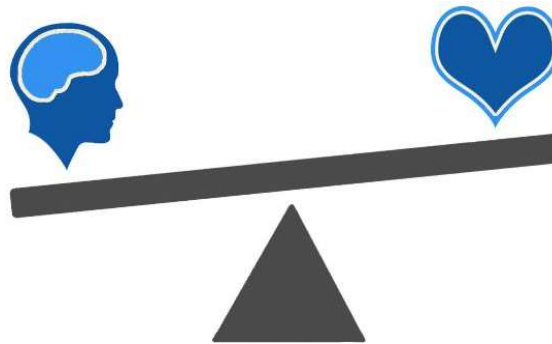


Rational vs. Emotional Loyalty

Does staff seek to increase guests' positive emotions and decrease negative emotions?



Rational

- ☐ Ticketing Process?
- ☐ Rental Process?
- ☐ Snow conditions?
- ☐ Food Quality?

Emotional

- ☐ Do they recognize me?
- ☐ Do they value my business?
- ☐ Do they listen/respond to me?
- ☐ Do they talk to me with relevance?

The Importance of Emotional Engagement

3x more likely to recommend

3x more likely to buy again/return

52% more valuable than merely satisfied guests

Source: Howard Business Review article, "The New Science of Customer Emotions", by Scott Magids and Alan Zorfas of Motista, and Daniel Leemon

Emotions That Increase or Decrease Loyalty

Loyalty-Inspiring Emotions	Neutral Emotions	Loyalty-Weakening Emotions
Happy	Indifferent	Sad
Excited/Thrilled	Ambivalent	Bored/Disappointed
Togetherness		Detachment
Appreciated/Valued		Unappreciated
Safe/Reassured		Unsettled/Concerned
Important		Unimportant, Trivial
Confident		Uncertain
Relieved		Worried
Successful		Failed
Delighted		Angered
Fulfilled		Frustrated