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ATM





# Luna Park

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# Executive Summary

- A profit-oriented park with closed management
- Long-term commercial operation
- The maintenance and safety of amusement facilities carried out in a timely manner
- The service quality include regularly organize staff training, strengthen service and improve skills
- The Luna Park market strategy coordinate with travel agencies



## The role of the Customer Experience to the concept of Customer Relationship Management in the business:



The Customer Relationship Management (CRM) Strategy establishes and maintains good relationships through effective customer interaction.

- personalized experience
- marketing and promotional activities
- customer loyalty enhancement
- customer interaction and complaint management



**grow the customer experience**  
**promote business success**



## The role of the Customer Experience to the concept of Customer Relationship Management in the business.

The **Customer Experience** refers to the overall impression and satisfaction a visitor gains from their interaction with Luna Park.

- Rides
- Entertainment
- Cleanliness
- Staff interaction
- Overall service

fostering a positive customer experience is fundamental in **building relationships, fostering repeat visits, and cultivating customer loyalty**





# The Role of the Customer Experience to the concept of Customer Relationship Management in the business.

Luna Park **effectively communicates with tourists through key social media platforms** (TripAdvisor/Yelp), providing valuable and meaningful information. At the same time, Park patiently answers customer questions and pays attention to their needs.

This kind of attention and positive communication process is key to cultivating customer goodwill and trust in the amusement park, thereby promoting customer loyalty.

Customer experience also involves **employee engagement and service attitude**. In the case of Luna Park, the operations manager mentioned that the park staff are long-term service employees who are committed to the success of the park. The loyalty and dedication of these employees create a more enjoyable experience for customers.

Positive customer experience helps **establish long-term customer relationships and creates more repeat business opportunities** for the park.



< Search Luna Park

## Review highlights



"However, you can ride the **Cyclone** and pay per ride without an admission admission ticket to either of these parks."  
68 reviews



"It is honestly one of the best rides I've ever been on in my life (**Six Flag's** Nitro is my #1, **Zenobio** is #2)."  
19 reviews



"They have this ride called the **Zenobio** and it was 130 feet high going 60 pmh!"  
6 reviews



# Description of the Visit: On a Warm day

## On a warm sunny day:

\*It is welcoming and engaging with the excitement of the roar of the rides and the laughter of the other guests.

\*There are the smells of Funnel Cakes and French fries in the air when walking through the concession areas.

\*When walking around the park, we took time to soak in the atmosphere and just have fun. We selected from the rides we want to go on and the lunch we wanted to enjoy.

\*There was sounds in the air of screams from the Cyclone, whirl of the thrill rides, and the lapping of the waves at the beach.

\*The theme events of “Harvest Fest” and “Frost Fest” brought a new clientele to the park and stretched the season of fun when the weather was nice.

\*At night, the park is a fantasyland of lights, colors and sounds that is both welcoming and a wanting for the evening to slow down so that you could just enjoy it.



# Description of the Visit: On a Cold Rainy Day

\*The park is not as much fun. Being cold by the shore is never enjoyable.

\*For a Winter event like “Frost Fest” on a cold sunny day would have been more engaging.

\*Not enough indoor events to go to when the weather is gloomy.

\*We questioned going on the rides for safety reasons.

\*The magic of the park does not show itself on a cloudy day.

\*Less people in the park means a quiet environment.

\*You find yourself rushing through the park to see if it is worth staying.

\*Carrying an umbrella around an amusement park is not pleasurable.





# Special Theme Events at Luna Park: “Harvest Fest” and “Frost Fest”



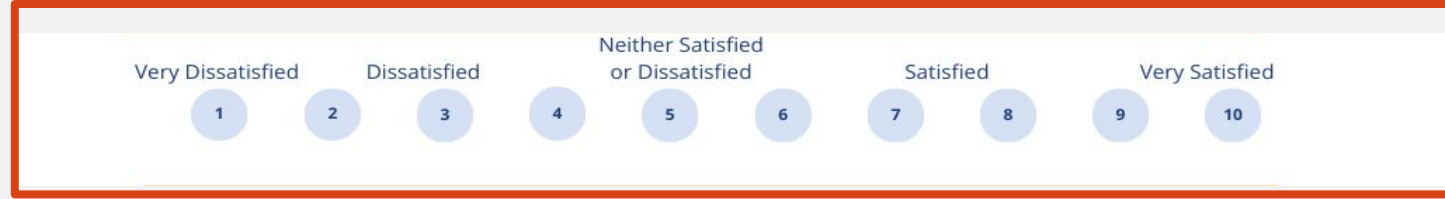


# Coney Island is still a magical place to visit.





# Rating scale and criteria justification.



**Expectation before arrival** →



← **Variety of food items**

**Themed Special Events** →



← **Excitement of rides**



# Rating scale and criteria justification.

**Comfort of Safety**



← **Accessibility of  
Transportation**

**Engagement with  
staff**



← **Social Media  
Coverage**



# Rating of the experience

- Age and safety concerns about some rides.
- Initial anticipation leading to disappointment due to a lengthy journey.  
and concerns about safety and amenities.
- Weather majorly impacted experiences.



# Rating of the experience of the experience

- Observations on themed events (Frost Fest and Harvest Festival) with appreciation and suggestions for improvement.
- Limited dining options with only three restaurants on-site.
- No visible security presence observed walking around the park.
- Appeal of family-oriented rides for parents with younger kids.



# Recommendations



## 1 Leveraging Technology

- Park mobile app
- Virtual queues
- Food ordering
- Ticket purchases
- AR games

## 2 Enhancing Service & Engagement

- Customer service training
- Welcome gifts
- Active social media

## 3 Improving Infrastructure

- Security enhancement
- Staff presentation standards
- Cleanliness focus



# Recommendations



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## Personalization

- Personalized offers & communication based on visitor data

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## Feedback & Improvements

- In-app surveys & incentives
- Review insights & communicate changes

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## Partnerships

- Co-marketing with tourism boards
- Coordinate seasonal events with local stakeholders





# Coney Island Beach in the warmer months



# Thank You for visiting Coney Island!

