

# Galaxy Loyalty

## Recognize Your Revenue Potential

**How can you motivate a guest who visits your venue four times a month to spend money in your food service area?**

Would earning points that might be used for a free meal at the new restaurant be enough to persuade your member or non-member to leave the lunch box at home? Would you like to encourage your ridership to purchase a ticket package for commuting on your transport? If so, you have the seeds to develop a loyalty program.



Loyalty programs benefit both the walk-up guest or member and the venue. Your venue benefits from the increased revenue that is usually required for a guest to earn loyalty rewards. Your guests benefit because if you create a great loyalty program, they can take advantage of added customer service and cost savings. In addition, your ability to collect marketing data on both members and non-members alike will transform your venue.

- **A loyalty program can provide you with data that can transform your venue**

Loyalty programs are a great way to reward faithful members and provide incentives to guests who visit infrequently. Use the valuable data that loyalty programs provide to learn which incentives are more popular than others, influence spending and attendance and collect valuable marketing data.

- **Loyalty programs can build brand loyalty**

A loyalty program provides the data that enables consumers to tell you what they want, and can be used to build a responsive relationship with your guests.

- **Loyalty programs reward members and non-members alike**

Point-based loyalty programs can reward your members and non-members, and even encourage your non-members to consider membership.

- **A loyalty program can increase attendance**

If your guests get more for their money at your venue, they're more likely to continue to choose your venue over the competition.

- **Loyalty programs can entice guests to increase spending in your venue**

By offering your guests free snacks or drinks, you may encourage sales for more complete meals that your guests cannot resist.

- **Loyalty programs steer sales channel use**

Loyalty programs can be tailored to entice guests to direct their purchases to different sales channels.