



AALARA™ 25

MAY 12-15, 2025 THE STAR GOLD COAST

25 Ways To Increase Your Per Cap

PANEL

WEDNESDAY 14 MAY 2025 1.00PM

DISCUSSION, INSIGHTS & IDEAS

In this fast-paced, insight-rich session, you'll discover 25 actionable strategies to boost your per capita spend across key areas like food & beverage, retail, ticketing, upsells, and guest experience. The panel will share real-world examples, low-cost ideas, and revenue-boosting tactics you can implement immediately – no matter the size of your operation. Get ready to walk away with practical tools to maximise every guest visit and grow your bottom line.

- ◀ Revenue-Boosting Ideas You Can Use Now
- ◀ Maximise Every Touchpoint
- ◀ Cross-Department Insights
- ◀ Real-World Examples from Industry



Brett Sheridan
Roller

Kirsty Balthazaar-Proctor
Gumbuya

Luke Flack
Jamberoo Action Park

Victor Danau
Ripley's Entertainments

Matt George
Jamberoo Action Park

Real Strategies. Real Results. Right Now.

Looking to drive revenue without raising ticket prices? This powerhouse panel delivers exactly what you need – 25 practical, proven, and creative ways to increase your per capita spend.

From food & beverage and retail to upsells, e-commerce strategies, guest experience enhancements, and clever in-venue activations, our expert panel will share the tools, tactics, and insights they've used to boost spend per guest – and keep them coming back for more.

Whether you're a large-scale attraction, a regional operator, or anything in between, you'll walk away with a swipe file of ideas you can implement immediately – many at little to no extra cost.

Why Attend?

- Learn smart strategies to increase per guest spend without increasing friction.
- Discover revenue wins across all departments: retail, F&B, ticketing, and experience add-ons.
- Hear what's working right now in other venues and how you can adapt it to yours.
- Leave with a checklist of 25+ ideas – and the confidence to try them.

This session is fast-paced, idea-packed, and focused on results. Don't miss the chance to boost your bottom line in 2025 and beyond.