



MEMO

To:	Director of Marketing, U.S. Park Southeast
From:	Director of Business Intelligence, U.S. Park Southeast
Re:	Monitoring of Consumer Social Media Engagement
Date:	June 1, 2021

Pursuant to your request, we contracted with a social media analytics-monitoring organization to track customer behavior and conversations on social, digital, and traditional channels. By monitoring and analyzing these conversations, we can define emerging trends, identify actionable insights, and optimize the impact of our brand strategies and communications efforts.

We have received two consecutive monthly reports with the following critical insights from potential and existing consumers. These reports are consistent and statistically valid based on the number of observations.

1. There is a significant and growing concern for the safety of park customers and employees. While not grounded in a recurrence of the incident prior to closing the parks earlier this year, it is clear that there is a growing perception of risk for future safety- and injury-related incidents.
2. There is significant evidence of negative consumer and employee opinions as to the reasons for a “quick” reopening of the park. The overriding consensus is that the park has reopened for profit without stakeholder safety as the priority.
3. It is our opinion that damage has occurred to the brand image and that while safety issues have been addressed in a highly effective manner, the negative implications for the brand can only be reversed through aggressive and strategic brand management efforts. This certainly includes marketing alignment with those efforts.

We will continue to monitor, analyze, and report on this situation on a monthly basis.