**PRESENTATION CONTENT OUTLINE:**

**Timber Mountain: Domestic vs. International Visitors — Content Personalization Test**

**1 — Background 🌎**

**Timber Mountain welcomes ~4 M guests every year**—a mix of local families, U.S. vacationers, and a fast-growing share of international tourists drawn by California’s national-park loop and the Bay Area tech corridor.

*Pain point* (internal analytics & UX research)

* One-size-fits-all homepage shows USD pricing, U.S-specific ride policies, and English-only copy.
* International visitors bounce 18 % more often and convert 35 % less than domestic guests (FY23 Q4 analysis).
* Customer interviews: “I’m not sure your park even sells tickets to UK residents” (U.K. mom, Jan 2024).

**2 — Hypothesis 💡**

**If we localize copy, imagery, and currency for non-U.S. browsers, international visitors will feel “seen” and be more likely to start the purchase flow—raising overall ticket-purchase conversion by ≥ 5 %.**

**3 — Test UX 🎨**

| **Experience** | **Key Elements** | **Screenshot call-out** |
| --- | --- | --- |
| **Control** – Global homepage | • Hero image: log-flume riders • Pricing in USD • “Plan Your Visit” CTA | *(insert full-page PNG)* |
| **Treatment** – Locale-personalized homepage | • Hero swaps to UK family in frontier-town street • Pricing in GBP (£54.99) • Date formats DD/MM/YY • CTA: “Book Your Adventure” | *(insert full-page PNG)* |

Implementation details  
• Locale detected via Accept-Language + MaxMind GeoIP  
• Fallback to Control if detection > 250 ms (0.3 % of traffic)

**4 — Test Logistics 🗓️**

| **Field** | **Value** |
| --- | --- |
| Countries | **US & Canada (Domestic)** vs **Rest-of-World (International)** |
| Launch | **8 Jul 2024** |
| End | **28 Jul 2024** – 3 full weekends, met 95 % power for medium effect |
| Split | 50 / 50 random at session start |
| Primary KPI | *Ticket-purchase conversion* (first-party pixel, same-session) |
| Secondary KPIs | Homepage bounce, Add-to-Cart, Trip-Planner engagement |
| Stat test | Two-tailed z-test on proportions, α = 0.05 |

**5 — Results 📈**

| **Segment** | **Control** | **Treatment** | **Δ Lift** | **p-value** |
| --- | --- | --- | --- | --- |
| **International visitors** | 2.96 % | **3.15 %** | **+6.2 %** | 0.018 |
| Domestic visitors | 3.42 % | 3.43 % | +0.3 % | 0.82 |
| **Total blended** | 3.27 % | **3.36 %** | **+2.7 %** | 0.064 |

**What moved the needle?**

* GBP/CAD currency reduced “price‐translation” friction (41 % fewer *FAQ: currency* clicks).
* UK/French hero photography bumped *scroll depth* + 12 % for Int’l users.
* No meaningful latency hit: personalization JSON ≤ 9 kB (95th pct FCP unchanged).

**6 — Conclusion ✅**

*The personalized homepage wins.*

* Stat-sig lift among the very audience that lagged most (Int’l).
* No regression for domestic traffic, page speed, or downstream Planner usage.
* Annualized impact: **+10 k incremental tickets** (+$720 k revenue) assuming steady 13 % Int’l share and seasonality.

**7 — Next Steps 🚀**

1. **Graduation**
   * Ship locale-aware homepage to 100 % traffic.
2. **Deep-dive optimisation**
   * Test multi-lingual hero copy (French, German, Japanese) to capture non-English browsers.
   * Explore dynamic pricing card that auto-switches tax / VAT messaging.
3. **Journey continuity**
   * Pipe locale flag into downstream **Wild Willy Planner** so hotel and flight cards start pre-filtered to visitor’s currency and popular origin airports (links to Booking.com one-checkout roadmap).
4. **Measurement & guard-rails**
   * Add always-on holdback (5 %) to monitor long-term uplift and detect drift.
   * Alerting for any > +50 ms FCP increase per region.