

1 Backstage AI, not on stage.

Used across admin, data and pricing – almost never with guests. Human interaction is the product.

2 Operator utility vs. guest utility.

Every AI idea sorts into one of the two. Lost property calls take up time. AI can triage so staff can stay on the floor and customer isn't left waiting.

3 The new search battle: ChatGPT.

Operators are writing content for AI overviews and chat prompts, not just rankings. Discoverability now means what the AI recommends.

4 Script first, AI second.

Most "AI use cases" discussed were just rules in disguise. If it's a decision tree, you don't need AI for it.

5 Fringe cases, now findable.

Inbound spreads across 8-9 channels, so patterns hide in plain sight – one venue found 70% of enquiries were about children only once AI aggregated it.

6 Revisitation beats acquisition.

Acquisition is well served already. The opportunity is using scores and visit history to bring people back – one operator's repeat rate hit 11%, just from asking.

An invite-only morning with senior operators from competitive socialising and immersive experience venues. No presentations, no pitches – just an honest conversation about what's actually working.

- Are your midweek sessions underperforming and do you know exactly where drop-off happens?
- What share of first-time visitors come back within 90 days?
- Is your booking flow surfacing the cheapest price early enough?
- Are you working with booking data or demand data?

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Re—venue helps experience-led venues fill more sessions, improve booking conversion, and get more from the demand they already have.

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“We'll be the last thing AI replaces, it can't create the experience, or run it.”