



100 WAYS TO DELIGHT VISITORS & DRIVE INCOME

Katapult

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Who we are

Katapult

THEMED ATTRACTIONS, EXPERIENCES, AND DESTINATION DESIGN

Katapult design themed attractions, experiences, and destinations that amaze and engage visitors globally.

Our work is enjoyed by 95 million visitors, at 120 attractions, in 26 different countries, every year. As well as increasing guest experience, we thrive on helping you generate more income, more fans and bring the vision for your attraction to life.

Our team has been handpicked as guest experience specialists, to deliver projects exactly like yours.

We're a varied and versatile crowd, who like getting our teeth into exciting projects.



95 MILLION
guests experience
our work every year



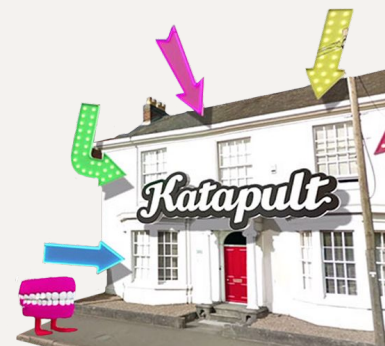
26 COUNTRIES
are home to attractions
designed by us



120 ATTRACTIONS
have benefitted from
our expertise



50+ RENOWNED IPs
and IP owners trust
our industry expertise



24 YEARS
Established in 2001



WORLD'S FIRST
B-Corp Certified themed
attraction design company

**100 WAYS TO
DELIGHT VISITORS
AND DRIVE INCOME**

100 WAYS TO DELIGHT VISITORS AND DRIVE INCOME

1	Add a hero retail item, something unique that can't be bought elsewhere.
2	Add a hero F&B item, something specific to your venue and highly instagramable!
3	Create a must-do photo opportunity, this could be themed or a highly desirable part of your venue.
4	Upsell a simple F&B add on item - Subway make millions from their cookie sales each year!
5	Send visitors a playlist to play whilst they're travelling to your venue.
6	Ask visitors for reviews in person at the end of your experience, don't leave it to chance.
7	Improve queue lines or waiting areas with audio - scripted or atmospheric.
8	Give visitors three must see/dos about your venue before they arrive to improve their visit experience.
9	Offer visitors interpretations or visits based on their interests.
10	Offer a secondary level of story for kids to keep adults and children entertained and engaged throughout your experience.



CARTOON NETWORK WORLD
FUTURE KID KUWAIT / CARTOON NETWORK

100 WAYS TO DELIGHT VISITORS AND DRIVE INCOME

11	Put things at the right height for kids - graphics, displays, counters.
12	Tell stories - don't rely on data, artefacts or dates.
13	Zone larger spaces into separate themes or stories.
14	Surprise and delight guests with additional pop-up experiences.
15	Smells are key memory stimulators - identify your signature scent and add it to the experience.
16	Can visitors easily find what they need? Make wayfinding and navigation flawless.
17	Ensure it is easy to give you money and buy your products! Seamless EPOS, good wifi, clear ticketing and pricing all play a part.
18	Tell specific stories; what is it about your history or location that is unique?
19	Encourage touch - in a screen-based world texture is a strong sensory experience.
20	Elevate your team beyond the practical tasks, train them to engage too. What are their three favourite things to talk about to visitors?



GIGANTOSAURUS LAND
ROARR! DINOSAUR ADVENTURE

100 WAYS TO DELIGHT VISITORS AND DRIVE INCOME

21	Swap 'do not' for 'thank you for'. Visitors hate lots of rules.
22	If you offer an app or a hashtag or anything mobile phone reliant make sure your wifi can cope.
23	Make directions easy, offer Google maps, what3words, sat nav postcodes and written directions.
24	Put the visitors at the centre of the experience, encourage them to share their experiences and thoughts.
25	Offer great veggie food (over 16% of the UK population follow a meat-free diet).
26	Define the shift you want to make in visitors. What do you want them to think, feel and do after their visit?
27	Hang onto families for years by creating experiences teens will love too.
28	Play into nostalgia with your old favourites, encourage guests to revisit these with new friends and family.
29	Do a temporary job swap for Operations and Marketing. Ensure they both know and appreciate the challenges each other face and can help solve them.
30	Make sure all event and programme timings are accurate across all platforms - digital and physical for a seamless visitor journey.

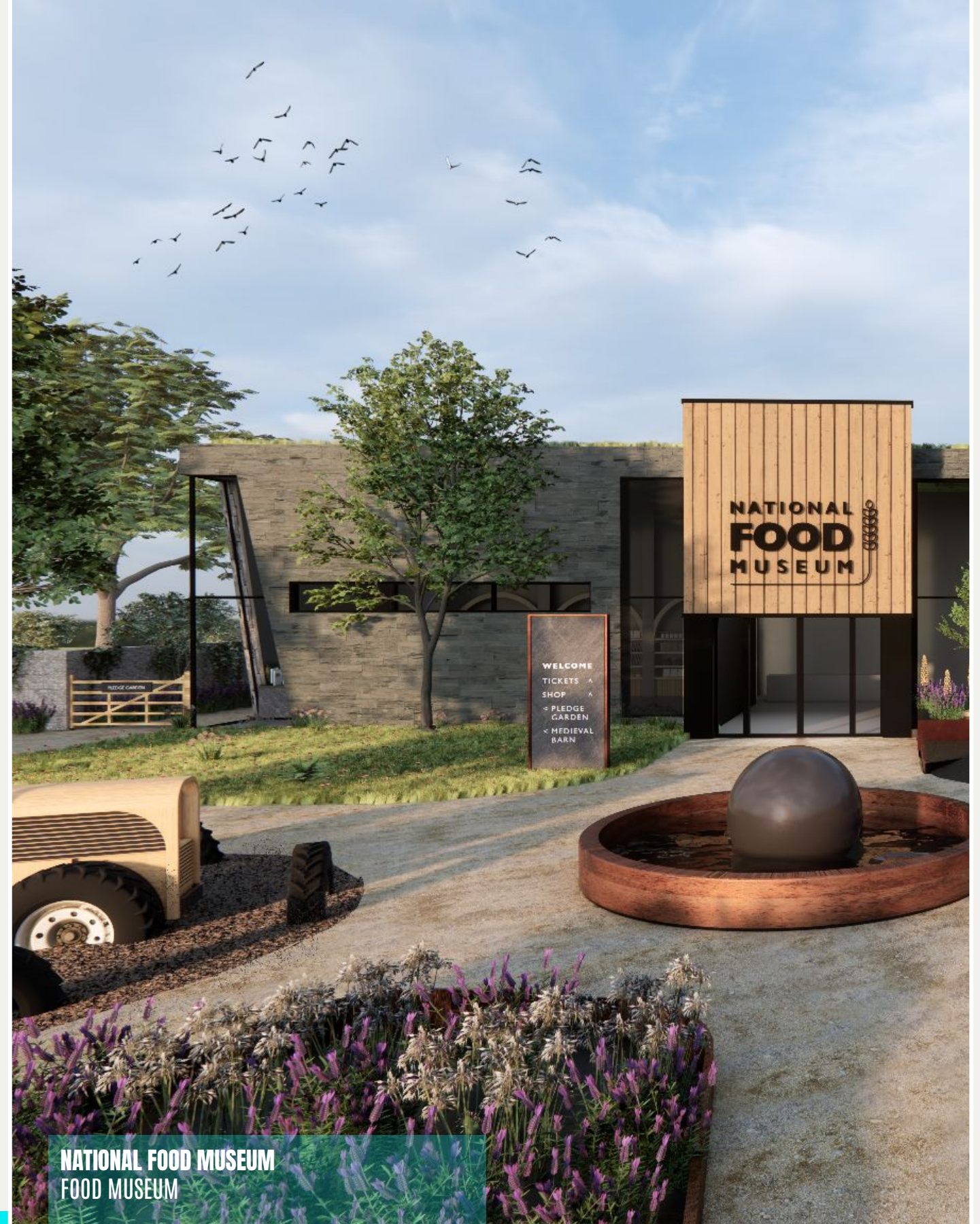


PORTMAGEE EXPERIENCE
PORTMAGEE WHISKEY



100 WAYS TO DELIGHT VISITORS AND DRIVE INCOME

31	Take time to do a mystery shop of your own venue each season. Experience it like a visitor would and make any improvements.
32	Tune into the trends and themes of today - what is in popular culture that you can reinterpret for your attraction?
33	Where are the physical problems? Queues in busy circulation areas? Outside areas affected by rain? Realign your guest flow to solve them.
34	Can families and groups enjoy activities together? Make sure there are group interactives to play together.
35	Is your coffee great? Everyone (and we mean everyone) wants a good cuppa, make sure yours is excellent.
36	Add VIP-style upsells to your tickets. This could include deeper content, queue busting, personalised F&B and more.
37	Explore late opening, aligning your offer with the late-night audience.
38	Collaborate, is there an organisation who could 'take over' your social media or add a layer to your experience. Make it reciprocal and borrow one another's audience.
39	Get mums on side. 84% of mums are the main decision makers for purchases, so make your attraction their top choice.
40	Create a sensory guide for visitors to download before their visit, ensuring all guests can enjoy your experience with all the information they need.



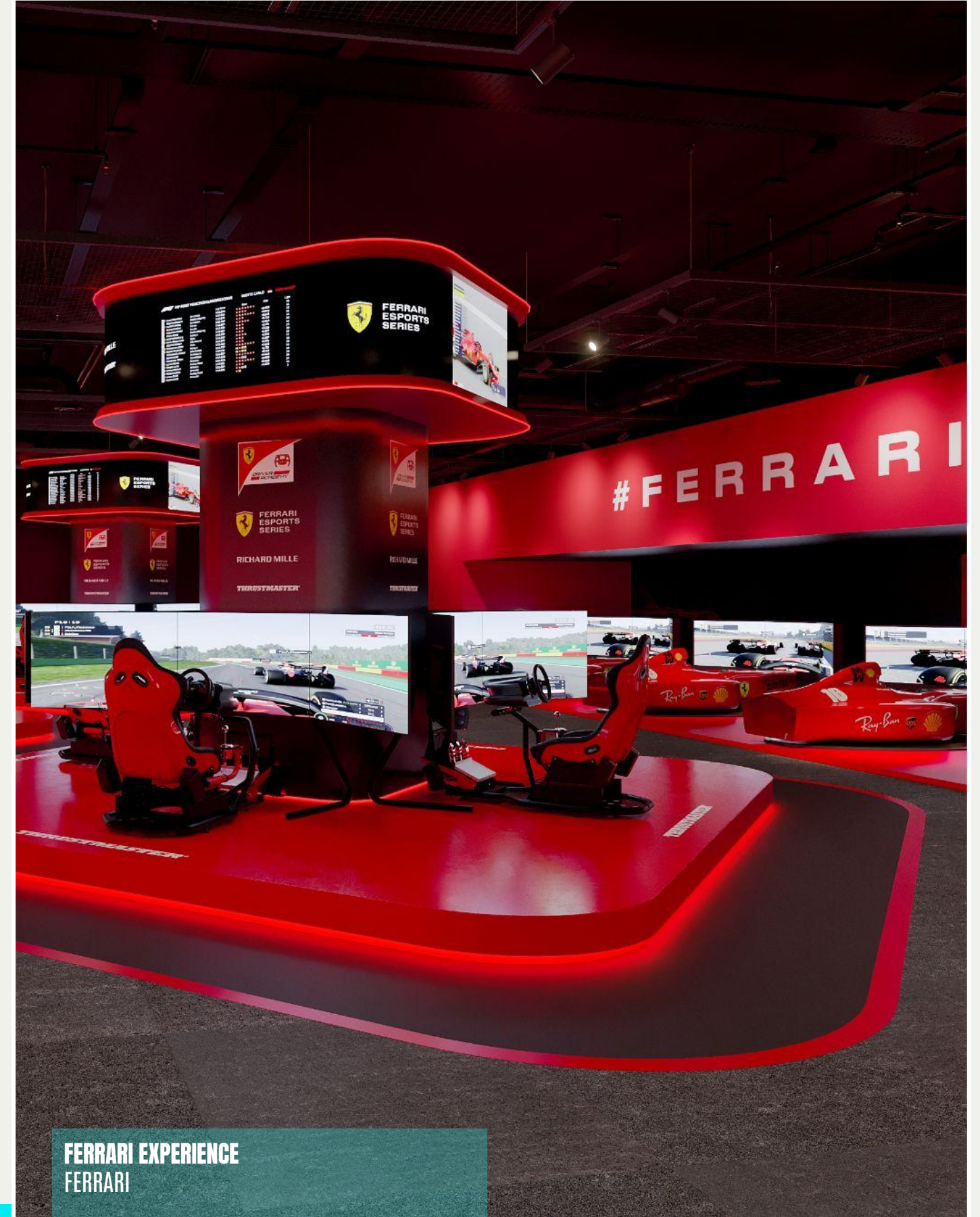
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41	Is your attraction's marketing description really clear? If people don't get it when researching you they are less likely to buy a ticket.
42	If tech is part of your visitor experience ensure it works and have an engaging back-up plan if it goes down.
43	What's jarring with your story or atmosphere? Sound overspill? Ugly tech on view? Overflowing bins? Fix these issues.
44	If you want children to visit your attraction do you have somewhere they can let off steam too?
45	Show, don't tell. Emplace visitors into your era, story or place. Use actors, sounds, smells, music, temperature...
46	Don't assume everyone knows or cares about your subject. Offer quick and easy routes to engage with your content.
47	Ask visitors to record a quick video testimonial to use on your social media.
48	Offer guests free activities to take home to keep them engaged, these could be digital and form part of data capture campaigns.
49	Brief your guests clearly and quickly before their visit - do they need to download an app? Are you card only? Do you have access restrictions?
50	Can you collaborate with an IP or brand with guest appearances or additional content? This might involve budget but could have good returns.



100 WAYS TO DELIGHT VISITORS AND DRIVE INCOME

51	Are you cannibalising your own income? Too many ice cream or coffee counters? Too many similar paid for activities? Reduce them down and save on operations.
52	Make every offer and feature a highlight to guests. Have a great view or selfie spot? A must-climb tower? A community cafe? Talk about it all.
53	If you have multiple offers on the same site or in the same city are they all clearly differentiated? Give each one a clear proposition and reason to visit.
54	Are you asking your visitors to do too much? In social mode we don't always want to do a lot of hard work. Do the heavy lifting for them making it easy to 'get' your experience.
55	Don't be afraid to question and explore the challenges of your history, people and objects. Visitors want to know the whole story not just the edited versions.
56	Instead of a year's free pass consider what else will make a second visit a must do. Free coffee? A special room or object to discover?
57	Visitors love to celebrate. How can your attraction help them with this? A seasonal overlay? Private hire? Party packages?
58	Make your visit guilt free. Offering a chance to learn, move, make and be outdoors are all things that help visitors feel good about their choice.
59	Offer an events program. It doesn't have to be expensive, even story time, garden tours or making events can drive additional ticket sales.
60	Create a 24hr way to engage with you like a podcast or vlog. Make the content different to what is expected, delve into the archives, ask questions, conduct interviews.



FERRARI EXPERIENCE
FERRARI



100 WAYS TO DELIGHT VISITORS AND DRIVE INCOME

61	Can you turn any of your know-how into an online paid offer? Like a short course or webinar in the history of your subject, or how to arrange flowers from a garden like yours?
62	Leave room for spontaneity, can guests explore off the beaten path or join in last minute?
63	Turn all your offers into pre-bookable packages. Bundle together tickets, tours, activities, F&B and merchandise into inventive and must-have offers, these carry a premium.
64	How can you extend your dwell time? People who stay longer often spend more.
65	Respite and quiet zones are needed now more than ever, set aside space for visitors to calmly recharge and get ready to engage with you again.
66	Festivals, parties and occasions. How can you create a must-see special event or one off? A centenary? A new collection? A newly discovered story?
67	Be the pause your visitors need. Point out your 'in the moment' small wonders, touch the masonry, listen to the engine, taste the honey.
68	Think of your visitors as guests. They are here to be welcomed, given hospitality and to be centre of your attention, not just to pass through. One small word has a big impact.
69	Empower your team with an ideas session, listen to their feedback and implement their winning suggestions.
70	Go beyond your building and take your attraction on tour. How could you easily & creatively pop up elsewhere? Garden advice in the supermarket veggie aisle? Medieval sword workouts at the gym?

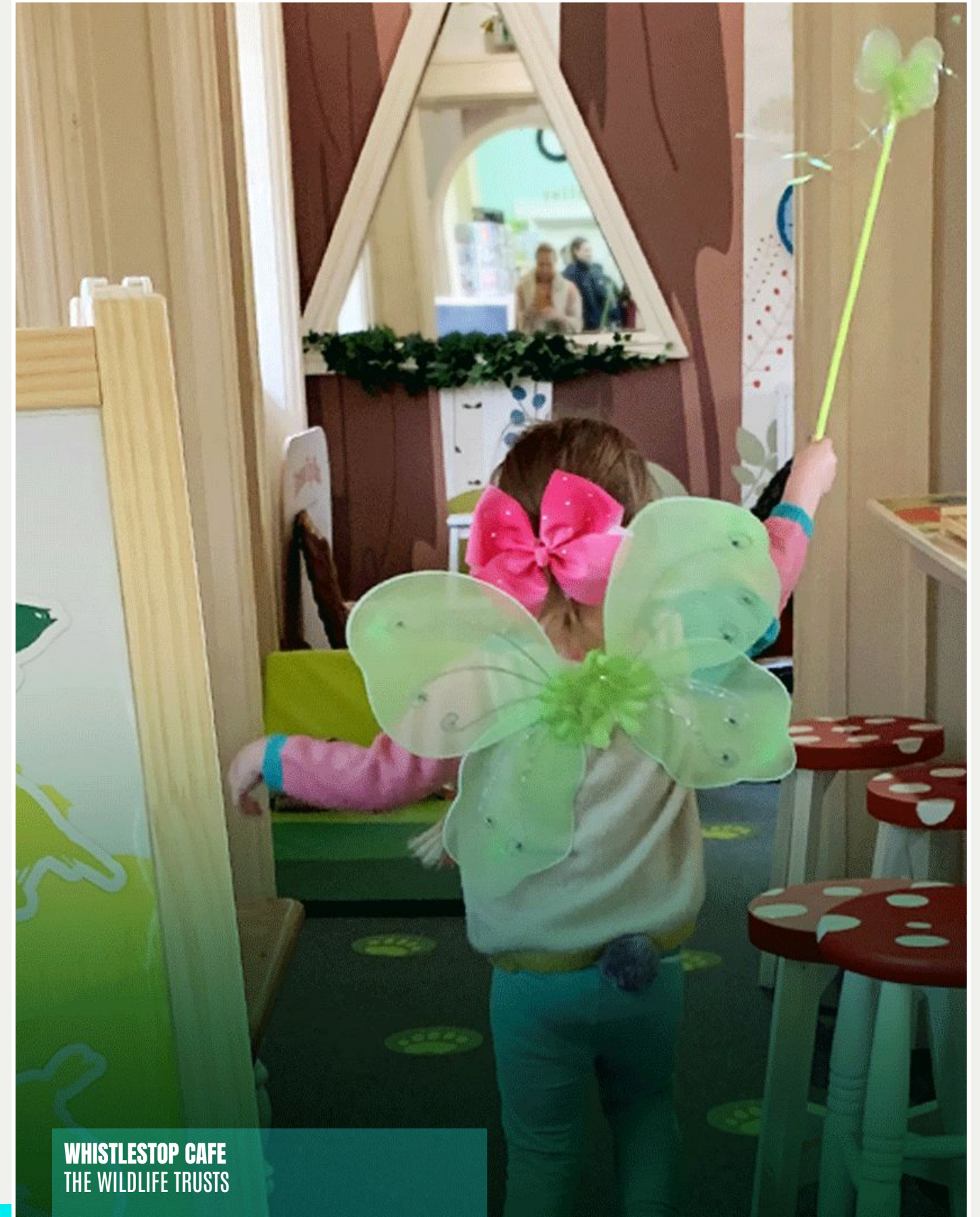


JORVIK
YORK ARCHAEOLOGY



100 WAYS TO DELIGHT VISITORS AND DRIVE INCOME

71	Can you create a second gate, allowing people into your F&B or adding on a ticket for the play area?
72	Encourage stop overs by collaborating with local hotels and airbnb, theme a room or provide activity packs based on your offer.
73	Collaborate on a discovery trail around your city, partner with retailers, restaurants and other attractions to drive footfall.
74	Have a point of view. Do something outside the norm to gain a share of voice on social media and drive footfall. Reinterpret collections or tell alternative stories.
75	Give out spot prizes. Linked to interactives or team members, stickers, pencils, coffees, all delight visitors and drive great reviews.
76	Create doorstep drama. What can you bring to life in your window or entrance for free to draw people inside?
77	Hold off-peak socials, for shift workers, for mums & tots, Give them a home and they'll come back time and again.
78	Make space for fun, let people learn and interact through play. It helps your work feel more accessible and less 'not for me'.
79	Gain repeatable income from subscriptions; reveal new stories or objects, send out activity packs or paywall a digital channel like Substack.
80	Ensure your first visitor touch point is great, don't let it be a dingy hallway, or a sign full of rules. Your first impression last long after the visit ends.



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81	Ensure your last visitor touch point is great, don't let it be a thankless exit or a walk all the way back to the loos. Your last impression matters most in the time straight after the visit (review time!)
82	What's your evergreen subject? Dinosaurs, fashion, music? Take the theme and turn it into content and maybe even characters, workshops or events.
83	People love process - what's yours and can you monetise it? Show people how you do the things you do and let them take part. Make a movie, restore a painting, research a name...
84	Make the journey to you fun, if it aligns with you, encourage people to arrive with their campervan, motorbike, bicycle or via a hiking trail. Collaborate on a special bus or train.
85	Create assets and engagement with photo competitions. Ask visitors to snap away, post and tag you for a prize. This way you get a heap of new photos to use too.
86	Offer visitors the ability to deep dive with you, online or at home. Give them podcasts, book and movie recommendations they can enjoy on your subject.
87	Give parents the chance to shine - offer caregivers information on your subject before they arrive so they feel confident talking about it to their kids.
88	Ask kids what they think of your attraction and really listen to their out of the box thinking. Offer them a free family visit to see their ideas in action. You could film the process and use it for content.
89	Offer generations ways to connect with your artefacts or stories. Grandparents love to show their grandkids what it used to be like when they were that age.
90	In December alone 25 million books are bought as gifts in the UK, what makes your mini-library stand out? Can you write or commission a unique book to sell? Can you offer limited editions or signed copies?



THOMAS LAND RETAIL
DRAYTON MANOR

100 WAYS TO DELIGHT VISITORS AND DRIVE INCOME

91	Customise your retail offer - do you have a gift wrap service with unique patterned paper or can you hand craft a name?
92	Does your venue have a personality of its own? Lean in to this tone of voice to make it unique. You can even bring your building to life through story and character.
93	What secrets does your attraction hold? From ghosts to hidden doors, recipes to 'how to' tips, offer these to your visitors in discoverable and fun ways.
94	Don't worry about not having all the answers. If you're researching a subject or have an inconclusive story, invite visitors to help work out the mystery or imagine 'what if'.
95	Make your environment as comfortable as possible, this might mean rainy day umbrellas, lap blankets or shaded areas. Comfortable people stay longer.
96	Deliver icons, the famous one and the undiscovered. Champion people and places in ways that make them instantly connect with your guests and become their firm favourite.
97	Promote joy. Get to know the aesthetics that prompt feelings of joy and use them in your attraction. You may want to soften your brutalist architecture or add colour to ancient grey battlements.
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99	Create a quiz that lets visitors see which character from your attraction they are most like. People love a quiz and will share their results!
100	Countdown your own top 100, give visitors so many things to see, do and enjoy that they can't wait to visit!



THE TUNNELS GIBRALTAR
WRIGHT TECH MEDIA



ABOUT US

Who we are

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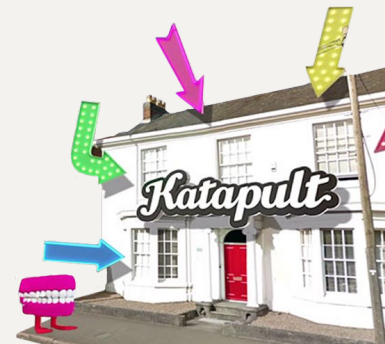
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24 YEARS

Established in 2001



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attraction design company

Our process & Services

We make the full process from initial strategy and concepts to public launch seamless and consistent. We do this all around the world on all types of attractions. We make it happen and our team is great to work with; ask any of our clients.



Insights

Insights

Creative Strategy

Story



Design

Masterplanning

Concept Design

Design Development



Creative Production

Production Support

Executive Production

Turnkey Production

Who we work with



We work globally



We take part

COLLABORATIVE

We are active in our industry, so we bring the best network, expertise and knowledge to every client project.



AWARD WINNING

We win awards too, for our work, our people and our business.



B Corp

WE ARE USING BUSINESS
AS A **FORCE FOR GOOD**,
BY PUTTING **PEOPLE FIRST**.

Certified



Corporation

The world's first attraction design
company to be B Corp Certified.

Katapult

We are helping create
a world where every business
is a **force for good** .

That means Katapult will prioritise
purpose over profit, drive higher standards
and bring economic wealth to all.

We will do this by:

Taking care of our team
Sharing success with society
Improving the environment
And by being open and honest.

We stand with the other 9,000 global
businesses who dare to reimagine the world.

CEO & Founder



Katapult

**We design themed attractions,
experiences and destinations.**