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From Attention to Action: Turning Social Reach into Revenue

From search intent to search experience in the attractions and theme park industry — and what changes when the algorithm, not the marketer, decides who sees your park.



COLLABORATION

Written on stage, learned from each other.

At IAAPA Expo Europe 2026 in London we shared a stage with Europa-Park Erlebnis-Resort and Swarovski Kristallwelten — an agency and two operators who do this every day. What follows was shaped in that room and in the conversations around it: three organisations looking at the same shift from three sides.

SWAROVSKI
KRISTALLWELTEN

EUROPA PARK®
ERLEBNIS-RESORT



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P.2/P.8

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INTRODUCTION

A digital future

Our industry has always been in the business of anticipation. The visit doesn't start at the gate; it starts weeks earlier, on a phone, in a moment of daydreaming. That hasn't changed. What has changed is who owns that moment — and what happens inside it.

Three years ago, a campaign for a park was a decision tree we controlled from top to bottom. We chose the audience, the platform delivered it, and creative was the decoration on the media plan. Today the order is reversed. The platform builds the audience; our job is to feed it. Targeting moved out of the ad manager and into the creative and the data.

At the same time, the front door of discovery moved. Guests no longer type the name of your park. They describe the day they want — near Paris, for a four-year-old, in April, without the queues — and something answers them. Increasingly that something is an AI, and the shortlist is formed inside the answer, long before an ad could reach them.

This document is a short account of what that means for parks, zoos, attractions and destinations: what has actually changed, where the industry is still leaving value on the table, and which questions belong in your next board meeting.



Luuk Goeneer

Founder Deluux B.V.

56%

of leisure travellers used AI to plan, book or navigate at least one trip in the past 12 months — up from 33% at the start of 2025.

72%

of Gen Z used AI for a trip or visit in the past year, and 74% of Millennials. These are your future season-pass holders.

~40%

of Gen Z already used TikTok and Instagram for search instead of Google — and that was measured back in 2022.



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P.3/P.8

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WHAT'S NEXT?

From audience first to creative first. The biggest change isn't that AI arrived — it's where it sits.

AI used to sit at the end of the process, optimising delivery after every decision had already been made. Now it sits at the front, before anything has been decided. You see it most clearly in the creative. A few years ago, a campaign for a park meant two versions of one idea — a classic A/B test. Today a single campaign runs on twenty, thirty, forty variations. We don't pick the winner anymore. We give the system enough material to pick one — and it picks a different winner for every guest.

So the scarce resource has changed. It is no longer media budget, and it is no longer audience data. It is creative volume with genuine variation in it. Meta reports +8% ad quality and +22% ROAS since its Andromeda engine rolled out.

Which means the brief changes, the design changes and the scorecard changes: one idea, five angles, three hooks each; the first three seconds select the guest; judge on hold rate and cost per quality visit. If you aren't killing most of what you make, you aren't testing — you're publishing.

Targeting didn't disappear, though. It moved. Two levers still sit with you and neither is creative: what you tell the system counts as a win, and who you exclude.



“ **Three years ago we built the audience and the platform delivered it. Today the platform builds the audience and we feed it. Your hook is your targeting — the first three seconds now do the job.** ”

- **Floortje Goenee**
Succesmanager, Deluux B.V.



P.4/P.8

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THE MOMENT YOU'RE NOT IN

"Which park is better for a first visit with an anxious seven-year-old, under three hours from London?"

We asked exactly this from the stage. No brand name, no keyword — just a parent describing a day. Three parks came back, ranked, with reasons.

Nobody paid for that answer. No campaign, no bid, no targeting. It was assembled out of what is already published about those parks — including the accessibility pages LEGOLAND wrote for guests, not for search.

So the honest question for every operator: when a guest asks that about your region — are you in the answer?

01 LEGOLAND WINDSOR —

best first visit. Gentle attractions that don't require committing to a ride, so a nervous child builds confidence gradually. Cited by name: a 2026 Social Story, a ride-by-ride Sensory Guide, a Total Sensory Space, a daily Quiet Hour.

02 PAULTONS PARK —

potentially the gentlest park overall, but at seven, Peppa Pig World may already feel a little young.

03 CHESSINGTON —

brilliant if they love animals, with accessibility support and a Ride Access Pass system.



P.5/P.8

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FROM SEARCH INTENT TO SEARCH EXPERIENCE

It's no longer about capturing demand — it's about creating it.

Super Nintendo World is the clearest example our industry has. Universal didn't optimise for existing search volume — there wasn't any. They turned forty years of gaming nostalgia into a physical place, and created a search term that had never existed before.

Sharing the exact experience is worth more than announcing it. Which is exactly what social rewards now — content that behaves like an experience, not like a press release with a date on it.

That is the difference between capturing demand and creating it. Most attraction marketing still does the first: bidding on interest that already exists, in a market where that interest is finite and gets more expensive every season.

Content is expected now to behave as a must-have experience vs like short announcement.

Will social fully replace traditional search for discovery in our industry? For the next generation of guests, we see it already has.

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Captions and on-screen text are now metadata. We write for two audiences: the person scrolling, and the search behind them. 'The best 10 things to do in Europa-Park' is the new hook."



- Luuk Goenée
Deluux B.V.

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P.6/P.8

QUALITY METRICS: BRIDGING THE GAP FROM ATTENTION TO ACTION

Focus your marketing efforts on quality goals, conversions and audiences. Own the full search experience.

Marketing systems nowadays let us generate performance from creative, which means the KPI has to describe the guest you actually want, not the impression you happened to buy.

So we build custom conversions per leisure brand. If the goal is revenue per customer, we don't count a booking — we count the booking that brings two kids and an overnight stay. These four are examples:

Q-VIEW

For incremental visibility on a topic that matters to the business.

Q-GUEST

A new visitor to your site in the last X days, who reaches at least the reservation page and stays at least 1 minute 30 on site.

Q-TICKET

A conversion matching the behaviour of your ideal ticket buyer.

Q-BOOKING

High value. A persona booking of two nights or more for example.

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We recommend suppliers and brands to find the quality metric that connects your reach to your objective — and then let the system optimise towards it.

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GETTING CURIOUS?

Curious what AI already says about your attraction?
Or how to turn social reach into revenue?

Both questions start in the same place: knowing what your content and your data are already doing for you. That is our work — strategy and planning, business intelligence, and marketing activation that doesn't wait for clicks but builds a quality movement. Request a Growth Analysis and we'll show you where you stand.



“ The trend that will matter most: being the answer. Your future visitor numbers depend on whether an AI recommends you when nobody typed your name.

- Floortje Goenee
Succesmanager, Deluux B.V.

We Elevate Brands

Request your Growth Analysis · deluux.io · media@deluux.io



P.8/P.8

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