





## Creating Family Memories:

Making Attractions Visits
Unforgettable

Presented by

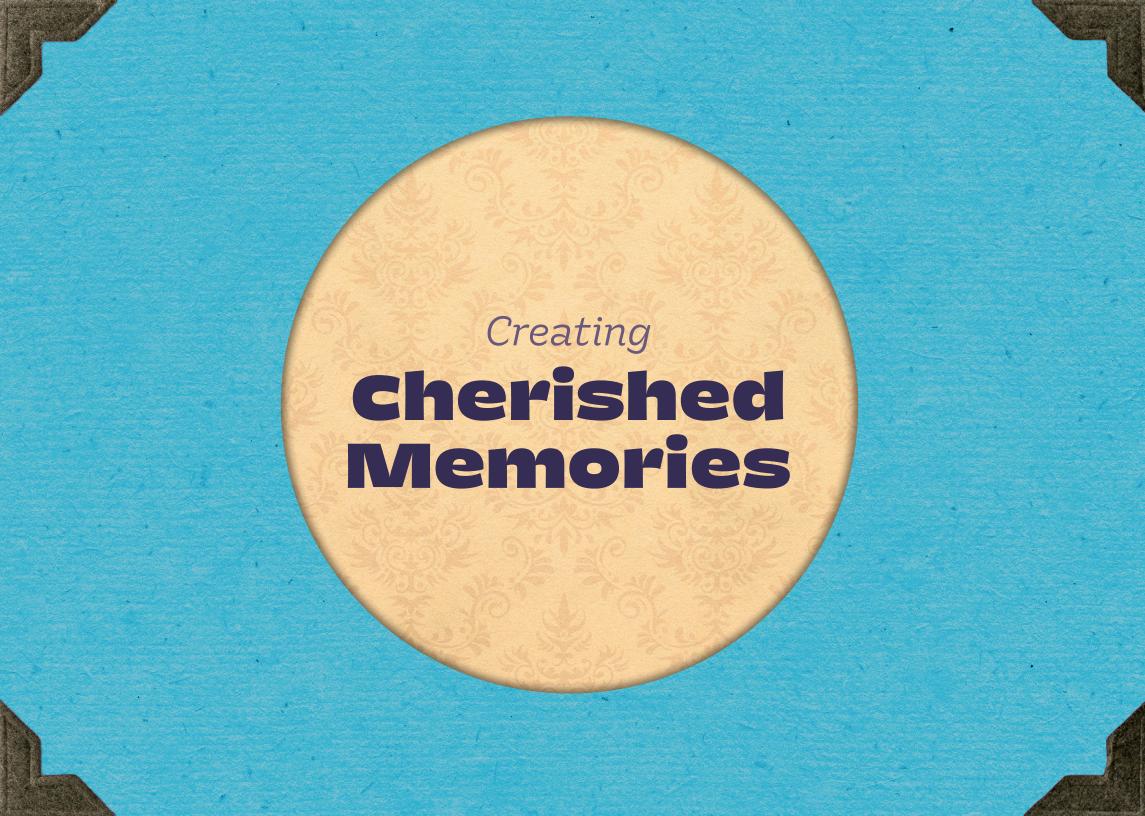
PEAVDESTINATIONS

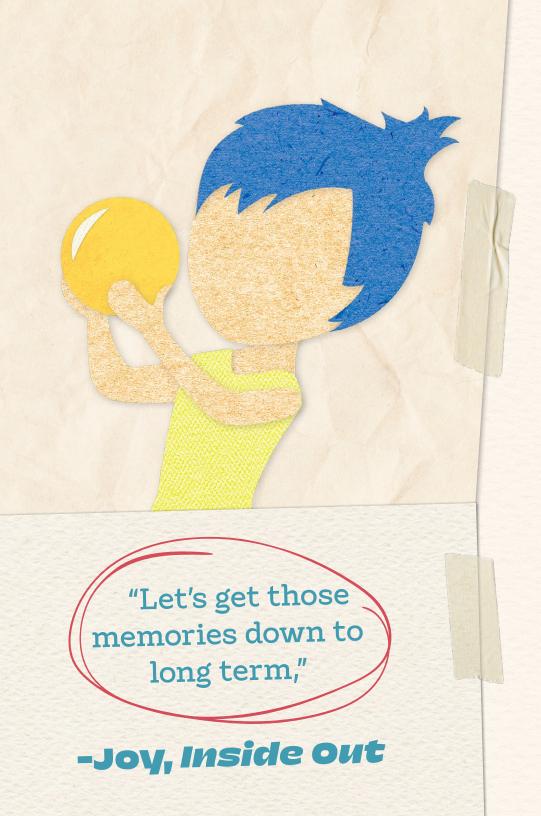




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Picture it: the bustling excitement of family trips. Bags are packed, snacks carefully prepared for the kids, and the journey ahead promises adventure, whether it's to exotic corners of the globe or a day at the local zoo. Amidst the whirlwind, there's research, planning, and juggling reservations. Lighthearted disputes over coveted seats in the car spice up the adventure.

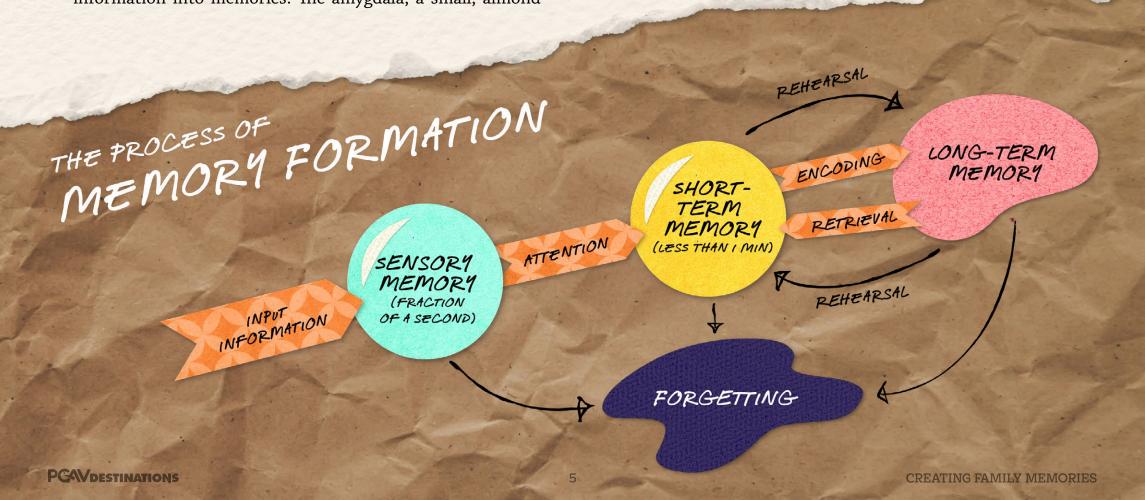
But what compels us to undertake these odysseys? The answer lies in the power of memories. Families, bound by love and a desire for shared experiences, reveal that it's memories in the making that spark their visits to attractions. Quality time spent together and creating the family's story are integral pieces of the family visit.

The Pixar Film *Inside Out* popularized the idea of "core memories." Driven by emotional experiences, core memories are considered the building blocks of a person's personality that shape identities and contribute to emotional well-being.

In the movie, we get an inside look at how Riley, an 11-year-old, processes her memories. Those memories are organized by significance and emotional context and labeled by color: yellow for joy, blue for sadness, red for anger, purple for fear, and green for disgust. As memories are formed, they are stored in an orb and sent through a tube for long-term storage. The most emotionally charged and significant memories are sent to personality islands.

The actual memory process is more complex, according to the <u>Neurobiological Bases of Memory Formation: From Physiological to Psychopathology</u>. Sensory information is captured and processed, engaging many parts of the brain. Memories are not confined to a single location, but the hippocampus is often known as the "memory center" or, in the case of *Inside Out*, Headquarters. The <u>Queensland Brain Institute</u> explains that the hippocampus, a seahorse-shaped structure, receives sensory information and processes new information into memories. The amygdala, a small, almond-

shaped structure, is involved in the emotions tied to memories. Memories exist in many forms, including implicit and explicit. Implicit memory is unconscious knowledge—remembering without awareness—like walking and riding a bike. Explicit memories are intentionally or consciously remembered, like facts or events.



It's a captivating process that etches experiences into our minds, shapes our stories, and impacts every bit of our lives. Memories shape personality and influence emotions in the long term. And, they tell stories.

Sure, families can make memories anywhere. But attractions are uniquely positioned to aid families in forming those cherished memories. With a reprieve from the daily grind, families can enjoy time bonding and connecting. The stories become part of the family's narrative, shared for years to come around the dinner table.

Dynamic and emotionally charged environments facilitate vivid memories. Anyone who has visited an attraction with their family knows these excursions provide a wide emotional spectrum, ranging from joy and excitement to fear and even irritation. During emotionally charged experiences, the amygdala activates and tags the memories as emotionally relevant. **Memories with strong emotional underpinnings tend to endure longer and have a more significant impact.** Those experiences can shape identity and perceptions.

You might wonder if visiting an attraction with young children is "worth it" because they don't have explicit memories of the experience.

It turns out those early experiences can still have a positive impact. Even infants have implicit memory and unconsciously sense safe and nurturing environments. Early experiences are coded in the brain and impact core beliefs. **Creating special moments for children nurtures a sense of belonging.**As the children grow, these memories shape their perspectives and attitudes towards relationships and the world around them. By age four, the hippocampus is more developed, allowing increased long-term memory and memory stabilization. Language is also more well-developed by that age, which aids in forming and recalling memories. Even if details of the experience are forgotten, a similar event or sensory trigger may rekindle and evoke an image or feeling.

### All the senses play a role in forming and triggering memories, and attractions are a feast for the senses.

Think back to a theme park visit, and you'll likely remember the excited screams from passengers on a coaster. A visit to an art museum is visually stunning with its varied textures, materials, and colors. Touch pools at the aquarium. The sweet taste of cotton candy as it melts in your mouth. And there's a reason Disney uses "smellitizers" to pipe in fragrances. Thanks to the brain's anatomy, smells are strongly linked to memory and emotion. The olfactory bulb, the region that processes scent, is connected to the hippocampus, allowing for a quick connection.

Those T-shirts, key chains, and stuffed animals sold at the gift shop are a tactile queue for memories. Touching that seashell can help you recall a memory, transporting you back to the beach—and all the emotions you felt watching your kids play in the waves. Souvenirs are tangible anchors of a story. Seeing a trinket picked up while at an attraction can make the details of the memory more vibrant. A magnet memento on the fridge helps keep memories from fading.





Memories guide our actions, strengthen connections, and provide insights into the world. Whether it's a single mom and her son boarding a roller coaster the first time that he's tall enough to grandparents sharing their immigration story with their grandkids while visiting a museum, attractions are well suited to deepen a family's bond and create memories.

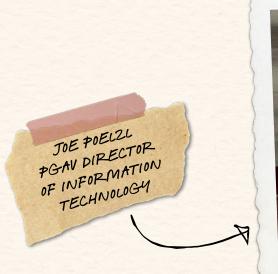
Dr. Jennifer Heithaus, Associate Professor of Pediatrics and a Developmental-Behavioral Pediatrician, SSM Health Cardinal Glennon Children's Hospital, explains, "Positive childhood experiences, defined by the CDC as 'safe, stable, nurturing relationships and environments' that occur during childhood, are linked to better adult physical and mental health. Experiences that foster positive relationships, such as attending attractions together as a family, lead to good health across the lifespan. Positive family experiences and relationships are so powerful that a study from June 2023 showed that they can overcome the negative effects of adverse childhood experiences, which are considered the most serious type of childhood stressor. Children in stressful home environments receive great benefits from exposure to these types of positive experiences. Positive experiences are important for children of all ages and help create stable, healthy relationships."

In 2008, PGAV examined family motivations for trips, how they rank attributes of an attraction, and how they evaluate their experience in *The Art of the Family Vacation*. Much has changed since then, so we once again embarked on our own family journey to explore how families approach, plan, and execute their visits to attractions.

We wanted to unravel who and what motivates these visits and find ways we can tailor the experience to the modern family unit. We surveyed 800 visitors to attractions with children under 18 living in the home to gain their insight. We spoke with our PGAV teammates—they're not just architects and designers. They also regularly visit attractions, often while on their own family adventures. The results can help us create attractions that optimize opportunities for families to make beautiful memories.



PENISE SCHABERG PGAV SENIOR PROJECT MANAGER







MONICA TOREN
PGAV ARCHITECTURAL DESIGNER





The landscape of American households has undergone significant shifts. Multigenerational family households have grown since the 1970s, now making up 18% of households. While multigenerational living is most popular with Asian, Black, and Hispanic Americans, it is also growing in non-Hispanic white American families. In 2022, 15.78 million children lived in a single-mother household, with an additional 3.44 million in single-father households—more than double from 1970. In 2021, about 14% of the 1.2 million same-sex couple households had children.

As the makeup of families continues to evolve, their needs, preferences, and expectations change. Attractions must understand the unique values, technology usage, cultural influences, and life experiences that shape each generation and family unit.

When discussing generations, the timeframes are rough guidelines, and humans don't fit into well-defined categories. Nevertheless, let's focus on overarching trends that can provide insight to the generations visiting our attractions.

### GREATEST GENERATION (1901-1927)

Shaped by the Great Depression and World War II, they're now in their 90s or centenarians. During the Depression, they experienced economic struggles, high unemployment, and widespread poverty. They had limited disposable income for expenses like travel. After the war, the economy experienced a post-war boom with more opportunities for travel.

### SILENT GENERATION (1928-1945)

The Great Depression and World War II also had a tremendous impact on this generation, with many losing their parents or siblings in the war. They then witnessed the financial struggles of their parents. They earned the Silent Generation title by working hard but playing it safe. The economic tide had shifted by the time they entered adulthood, leaving them ample opportunity to amass more wealth. The Coronavirus pandemic severely impacted their willingness to travel.

### BABY BOOMERS (1946-1964)

The second largest generation group, following millennials. Many have reached or are close to retirement age. They may have grown up mailing letters, but many are daily social media users. They're used to shifts and growth in technology. They're a significant force in travel with more free time and more money than younger generations. They enjoy traveling with their children and grandchildren—and often cover the cost.

#### A few notes about the 59ish and up crowd:

- Older adults are more likely to have a disability than younger adults: 46% of Americans 75 and older and 24% aged 65-74 report having a disability.
- Fewer people aged 50 and above now feel COVID-19 safety is a concern, with 81% believing it is now safe to travel, according to the 2023 AARP Travel Trends survey.
- The same AARP survey showed family trips ranked above solo vacations as a motivator for travel.

#### GENERATION X (1965-1980)

They were born in a time of societal shifts: divorce rates increased, and moms entered the workforce. They're often referred to as the "latch-key kids." Personal computers and video games became available for home use, making the Internet part of daily life. They're generally active and healthy. They may strive for a work-life balance but tend to travel less because of busy schedules.

### MILLENNIALS, A.K.A GEN 4 (1981-1996)

The largest group in the U.S. They're tech-savvy and heavy users of social media and the sharing economy. They have active lifestyles and prefer experiences rather than material goods. They travel more than other generations. They often bring their children but tend to spend less per trip than baby boomers.

### GENERATION 2 (1996-2012)

While many have just recently entered the workforce, Gen Z will account for <u>27%</u> of the world's income by 2030. They're more racially and ethnically <u>diverse</u> than previous generations. They crave experiences over things. Many are accustomed to the flexibility of working from anywhere and often combine leisure trips with business travel. They will likely notice and seek accessibility, inclusion, sustainability, and authenticity. Smartphones and social media play a significant role in how they spend their time and where they find inspiration for travel destinations. They like to travel: according to <u>Morning Consult</u>, 52% are frequent travelers.

#### More about Millennials and Gen Z

- 79% see leisure travel as an important budget priority, with 84% preferring a dream vacation over a new luxury item, according to <u>American Express Travel 2023 Global Travel</u> <u>Trends Report</u>.
- The same report said social media provides most of their restaurant suggestions when traveling.

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### GEN ALPHA (2013-2025)

Even the oldest of this generation are still children, but they have a voice. They are the most diverse, including race, sexual orientation, and gender identity. They lean towards video content and gamification. They are also concerned about inclusivity and social issues. As for the younger ones in this generation, anyone with a toddler who has watched a YouTube ad will tell you these alpha kids are excited to tell you where they want their next adventure. And their parents listen.







### GREATEST GENERATION (1901-1927)

- o Aged 90+
- Family visits are a priority.



SILENT GENERATION (1928-1945)

- Worked hard/Played it safe
- Changes in health status may require new travel accomodations



BABY BOOMERS (1946-1964)

- o 2nd largest generation
- Accustomed to shifts in tech
- o Largest subset of travel
- Part of the push for multi-gen travel



### MILLENNIALS (1981-1996)

- o Tech-savvy
- Prioritize experiences over items
- o Heaviest travelers
- Spend less than Baby Boomers



### GENERATION 2 (1996-2012)

- Racially and ethnically diverse
- o Crave experiences
- Prioritize accessibility, inclusion, sustainability, and authenticity
- o Get travel inspiration from social media



GEN ALPHA (2013-2025)

- o Most diverse generation
- o Digital natives
- Concerned with inclusivity and social issues
- Voice their opinions on travel

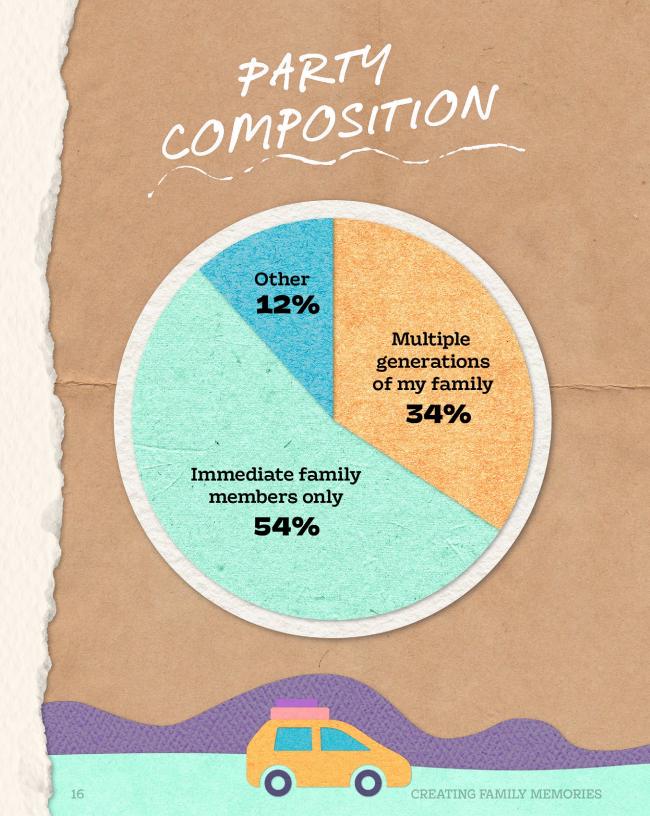


### GENERATION X (1965-1980)

- σ Grew up with internet as part of daily life
- Strive for work/life balance
- Tend to travel less because they're busy

In PGAV's survey, 54% of respondents visited the attraction with the immediate members of their family. A significant number (34%) visited with multiple generations. The US Family Travel Survey 2022 echoed the rise of the multigenerational trend with travel intent: 47% indicated they were planning a multi-generational trip, and 15% indicated their children would go on a trip with the grandparents (while the parents stay home).

It's not really a surprise that multigenerational travel is up: the pandemic stole the chance for many grandparents to see their grandkids. That time away from one another reinforced the value of spending time with each other and creating those memories.



Catering to families requires careful consideration of numerous factors. Some visitors are heavy technology users but might be looking for a break from it while visiting. Visitors with strong social media ties might be keenly interested and aware of a brand's values, including sustainability and social justice. Middle-aged parents may be balancing the needs of everyone else in the party. In the mix are grandparents who seek connections with younger family members while acknowledging they may tire more easily or require more accessibility accommodations.



"We regularly go to attractions with my daughter's grandparents. We enjoy spending time with them, having shared experiences, and creating lasting memories as a family. We also learn from each other – my toddler reminds my parents to have fun and be silly while my parents share their wisdom and lifetime of experiences with her. And, of course, having grandparents with us also provides more hands to help, especially if our toddler is coping with any challenges."

-JESS SOLOMON PGAV GRAPHIC DESIGNER We know families want to make memories and spend time together, but let's explore the other factors that drive visitation. Participants in PGAV's survey prioritized fun and excitement, overall quality, and variety of experiences when visiting with children. No surprise here: visitors also indicated value for the dollar as a top priority.

Distinguishing between entertainment and educational attractions visitors reveals a few notes. The vast majority (86%) of respondents who visited entertainment attractions gravitated towards family rides and attractions everyone could experience together.

Thrill rides were also near the top at 76%. Multigenerational parties were more likely to visit entertainment attractions (37%) than educational attractions (30%) and other attraction types (33%).

Those who visited educational attractions, like zoos, aquariums, and museums, expressed heightened interest in having a variety of things to do (76%), hands-on, interactive components (72%), and immersive environments (66%). Instead of just reading text, visitors want to be an active part of the learning process.



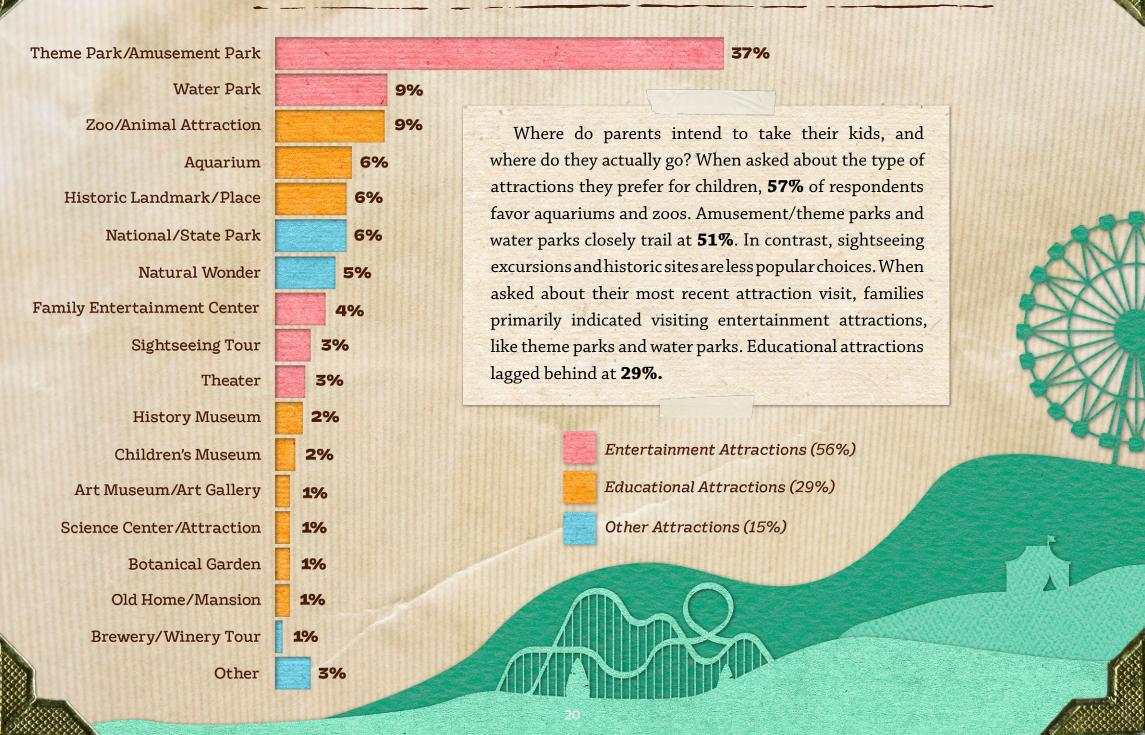
18% of families noticed sustainability measures at the last attraction they visited.

"My daughter, Stella, is 11. She loves high thrill roller coasters, but she's also really interested in the educational side of attractions, particularly environmental learning. A few years ago, she became very interested and aware of how wasteful we are as a society and has a strong interest in reducing our waste and recycling more. She definitely notices when an attraction takes sustainability measures seriously."

-GARY ROGOWSKI PEAV ARCHITECT



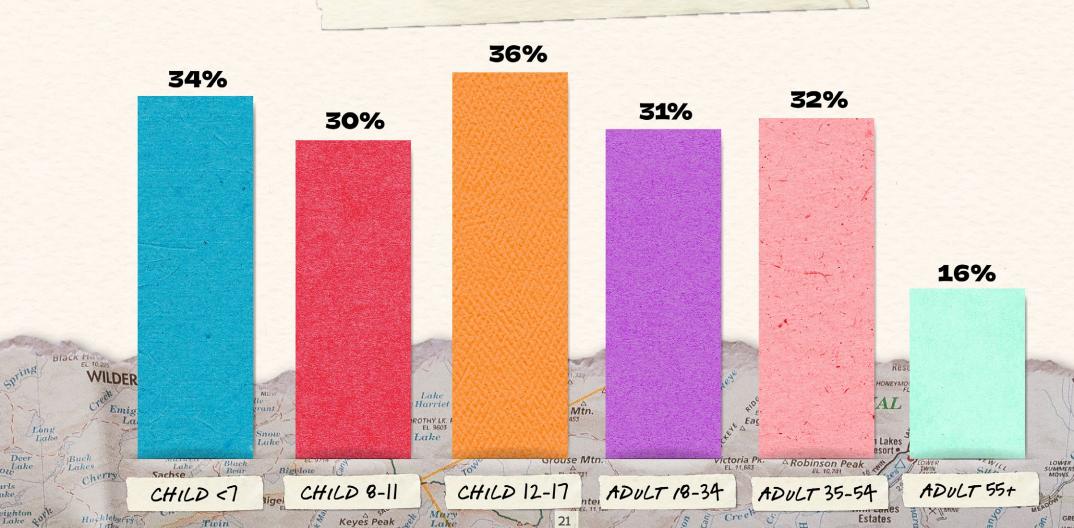
### LAST ATTRACTION TYPE VISITED



Parents may prefer educational experiences, but do their children persuade them to choose more exhilarating options? We wanted to explore who holds the most influential role in the family's decision-making process. It turns out everyone has a voice.

**Teens 12-17 have the biggest say at 36%**, but younger kids are also influencing decisions. Adults are in the mix too. Teens express interest in entertainment attractions, while kids under seven are looking for educational attractions.







Traditional marketing campaigns have targeted moms as the pivotal decision-maker and planner of family excursions. While it's true that she's often the one to click the "book it now" button, other family members wield significant influence in shaping destination choices and plans. PGAV's survey revealed that teens and children under seven held the most sway. Insights from the <u>US Family Travel Survey 2022</u> corroborate children's influence. A resounding 76% of respondents said their children were the inspiration for family travel. Respondents further revealed that the children also shared information on destinations that shaped travel decisions.

Previous generations relied heavily on word of mouth, traditional advertising, and travel advisors. While these avenues remain relevant, the millennials and younger cohort turn to travel bloggers, social media, and even television shows and movies for inspiration. The top three, according to the US Family Travel Survey 2022, are movies (81%), TV shows (73%), and Pinterest (71%), but Instagram, Facebook, and TikTok aren't far behind. Curious about the role of movies and TV shows? Shows like White Lotus, filmed at the Four Seasons in Maui, fuel a "set-jetting" trend where people visit the locations they've seen featured on their favorite show.

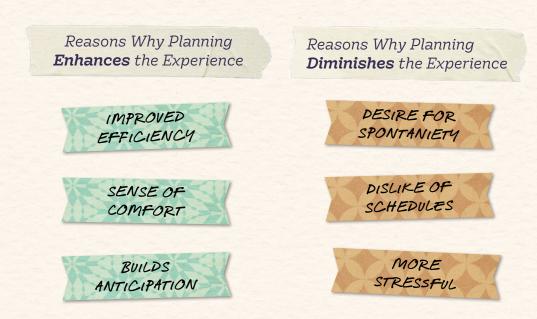
### On a Whim? Not anymore.

Remember when visiting an attraction meant arriving with no prior arrangements and no reservations? It feels like that's a bygone era, replaced with the use of technology and further impacted by the pandemic.

Many visitors now prefer to go digital, procuring tickets and making reservations in advance to guarantee entry. For some attractions, pre-planning is imperative due to crowd control and may require further planning, from ride times to meals. But what if it rains? What if the kids get hungry early? Do visitors really want every minute booked from arrival to departure, including rides, meals, and bathroom breaks? And what's life without a bit of whimsy? Let's see if we can help find a sweet spot between planning and spontaneity.

The respondents in PGAV's survey indicated that pre-planning enhanced the experience (84%). They cited efficiency, comfort, and building anticipation as reasons to preplan. However, it seems like there's a line. Planning, including pre-purchasing tickets to ensure entry, controlling the budget, and experiencing the "must-do" aspects helps, but requiring extensive planning takes away from the fun.

Noelle Schreiber, a travel advisor for Wish Upon a Star With Us who specializes in theme park visits, explains the variance in her clients, "The desire to pre-plan is often linked to vacation style. Beach people, who prefer a relaxed pace, shy away from extensive planning because they find it chaotic and maddening. It's too overwhelming. On the other hand, hardcore theme park enthusiasts thrive on pre-planning. For them, it feels wrong if they are not extensively researching and scheduling activities. They love the control and active engagement, which is part of the fun for them. They often have a hard time when going to a destination that requires less research and planning."



We spoke with members of the PGAV team to get their thoughts. They don't just design attractions; they're frequent visitors too.

We pre-plan as MUCH as we can, although we don't usually pre-order meals because we like to see what we're hungry for when mealtime rolls around. But if we can pre-purchase tickets, schedule ride times in advance, and/or make dining reservations, we certainly will do that to make everything just easier and smoother on the trip.

-DAVE

I like to have tickets pre-purchased, especially post COVID-19. I research and watch other people's tips, usually on YouTube, about how they recommend tackling the experience to maximize my experience. But I also want to keep things flexible. I usually won't make a meal reservation unless it is an exemplary experiential meal or a beautiful environment that I am passionate about experiencing.

-TAYLOR

I prefer to be able to purchase a ticket online beforehand to avoid any lines or surprises. I'm mixed on pre-planning our whole day, though. My kids at this age are unpredictable, so pre-planning meals and snacks is a bit challenging to do in advance.

-ASHLEY

Personally, I prefer having tickets before even arriving at my destination to avoid waiting in line. If my ticket is digital and can be scanned from my phone, then that's even better. Besides that, I'll typically let the day play out and enjoy my time with friends or family. I've learned that I can only plan for so much before the weather gets in the way, especially in Florida.

-OLIVIA

Spontaneity is good! A fully curated trip is not a vacation, and too many attractions are using too much generic data to influence a generic experience for the masses. Let me get lost in a place and discover my vacation along the way. I also hate waiting in line for stuff like drink refills, tickets, and security.

-JUSTIN

I hate how a trip to a theme park requires a spreadsheet and a Gantt chart. All of the spontaneity has been wiped out in a modern-day theme park experience.

-JOE

Schreiber says, "Often the clients that like to preplan want to feel like they have an edge or information others don't have. For a park that doesn't require a lot of research or planning, try to give them something to look for. Easter eggs, or hidden details, that diving into blogs and review sites reveal can satisfy that urge. From remnants in Diagon Alley paying homage to the Jaw's ride that was once in that spot to hidden music tracks on Rip Ride Rockit coaster, attractions like Universal Studios have made a game out of a visitor's desire for inside information. Searching for this information is fun for the family in advance, and it's a great bonding activity once a family arrives at the attraction."



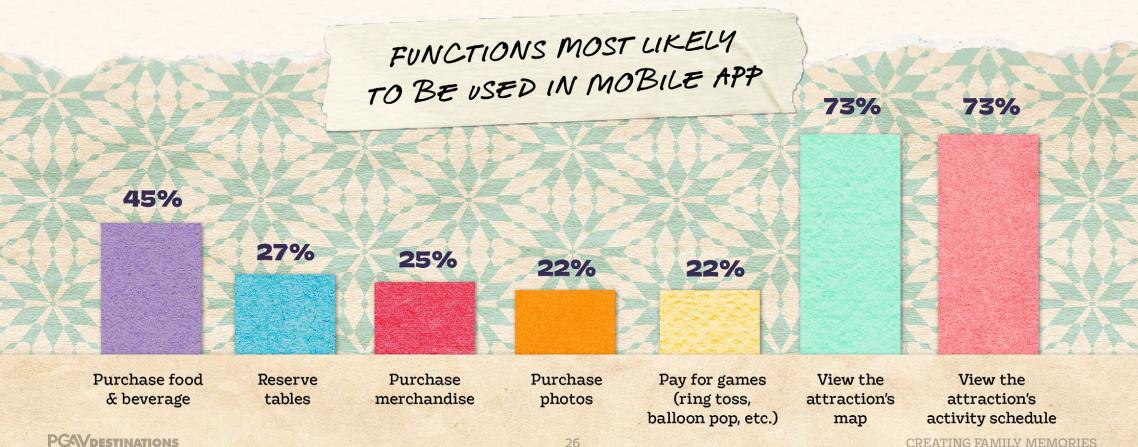


### Role of Mobile Apps

Mobile apps have emerged to streamline the guest experience at attractions. Mobile ticketing, mobile ordering, and mobile checkout can help satisfy the desire to pre-plan, make the experience smoother, and help alleviate some of the negative experiences. However, there's a fine line between technological integration and preserving the essence of enjoying the attraction with family.

PGAV survey responses indicated visitors were most likely to use an attraction's mobile app to view the attraction's map and schedule of events. Nearly half of respondents indicated they'd likely purchase food and beverages through a mobile app.

On the other hand, many visitors struggle with touch screens, remembering passwords, and small text on phones. Maps can aid navigation through the attraction, but ultimately, the layout should facilitate intuitive navigation, enabling visitors to explore without being tethered to their devices.





Families may visit an attraction to bond and make memories, but that doesn't mean they're joined at the hip the entire stay. In fact, 30% of families spent at least part of their visit going in different directions. This happens more often at entertainment attractions (36%) than at educational attractions (21%). Multigenerational groups are even more likely to spend time apart at an attraction.

# TIME SPENT WITH PARTY DURING VISIT

Split up for long periods

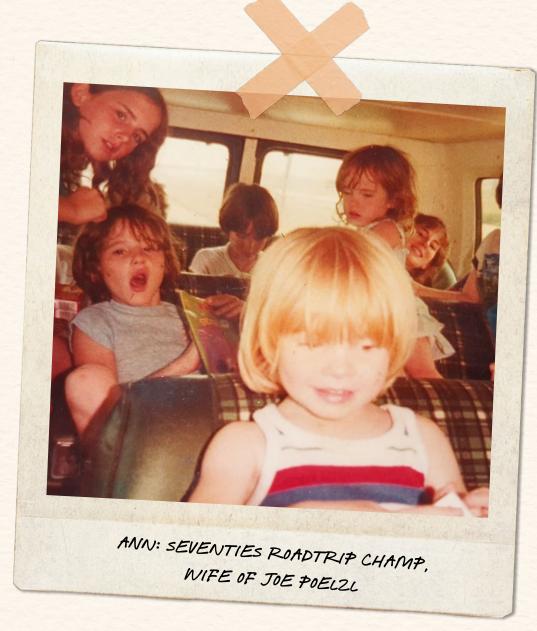
Split up for short periods 29%

Stay together entire visit **70%** 



MADDIE SPEICHER PGAV ARCHITECTURAL DESIGNER

Spending time together at an attraction benefits the whole family, from the youngest members, even if they may not remember every detail, to the oldest, who crave time with their family. Dr. Jennifer Heithaus, Associate Professor of Pediatrics and a Developmental-Behavioral Pediatrician, SSM Health Cardinal Glennon Children's Hospital, says, "While young children don't necessarily remember specific events long term before the ages of 4-7 years old, they do benefit both immediately and lifelong by the positive benefits of such experiences, especially when it comes to building strong family relationships. For older children and adults, positive memories themselves are associated with better mental health, namely decreased rates of depression. Positive memories cause stronger signaling in reward centers and areas that help with emotional control in the brain (specifically the caudate and ventromedial prefrontal cortex). Research has also shown that shared experiences can intensify the feelings of an experience, so attending an enjoyable attraction together may make that activity more enjoyable for a family."



Let's think about that from an experience point of view. Grandma and Grandpa want to join the fun but need to rest often. The kids are ready to ride the coasters repeatedly. If the group constantly goes in different directions, how do they share the experience?

Jeff Havlik, PGAV Vice President, says, "When designing, we need to think further than thrill rides and take a much broader look at ways to design destinations and attractions. We need to get into the minds of the more passive participants and find things that will appeal to them and engage them in the experience." Think live performances, interactive exhibits, educational displays, relaxation areas, and scenic spots.



Havlik continues, "Most attractions focus the storyline in the queue, culminating on the ride or experience. The entry and queue are reserved for just active participants, splitting groups and excluding passive visitors. Many visitors miss out on part of the attraction's story. There's an opportunity to use the queue to reach a much larger audience." When designing new attractions, consider the entire experience from entry through exit to see if there are ways to share the story and experience to create passive participation. The Manta queue at SeaWorld San Diego includes an aquarium that can be enjoyed by riders and non-riders of the coaster, allowing them to share the experience. This idea could apply to attractions with flight simulators and flying theatres, allowing guests to experience the queue, preshow, and media portions.

Those interested in something other than high-thrill or interactive experiences still want to experience the emotion alongside the active participants. To help draw in the passive participants, analyze the attraction and identify the spots where the action occurs. Put observation areas where passive participants still feel the rush of the wind and see the smiles and surprise of riders. Elevate the viewing areas to the same height as the ropes course or giraffe feeding. Create a space at the end of the ride or experience for families to reconnect and share in the emotion.

MANTA QUEUE AT SEAWORLD Frequently, mealtimes allow families to reconnect after pursuing separate activities. Consider the diversity of family sizes and how the seating configuration can foster lively, shared conversations. This might involve larger tables or seating that can be flexibly arranged to accommodate varying group sizes. Keep accessibility in mind with wide pathways, different table heights, some chairs with arms and some without. Assessing noise levels and other potentially overwhelming sensory elements is also valuable.

Havlik notes, "By taking active and passive participants into account, we allow families the chance to create lasting memories that involve everyone. Designing with this holistic mindset enhances the family experience and can help strengthen bonds among the family."





Visiting an attraction can be a delightful adventure, but individual experiences can vary based on factors like race, mobility, neurodivergence, and even size.

### MAKING MEMORIES SHOULD BE INCLUSIVE

12%

Someone in the party who is Black, Native American, or Hispanic was descriminated against

11%

Someone in party is neurodivergent

5%
Someone was denied ridership due to their size

11%

Someone in party required a wheel chair

6%

Someone in party was descriminated against It's important for attractions to understand the full range of visitors coming through the door and to foster a welcoming atmosphere where everyone can share in the magic of the experience.

A few notes from PGAV's survey:

- Black, Native American, and Hispanic visitors were twice as likely to report discrimination as non-Hispanic white visitors (12% vs. 6%).
- 11% of family parties included someone who required a wheelchair.
- 11% of family parties included someone who is neurodivergent.
- 5% of families indicate they or someone in their party was denied ridership due to their size.

Resources and accommodations designed for people who need them can benefit all visitors. A restroom large enough for a person in a wheelchair to navigate effectively will also help a parent with a double stroller. Let's dig in further to see how attractions can be more accommodating and inclusive to all visitors.



### Diverse Families

The U.S. is more diverse than ever: more than half of children in the U.S. are children of color. The number of Black travelers is growing, and according to MMGY Global, 12% of Black travel parties include young families. That's higher than young families among all U.S. travelers.

Traveling and visiting attractions should allow everyone to relax. After all, aren't these visits supposed to be fun? **Unfortunately, discrimination continues to occur while visiting attractions.** In PGAV's survey, 12% of people who are Black, Native American, or Hispanic reported discrimination. That's double the number compared to overall visitors.

Melissa Malcolm, PGAV Project Accountant, and her husband are a bi-racial couple who frequently travel with their children. Malcolm says, "Travel is so important to me and my family because we want our kids to be well-versed and exposed to different cultures and areas. On a typical trip, we visit a university, an entertainment destination like a theme park, zoo, or waterpark, and a place with African-American History. Visiting attractions helps us weave together learning, adventure, and bonding. These experiences enrich and unite us, creating beautiful memories for my family."

Malcolm's and other families that include people of color take extra precautions and research a community before choosing attractions due to safety concerns. "When looking for a place to stay when traveling, we make sure the towns aren't too small or have a strong history of racism. There are still some towns where a person of color isn't treated fairly if they are there past a certain time. To combat this, we make sure the town we are staying in wasn't ever considered a "sundown town," Malcolm explains. Sundown towns are places that kept Black people out through laws and intimidation and where Black people were likely to face racist attacks or lynching if they were still there when the sun went down.

Policies and practices at attractions can negatively impact people of diverse backgrounds.

Many visitors of color report microaggressions. Microaggressions are subtle or unintentional acts of discrimination. For example, asking Black visitors for identification but not asking white visitors or following people in stores to ensure they are not stealing. Malcolm comments, "Unfortunately, my children often receive undue attention from attraction staff. The staff seems to anticipate misbehavior from them. Recently, my husband

took my two youngest to an art museum. Throughout their visit, a staff member followed them around. At one point, my daughter got close to the exhibit's ropes to take a picture. The staff member came over and loudly told her she wasn't allowed to touch anything. It was over the top, considering all my daughter wanted was a picture with the Black Panther costume on display. She only wanted to capture the moment, not touch the costume." Providing training to staff can help identify and eliminate the potential for microaggressions.

Attractions can also ensure the content that guests see throughout their experience speaks to a diverse **swath of people.** Authenticity and an accurate representation of history should be considered. Malcolm says, "Being a biracial family, we try incorporating Black history whenever we visit a new city. Unfortunately, you have to do more extensive research to find these places. They rarely rank in the top results when you search "Things to do in (city name)" on Google. Many are also poorly kept and neglect to tell the story fully. One example is the Tomb of the Forgotten Slave in New Orleans. There is no signage to get to the location, bricks are broken and out of place, and the grass was overgrown on our visit. Similarly, Malcolm X's birthplace in Omaha, NE, is marked by only one sign, and the grass was overgrown there too. The historical information doesn't do justice to his accomplishments and omits many of the significant aspects of his movement."

Representation matters. Evaluating exhibits, signage, food selection, and marketing can ensure they represent diverse people. Explore incorporating authentic and accurate cultural representation into programs, events, displays, and activities. Thoroughly research the culture of locations represented in exhibits. Including people from those communities to evaluate authenticity and to make recommendations is valuable.

DREW WILLIAMS,
PGAV ACCOUNTANT





### Addressing Challenges Faced by

### Individuals with Disabilities

Over a quarter of the <u>U.S. population has a disability</u>, including 12% with serious difficulty walking or climbing stairs. This closely mirrors PGAV's survey that reported 11% of family parties included someone who required a wheelchair.

Unfortunately, not all attractions and exhibits fully accommodate people with a disability. Kael Jakub, a PGAV intern, shares his family's experience, "My family recently visited a zoo. My sister, who uses a power wheelchair, was unable to go to the second floor of one of their exhibits as it does not accommodate wheelchairs. She, along with another family member, split off to go on the ground level while the rest of the family enjoyed the full experience. It was disappointing that we were not all able to stay together for the experience."

Kayleen Lindstrom, PGAV Architectural Designer, expresses the effort to be more inclusive. "As designers, our ultimate goal is to ensure that every guest shares the same experience, regardless of their unique needs. We create wider ride queues capable of accommodating wheelchairs and families with strollers. Play structures can feature a staircase on one side and a ramp on the other. Safe kenneling areas adjacent to rides cater to the needs of people with service dogs. We want all guests to have equal access to exploration, learning, and fun."

Visitors with limited mobility have an added layer of planning to consider. Providing clear maps with accessible entrances, routes, aid stations, and restrooms online can help families plan their day. "My older brother was born with a mild form of cerebral palsy. Visiting attractions with my family always involves researching what attractions are easily accessible. Growing up, my parents would plan a predetermined route that would allow for the least amount of walking and the least amount of elevation changes. Seeking paved pathways, escalators, transportation options, and plenty of seating areas make for a comfortable experience for someone with mobility issues like my brother by limiting the amount of walking," Holden Knudsen, a PGAV Architectural Designer, explains.

# Accessibility goes beyond mobility concerns.

In the U.S., 12% of people have cognition difficulties, 6% <u>hearing difficulties</u>, and nearly 5% have serious vision impairments. There are a reported <u>7 million</u> students with disabilities in U.S. schools.

Auditory messages should be accompanied by closed captioning that is readable at a distance. Anyone providing spoken messaging should be in clear view, not to the side or behind. Font colors for closed captioning, menus, and other printed materials should consider color-blind guests. Adequate lighting will also help low-vision guests in places with elevation changes, like stairways, or when reading text on exhibits or menus.



### Enhancing the Experience for

## Individuals with Neurodiverse Needs

Roughly 15-20% of people demonstrate some type of neurodivergence. Neurodiversity encompasses a range of neurological differences, including autism, ADHD, Tourette's, and other learning or developmental distinctions. Neurodiversity affects children and adults. Neurodiversity also includes military veterans with post-traumatic stress disorder (PTSD), individuals with dementia, Parkinson's, and stroke survivors.

Families that include a person with neurodiversity often choose to skip attraction visits and travel completely.

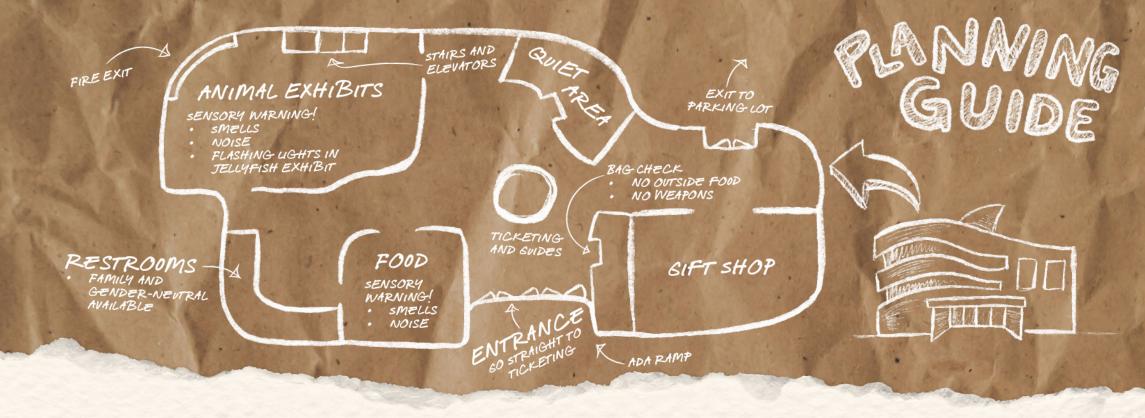
A study by the International Board of Credentialing and Continuing Education Standards indicated only 13% of families that include a child with autism take vacations as a family. Only 11% of those families are satisfied with current travel options.

People experience the world through their senses—sight, sound, taste, smell, and touch. However, individuals with neurodiversity or sensory processing disorders might react differently to these stimuli, displaying either heightened sensitivity or lower tolerance. Coping with overstimulation becomes an ongoing challenge for them. Visiting an attraction with someone who has neurodiversity often requires extra planning. Families want to know if there are coping strategies available and ways to manage overstimulation effectively.



"My older brother has high-functioning autism, and that has a substantial impact on how my family visits attractions. At theme parks, typically, we plan for downtimes throughout the day to relax and decompress. The parks can be extremely overstimulating with loud noises, screaming, music, crowds, and high temperatures. Some theme parks do a fantastic job of offering ways for non-riders to still feel included in the overall experience – just last weekend, my mom and my brother went into the Manta aquarium at SeaWorld Orlando while my dad and I rode the rollercoaster. However, most of the time, my brother feels excluded from high-thrill attractions because they're too intense for him. I wish more attractions offered an alternative experience, or more places of refuge in the theme parks that are less stimulating,"

> -OLIVIA GRINAGE, PGAV INTERN



**Pre-planning/teaching story:** Websites should include information on resources available to guests, including clear, detailed instructions on advanced boarding options and food guides. Consider publishing or social stories that detail what the experience might be like for guests. For example, describe the parking situation, traffic conditions, building design, and entryway, including any accessibility ramps. Then, explain how the experience might go once inside, including ticketing, items that can be brought in, how to move through the space, quiet areas, etc...

**Sensory guides:** Sensory guides explain what a guest might encounter based on the five senses, including flashing lights, bright colors, light transitions, strong smells, and noise. The guides should be posted on the attraction's website to allow families to plan and also at the entrance to the space.

**Quiet zones/Nature:** Spaces that offer a chance to break away from the chaos can help everyone recharge enough to rejoin their family after decompressing. Consider small spaces that are easy to find throughout the attraction, with a soft color palette and natural light. Natural settings are calming to many people—think of secluded seating areas between garden beds. Comfortable seating, some control over sound and light levels, and fidget-type toys are also helpful.

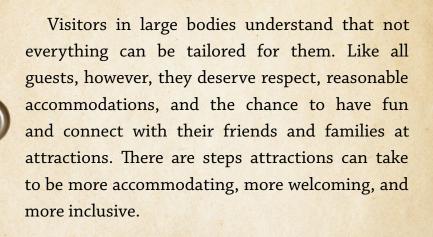


### One Size Does Not Fit All

If 5% of visitors indicate that someone in their group was denied access to a ride, have you thought about how many potential guests might not even attempt to enter because they expect to be turned away? According to the Centers for Disease Control, more than 41% of people in the United States are considered obese. That number is expected to grow to 50% by 2030.

Imagine you and your family on vacation. Your kids are excited to ride the newest coaster. You looked online before your trip, but the only information you could find about size restrictions was a general waistline size—the same size for each ride. You make your way to the ride and wait in line, your kids anxious and excited. Finally, you're at the front; you step in, wedge yourself uncomfortably into the seat, and the lap bar lowers. An alarm sounds. Everything comes to a halt. A frustrated park employee makes a beeline to you. He shoves on the lap bar to no avail. With a heavy sigh, he escorts you off the ride. And you wave to your family as they catapult forward on their adventure without you as you stand, embarrassed, on the platform.

These challenges extend beyond theme parks—narrow hallways in historic buildings, turnstiles that fail to accommodate all bodies, the daunting climb after a cave tour, or the struggle to find a sweatshirt that fits in the gift shop.





- The availability to test-ride vehicles before waiting in line is a great step. However, placing them individually near the attraction itself may not always be the best option. For people with mobility concerns, putting them all together near the front of the park in a secluded alcove would be much better. That way, a visitor can test all the rides at the same time, in privacy, and plan their day accordingly without the need to zig-zag across the park.
- Post clearer weight and size guidelines on the website when possible. Most descriptions provide general guidelines. But as many bloggers have pointed out, despite having the same warning, the lap bar may work at one ride but not at another. Can descriptions have more detail?
- Safety is paramount, and most theme parks take it very seriously. But stories of dangerous situations persist, and tragedies have occurred. Ensure employees are trained to know the proper guidelines and when to ask for assistance.
- Training employees to handle potentially embarrassing situations discreetly will also help both the employee and the visitor.
- Multiple seating options in dining areas, including sturdy, armless chairs, seating height options, and space between tables and walls will create a more comfortable environment.
- o Gift shop merchandise to fit a wide variety of sizes.



On a warm summer day, a family embarks on a road trip to a local theme park. Once the family arrives, they get in line for the roller coaster the kids have been anxiously awaiting for weeks. The line is long. An impatient voice groans, "Are we there yet?" a question repeated throughout the duration of the queue. Finally, they weave through what feels like a mile of concrete. The ride is fantastic. Everything they anticipated. Afterward, they wander through the park, their foreheads

glistening with sweat. That same little voice groans, "It's sooo hot!" as the family searches for a shady spot to rest. Patience starts to wear thin. What could have been an amazing day is quickly turning sour. Because emotions are so closely tied to memory, the memories made that day will be clouded by an argument that breaks out among the family. While attractions can't solve all family drama, there are steps to help mitigate factors that cause stress and negative emotions.





In PGAV's survey, long lines and insufficient shade top the list of things negatively impacting an attraction visit. Other interesting notes include aggressive sales pitches, poor navigational signage, inadequate family/gender-neutral bathrooms, and dirty changing tables. These aspects are significant, especially for attractions dedicated to helping families create memories. Each experience, down to details like the changing table, has the potential to evoke positive or negative emotions. Those emotions fuel the way the overall experience is remembered.

# Factors That Negatively Impact Attraction Visits



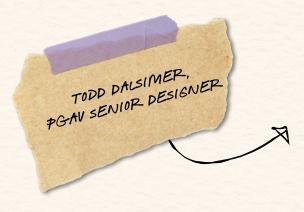
### Queue it **Up**

When you think of the theme park experience, you may also think of sprawling queues filled with restless guests—children plopped on the ground, absorbed in their phones, and parents periodically checking their watches. Although long lines are commonly associated with theme parks, other attractions are not immune. Many attractions contend with this challenge, whether it's the congestion inside the sea lion tunnel, visitors clamoring to see a famous piece of art, or hungry visitors waiting to order food. These extended waiting times often lead to visitor dissatisfaction.

In response to these long, boring lines, attractions and designers set out to extend the attraction's storyline into the queue. Rather than mundane concrete-filled queues of the past, guests navigate through themed environments and engage in interactive elements. Virtual lines and mobile orders have also come into play to fix this pain point.

Todd Dalsimer, PGAV Senior Designer, explains, "When a family is spending the day at an attraction, they should spend it doing, seeing, and experiencing things they couldn't experience in the real world. The more we can make the queues part of the experience and support the attraction's storyline, the more the guests will enjoy their overall day and the more inclined they are to return."

Interactive games throughout the queue can provide entertainment and distraction while reinforcing an educational or themed storyline. Games can also encourage social interaction, building a sense of community among visitors.





Another strategy is to create queues that offer a glimpse of the ride in progress. For rollercoasters or water rides, the queue can weave around the ride itself to give those waiting a good view of people already on the ride. Even in the case of dark rides, where visibility is limited, it can be engaging to provide "peek-a-boo" views into the attraction, foreshadowing the upcoming adventure. Dalsimer says, "Giving guests a quick glance adds an entertaining experience to the wait and builds anticipation for the upcoming adventure. You're able to extend the experience to the queue and give guests an opportunity to talk about it. A view of the load platform from the queue gives visitors an idea of how the loading process works, making it easier and quicker. Ride operators can also see the visitors in the queue, allowing them to assess if there are passengers who may need additional assistance.

The space beyond the physical queue presents further opportunities to elevate the visitor experience and alleviate some of the tedium of waiting in line. Introducing a food and beverage kiosk or restaurant can extend the theming while catering to young visitors who can better endure the wait if they are well fed. Merchandise locations can also be integrated, weaving them into the storyline and providing additional entertainment for those waiting. Remember those passive participants? This is a great way to cater to their needs, enhance the waiting experience, and offer a place for families to reconnect.



Embracing technology, some attractions have turned to virtual reservations to alleviate lines. Timed ticketing and virtual line queues are used to hold a spot in line for popular rides. Similarly, virtual queues allow visitors to explore other parts of the park, grab a bite to eat, or relax while waiting for their turn. **These virtual options help distribute visitors throughout the day, preventing overcrowding and translating to a better guest experience.** These solutions also cater to individuals who struggle with lengthy queues, including families with young children, elderly individuals, or people with disabilities.

At Disney World in Orlando, the Dumbo ride has various options. Guests can book a virtual line reservation, stand in a physical queue, or receive a pager, like at restaurants. After receiving the pager, adults can relax in the air conditioning while children play at the themed playground. When it's time for the ride, the pager goes off, and visitors can make their way to the ride.



The problem often lies in the complicated process needed to secure a spot. If visitors must get up at the crack of dawn, juggle multiple devices, and incur additional expenses, they won't be happy. Another consideration? Visitors may miss part of the story, as Dalsimer comments, "The storyline should start the moment a guest arrives on the property. Every experience following should build on that story, including the queue. A well-designed queue will help explain or support what the guest will experience on the ride. Digital queues need to consider the storyline and find ways to include and enhance it even if not flowing through a physical space."



There are several additional things to think through when weighing virtual options:

- Ensure that the virtual queue system is accessible to all visitors, including those with disabilities and people without a smartphone or who are hesitant to use apps.
   Provide options for individuals who may require additional assistance.
- Virtual queues may negatively impact the wait time of visitors in stand-by lines, decreasing their satisfaction with the experience.
- Consider if the virtual reservation system is always in place, requiring reservations even on slow days. While this may provide flexibility, it can also confuse and frustrate visitors who don't know if the system is in place that day.
- Evaluate when reservations need to be made. Will visitors need to plan every detail weeks in advance, or is the queue system only available once a visitor arrives on the property?
   Reservations satisfy the people who like to extensively pre-plan but may put other visitors at a disadvantage, particularly if they booked shorter or last-minute visits.
   Reserving the day of can give everyone an equal chance.

- Determine if it is included in the cost of admission, if it's an additional charge, or a perk for season pass holders or people who stay at on-site lodging.
- Provide clear instructions on how to use the virtual queue system in advance. Many online complaints about virtual reservation systems indicate that the process is confusing and challenging. Explain how to join queues, receive notifications, and the process for returning at the designated time.

Ultimately, physical queues remain necessary for many experiences to streamline guest flow, even when using a virtual queuing system. Transforming queues into engaging and enjoyable spaces can enhance the visitor experience. Through this approach, queues enhance the narrative, foster excitement, and invite visitors to be an active part of the story.

These queues demonstrate how creative design can make every aspect of a visitor's journey memorable and engaging.

## Landscape Magic

We're not suggesting an overhaul to rival the allure of a national park, but the strategic integration of well-designed landscaping can wield a significant influence on the appeal and comfort of any attraction. Landscaping enhances the park's aesthetic by adding color, texture, and a connection to nature. Dan O'Neill, Director of Land Planning and Design at PGAV, says, "Landscaping is frequently undervalued in design, but it really helps shape the guest experience, including comfort and theming. And it's a win-win. Landscaping is a cost-effective avenue for an attraction to stand out while providing a great guest experience."

Landscaping is a deliberate endeavor. Eileen Hill, PGAV Landscape architect, says, "We use landscape to tell the story of the attraction and complement and enhance theming, creating immersive environments that conjure memories. At the Pipeline Coaster in SeaWorld Orlando, sandy mounds with waving grasses and tall palm trees evoke fun days at the beach and the thrill of surfing. To build anticipation for an adventure-themed ride, picture a deep, lush jungle at the entry queue beckoning us to explore further into regions unknown, promising the excitement of discovery and adventure." From trellises covered with flowering vines to a tropical oasis, plants, flowers, and other natural elements can enhance the narrative and add depth to the storytelling.



"Our landscape design process begins with the attraction's narrative. We analyze how the landscape can complement that narrative; then, we pivot to functionality—seeking opportunities for the landscape to enhance guest experiences. Thoughtful placements near queue areas or zones where families congregate can provide shade, elevating the overall guest experience," explains O'Neill. "For example, Aquatica in San Diego had a dining area completely exposed to the sun. By introducing large palm trees, a palm court emerged, transforming the space into an inviting and comfortable haven, making it much more enjoyable."

Visitors will appreciate the much-needed defense against the sun that landscaping can provide, but the benefits don't stop there:

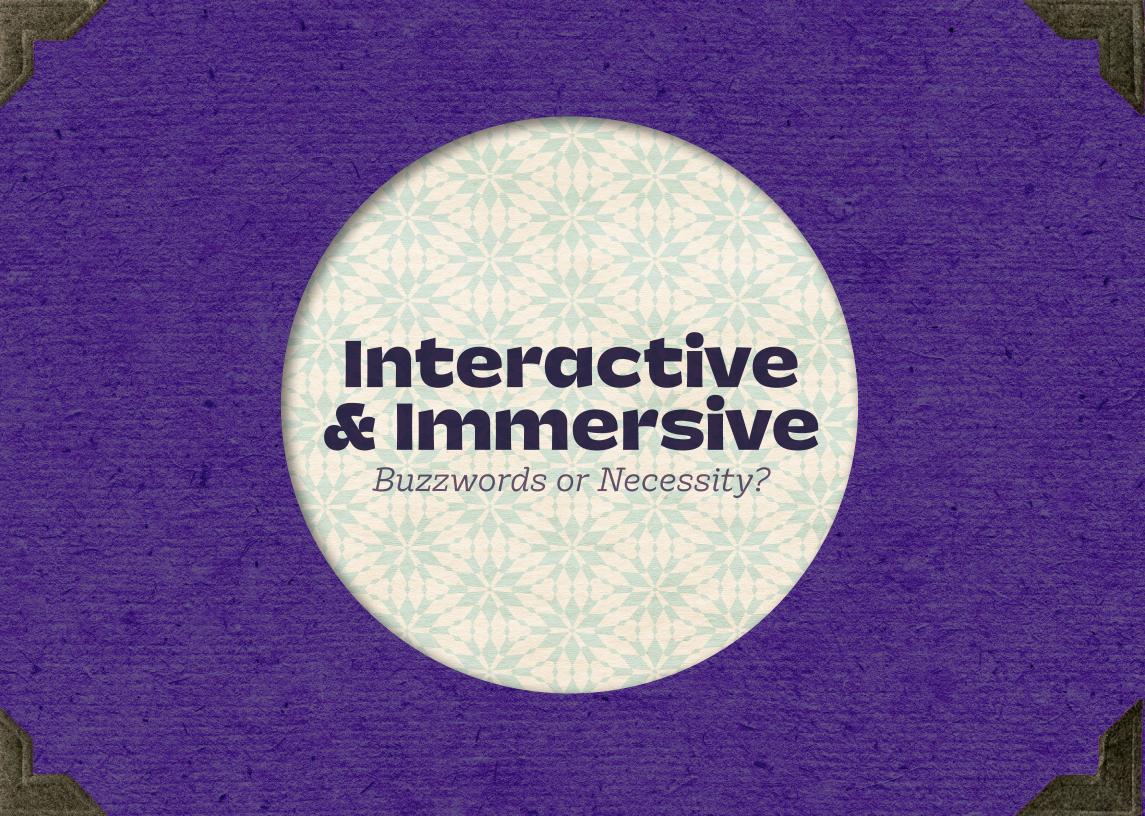
- Trees induce a cooling impact, which can lead to lower temperatures.
- Shading building structures reduces energy costs.
- Trees improve air quality by reducing air pollutants and carbon dioxide.
- Landscaping can create tranquil areas with reduced noise for guests seeking a break or needing to decompress.

Hill further explains the use of landscaping to create an engaging space for visitors, "Landscaping has the remarkable ability to evoke memories and positive emotions, a connection that evolves with the changing seasons and can help create a multisensory experience.

I remember my joy at seeing the sweeping fields of flowers at the EPCOT International Flower and Garden Festival with their kaleidoscope of cheerful colors and fluttering butterflies, providing a welcome return to springtime and warmth after a particularly long gray winter."

She continues, "There's a powerful connection between scent and memory. Landscaping provides a natural way to enhance that experience. The refreshing woody scent of Douglas fir needles during holiday events at the theme parks reminds me of cozy family gatherings around the Christmas tree and all the fun we have together at that time of year. Landscaping not only enhances the overall aesthetic of an attraction but can also be a powerful tool for sensory triggers."





We surveyed visitors to understand their perspective on the significance of interactive and immersive activities when selecting attractions to visit with children. The results revealed that 29% of respondents considered these activities important factors in their decision-making process. This figure rose among specific age groups, with 52% of those with children under seven and 37% of those with children aged 12-17 emphasizing the importance of interactivity and immersion.



Given the omnipresence of terms like "interactive" and "immersive" in the attraction industry, does that percentage seem low?

One explanation is that while people may have a general grasp of these concepts, visitors likely have a broad interpretation of what they look like. In general, immersion creates a sense of being fully engrossed in an environment or narrative. Interactive implies active participation, where the user influences or controls the outcome. Some visitors may think augmented and virtual reality are the only ways to create immersive environments. In that case, they may not feel that floating through the mangroves on the lazy river at Xcaret Park in Mexico is immersive. Others would argue differently.

No matter what you call it, immersive and interactive environments provide a well-rounded and enriching experience for visitors, particularly children. Play, activity, and exploration are pivotal in children's cognitive, social, and emotional development, whether you reach that through gaming elements or a climbing structure. Dr. Jennifer Heithaus, Associate Professor of Pediatrics and a Developmental-Behavioral Pediatrician, SSM Health Cardinal Glennon Children's Hospital, says, "Children learn through interaction with their environment. This starts with infants and toddlers—a warm, friendly physical environment encourages exploration and play, which are some of the most important tools for healthy development. As children age into adolescents, what is encouraging, pleasant, and motivating becomes more abstract but is still very much influenced by the ambiance of the physical environment. Well-designed environments and attractions should be able to provide an encouraging environment for family members of all ages."

This philosophy comes to life at SeaWorld Abu Dhabi. Strategic incorporation of technology, digital elements, and interactive games envelop visitors in an underwater world. The park boasts a 360-degree LED media screen with captivating underwater marine visuals. The interactive S·E·A Guardians Games offers a multifaceted experience where guests can manipulate robotic arms, play video games, and illuminate a lighthouse.

However, physical activity takes center stage in the children's realm, MicroOcean. While technology, digital features, and rides maintain a presence, there's a strong focus on fostering physical engagement. Al Cross, Vice President of PGAV, underscores the design's intention, "Often, you'll find parks add a playground almost as an afterthought, just to

have a place where kids can expel some energy. SeaWorld Abu Dhabi's narrative is deliberately extended into the children's area. MicroOcean encourages kids to run, jump, and climb in a vibrant, colorful, immersive environment while fostering a connection with the ocean, including even the smallest creatures."

MicroOcean features a single entry and exit point. Parents who need a break can relax in the adjacent dining area and be reassured that their children can safely explore independently. Cross explained, "MicroOcean inspires kids to weave their own narrative, whether through conquering a towering 40-foot climbing structure, engaging in imaginative role-play at the sea base, or simply enjoying the discovery of a new environment."





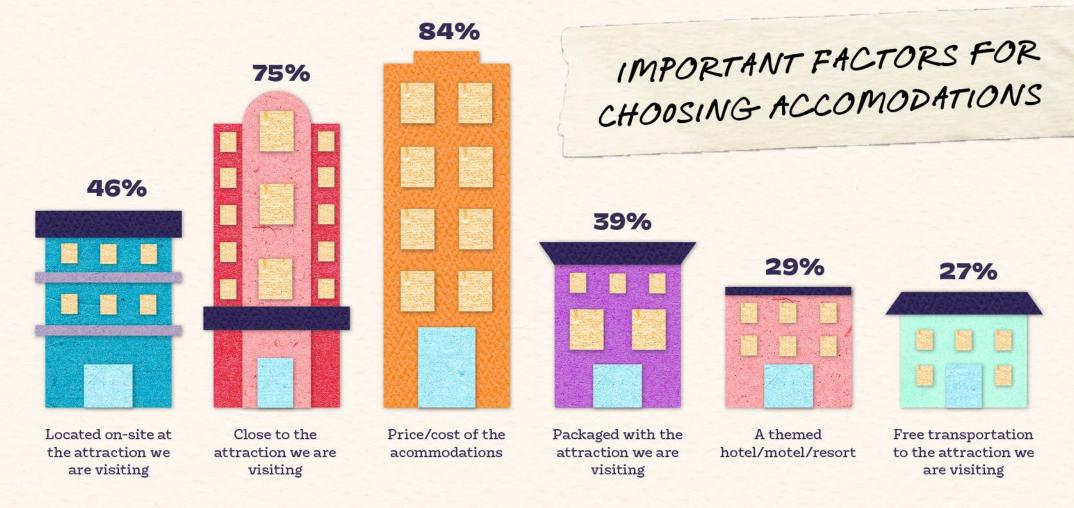
VIP experiences that hold the greatest draw for families often encompass a combination of conveniences that elevate their visit. Among these, PGAV's survey shows that preferred parking and front-of-the-line passes are particularly appealing.

It makes sense: preferred parking enables families to start their adventure sooner. Then, at the end of the night, they can minimize how far they must carry their exhausted toddler. Front-of-the-line passes fix the waiting-in-line pain point and maximize their time making memories.



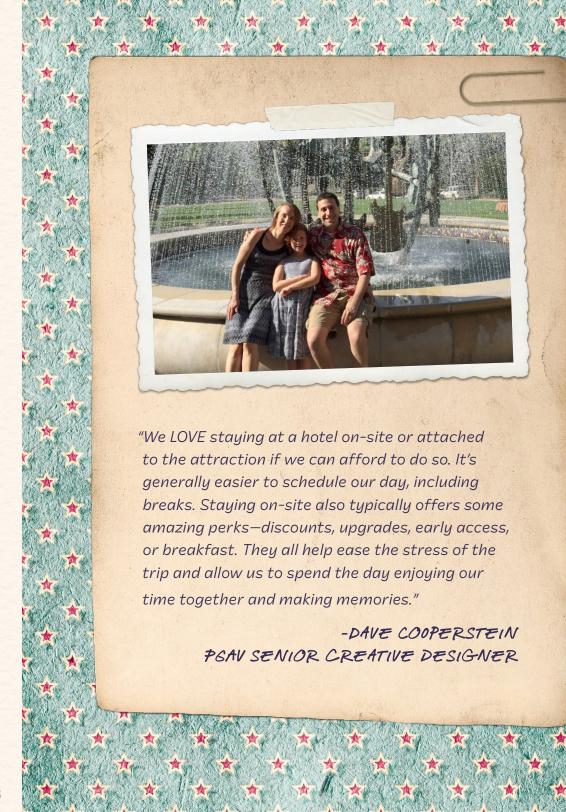
More than any other VIP experience, 61% of survey respondents indicated they'd be willing to pay more to stay at a hotel located on-site at the attraction. The prospect of seamless accommodations fosters a sense of ease and relaxation, ensuring that families can fully immerse themselves in the experience.

Many attraction visits, especially with family, are part of a trip far from home. That means the family will need lodging. We asked what the most important factors were when choosing accommodations. No surprises here: price is number one at 84%. Visitors also liked being close to the attraction (75%) or on-site (46%). Multigenerational families (78%) were more likely to stay on-site than nuclear families (67%).



Also of note, 71% said they would extend their stay if staying on-site. Jakob Wahl, President of the International Association of Amusement Parks and Attractions, notes, "It's difficult to find a park anywhere globally that isn't considering expanding lodging options. This expansion isn't limited to just prominent high-budget hotels; even smaller venues like a zoo hosting around 100,000 visitors have found success in offering immersive experiences like glamping, with as few as ten tents. This underscores extending the traditional day visit into a captivating stay-on-site experience."

Opting for on-site hotels is all about convenience. Visitors get to reduce their commuting time and maximize their moments enjoying the attraction. It paves the way for needed breaks during the day, a particularly valuable feature for families with young children, visitors who need time to decompress, or even adults seeking a quick nap!

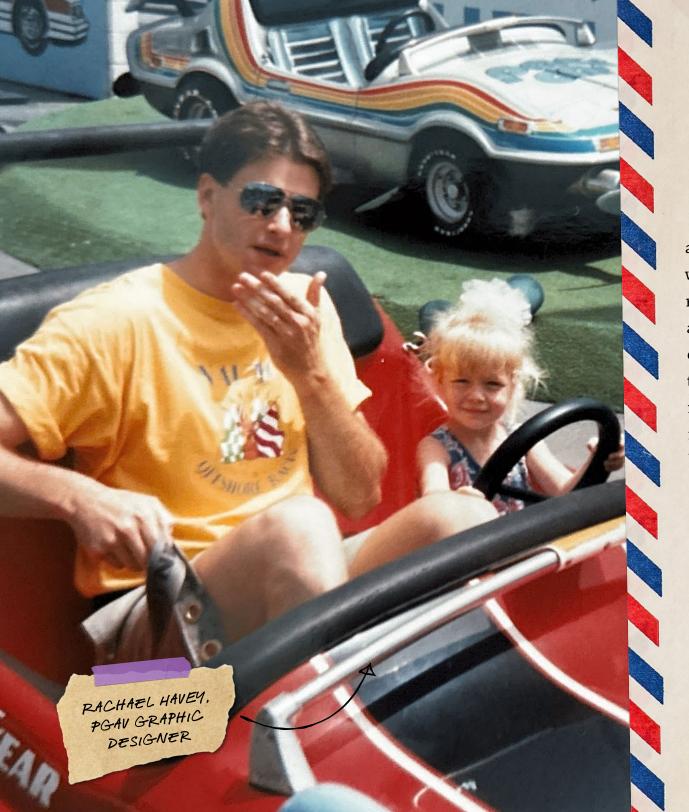


Many attractions undergo a captivating transformation at night. By choosing a hotel adjacent to the attraction, guests stay connected to that atmosphere. A short walk increases the chances guests will stay longer (or return after their nap). In multi-generational family groups, grandparents may stay in and care for small children, allowing parents and teenagers to return to explore parts of the attraction that may be less enjoyable with little ones in tow. Evening shows, nighttime experiences, and special events take on a "value-added" appeal rather than feeling like burdensome or overwhelming activities, ensuring that everyone in the family can fully enjoy the attraction's nighttime charm.

From the attraction's perspective, having guests stay onsite longer translates to a boost in merchandise, food, and However, families might be swayed toward off-site options if places like Airbnb offer more enticing amenities. The US Family Travel Survey discovered that 35% of respondents believed accommodations should provide more family-friendly options. Think adjoining rooms, spacious suites accommodating more individuals, or condo-style setups equipped with kitchens and adaptable sleeping arrangements—perfect solutions for those multigenerational families. Providing multiple bathrooms for families is also a great touch. Consider installing easily accessible showers for individuals with limited mobility and bathtubs for the little ones. Ensure there are safe and easily accessible areas for service animals. This way, you cater to everyone's requirements and preferences.







In the tapestry of family experiences, attractions visits play a pivotal role in weaving memories. As families gather to reminisce, the memories shared stand as a testament to the power of shared experiences and the value of spending time together. Positive experiences, including family outings, are strongly linked to improved lifelong physical and mental health. Yes, families walk through the door for captivating, educational, and entertaining experiences that connect them with nature, history, wildlife, and fantastical worlds. But as they leave for home, they form stronger emotional connections and lasting memories with them.



"When I found out I was pregnant with my daughter, we learned that her life would be tragically short because of a medical condition. It was devastating, but I was determined to make the most of every moment, even before she was born. We wanted to make as many memories with her as possible in the time we had. I knew that I wanted my daughter to experience the same magic I felt as a child visiting Disney World.

So, when I was five months pregnant, we decided to take a trip to Disney World. It was a whirlwind of princesses, parades, and Tinkerbell soaring above us during the fireworks. Even though our time with our little girl was heartbreakingly short, those moments we shared at Disney World will always hold a special place in my heart. Those memories encapsulate the legacy of love that she left us with, a reminder of the magic we created together."

-DAWN JASPER PEAN CREATINE WRITER "Visiting international destinations created the most impactful memories for my girls in high school and college. Experiencing whole new languages, history, and traditions were life changing. Experiencing the cleanliness of events in Germany compared to events in the U.S. was actually shocking – their dedication to sustainability and steps toward zero waste is impressive."

-KAREN BAKER PEAV SENIOR DIRECTOR OF BRANDING AND MARKETING





"For as far back as I can remember, every summer my family and I would take a road trip out west to explore a great National Park. It was a pivotal part of my childhood, as some of my earliest, clearest, and best memories came from those trips. My mother visited National Parks when she was a kid and she felt it was important to continue the tradition for us. When I was ten, we camped at the Northern Rim of the Grand Canyon National Park and hiked to Bright Angle Point one morning to watch the sunrise spread across the canyon. The crisp and sleepy hike to that view is one of my favorite and most vivid memories from my childhood. Now as an adult, I take trips of my own to a new National Park every year to make more of the same memories I made with my family years ago."

-MARGARET GIES PEAN ARCHITECTURAL DESIGNER

"We spent most summers growing up going on vacation to Disneyland, Knott's Berry Farm, and/or SeaWorld San Diego. My great grandma lived in Orange County, CA, so we would always visit her and, of course, make a stop at the parks! I have many fond memories of Disneyland especially, and on one occasion, my extended family visited at the same time, and we all made it onto one boat at It's a Small World. We spent the whole ride being especially annoying, belting out the song together.

When deciding what career path to journey down, I realized themed entertainment would be a perfect avenue for me—utilizing art, creativity, and architecture and also being able to create for others the types of treasured memories I had as a child! "

-ASHLEY EDELBROCK PEAN ORLANDO STUDIO LEADER, ARCHITECT



"My wife and I had our picture taken at Universal Studios Orlando in the early 2000s, right after the Amazing Adventures of Spider-Man dark ride opened. We gave a copy of the photo to my grandmother after the trip. For the next 15 years that she was alive, even with all the family photos that we sent her over the decades, whenever we would go to visit her, this was the only photo that she ever kept on display of the two of us, using a magnet to pin it to her refrigerator. We have no idea if she was a huge fan of Spider-Man or if she just didn't think any other photos of us were any good, but she just loved this photo."

-DAVE COOPERSTEIN PEAV SENIOR CREATIVE DESIGNER





"Every few years growing up my mom would take us to visit The Magic Kingdom. I remember instantly loving it, wondering how everything was made, and collecting and memorizing the park maps. Disney has always been my favorite place because it is somewhere where every single person walking through the gates is there to have the ultimate best day ever, and I remember holding onto that feeling as a kid and yearning for our next visit. These visits ultimately inspired me to where I am now in my career!"

-ALEX GODDARD PEAN DESIGNER



"We made road trips with the kids each year. The destination was picked for being someplace new to us, entertaining, relaxing, and usually educational. If there was architecture to see as well, would they know the difference? At the end of each visit to a venue, the family would find a spot to rest, and I would take pictures of the architecture and landscape. And a photo of my tired, hungry, but patient family waiting for my return."

-DENISE SCHABERG PEAN SENIOR PROJECT MANAGERIQUALITY ASSURANCE "I have great memories from this trip. My family rode Men in Black at Universal Studios. We zapped aliens as we spun through the New York sets. It's a cherished memory from growing up and inspired my career path in themed entertainment."

-JACOB SILBERMANN PEAN ARCHITECTURAL DESIGNER





"My mom would take my sister and me to the Orlando parks every few years. Being from Kansas, this was a big trip for me. Obviously, I loved it and somehow knew I wanted to create these types of places. I now realize I may not feel that way if my mom wasn't willing to work hard so that we could take these trips."

> -TEAGUE PEAK PEAN ARCHITECTURAL DESIGNER

"When our daughter was a toddler, we started to notice a pattern. A week or two after a wonderful away-from-home trip, she would appear to achieve a new developmental milestone. Maybe more words were added to her vocabulary, or she was connecting her thoughts to her experiences in a new way. It was thrilling for us to witness and allowed us to feel less guilty for spending money on something people told us 'she wouldn't remember anyway."

-A.D. GLADU PEAU CREATIVE WRITER



## **PGAVDESTINATIONS**

### www.pgavdestinations.com

We believe in the power of destinations to enrich lives, enhance communities, and celebrate culture, nature, and heritage through an unforgettable story and beautiful, immersive design.

PGAV Destinations is recognized around the world as the leading master planner and designer of theme parks, zoos, museums, aquariums, heritage sites, destination retail, and brand-based celebrations. Our passionate staff includes more than 140 full-time designers, artists, and storytellers with specialties in architecture, interiors, and landscaping; in planning, brand and revenue; and

in graphics, media, show, and content creation—all thrill seekers at the drawing board. No other firm in the industry offers such an integrated approach to destination design and strategy.

We take a holistic approach in creating experiences that exemplify your mission, brand, and heritage, leveraging leading consumer insights and research that is often highlighted in *Destinology*, our online publication. With a passion for placemaking, we design incredible destinations that enrich the lives of your visitors through engaging, immersive, memorymaking moments.



#### www.h2rmarketresearch.com

Your customers are talking. Instead of just sharing their experience with friends over coffee, H2R brings their voice to your conference table. When you're asking, "Where should we expand? Did our ad generate more revenue than it cost? Why are customers choosing our competitor?" H2R reveals the answers.

Our clients make decisions based on insight from rigorous research and the expertise other market research firms envy. And that helps shareholders, owners, and employees all breathe a sigh of relief. We've partnered with some amazing companies. Some large, some small. Some local, some national, and some international. So whether your company fits into a category or not, you'll fit with us.

