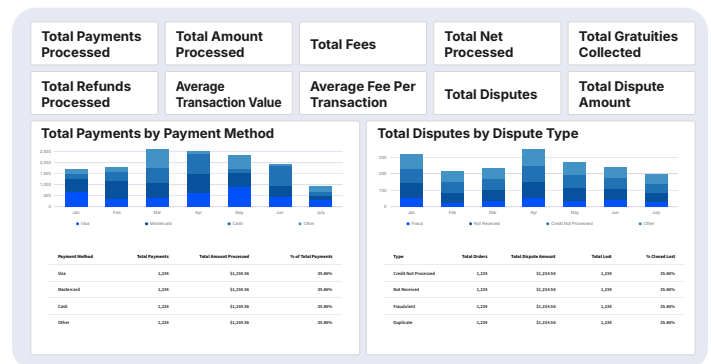
Payments Dashboard

Who Uses It: Payment Managers and Financial Controllers

Purpose: To monitor and reconcile payments processed.

How It Helps

- Tracks payment transactions and settlements.
- Identifies discrepancies and resolves payment issues.
- Provides insights into payment trends and customer preferences.



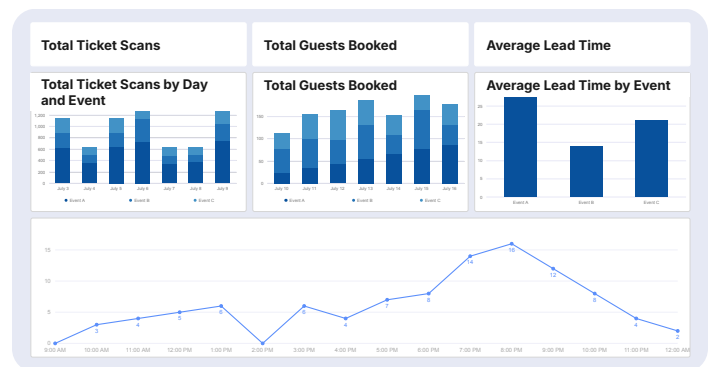
Operations Dashboard

Who Uses It: Operations Managers and Venue Supervisors

Purpose: To oversee daily operations and ensure smooth functioning.

How It Helps

- Monitors operational metrics and KPIs.
- Identifies bottlenecks and areas for improvement.
- Enhances overall operational efficiency.



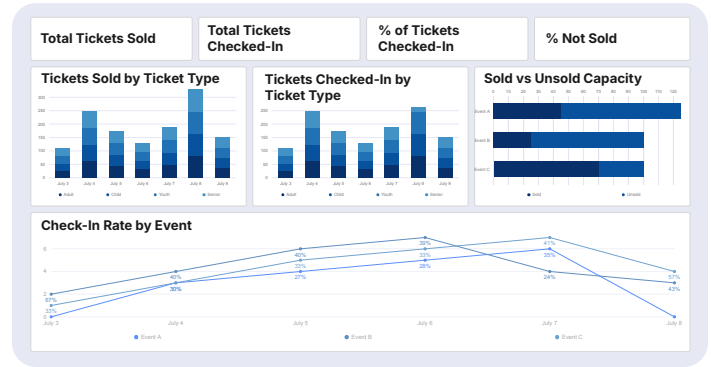
Headcount Dashboard

Who Uses It: HR Managers and Event Coordinators

Purpose: To track staff headcount and allocation.

How It Helps

- Ensures adequate staffing levels.
- Manages workforce distribution and scheduling.
- Identifies staffing trends and turnover rates.



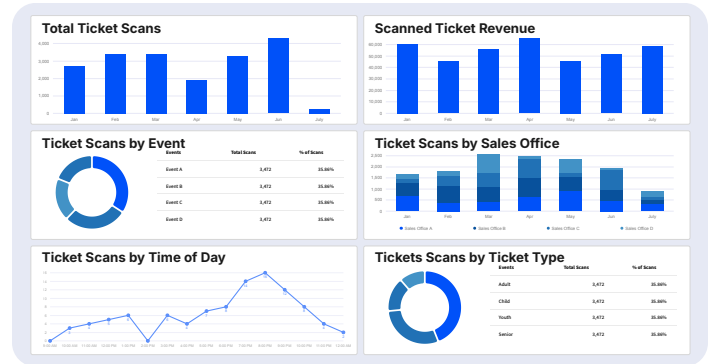
Ticket Scanning Dashboard

Who Uses It: Front-Gate Staff and Security Teams

Purpose: To monitor ticket scanning and check-ins.

How It Helps

- Provides real-time updates on guest check-ins.
- Ensures accurate attendance tracking.
- Enhances security and guest management.



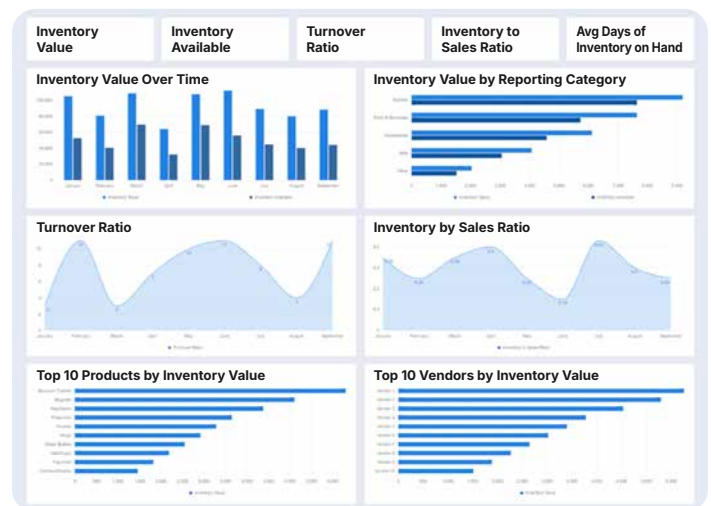
Inventory Dashboard

Who Uses It: Inventory Managers and Store Supervisors

Purpose: To manage and track inventory levels.

How It Helps

- Monitors stock levels in real-time.
- Prevents stockouts and overstock situations.
- Optimizes inventory ordering and management.



Closing



In the ever-evolving world of tours and attractions, the ability to effectively harness and interpret data is no longer a luxury—it's a necessity.

Understanding the challenges you face from a tech perspective and keeping a flexible mindset empowers operators to transform their raw data into actionable insights, driving smarter decisions and more efficient operations.

With the right tools at your fingertips—whether it's comprehensive reporting, advanced analytics through business intelligence tools, flexible data export, or seamless API integration—you can take full control of your business's future. By embracing a data-driven approach, you'll not only enhance your operational efficiency but also position your business for sustained growth and success in a competitive landscape.



RocketRez is the all-in-one platform designed to help tour and attraction operators manage day-to-day operations, gain valuable insights to predictably grow revenue, and deliver magical and memorable guest experiences.

rocketrez.com