



IAAPA ICAE Sample Questions

August 2021



▶ IAAPA CERTIFIED ATTRACTIONS EXECUTIVE (ICAE)

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IAAPA  **CERTIFIED**
ATTRACTIONS EXECUTIVE



Introduction:

Thank you for your interest in becoming IAAPA certified! Becoming certified is a significant milestone in your attractions career that provides many benefits to you. The all-new, exam-based IAAPA certification program will examine your knowledge across multiple domains. Upon completing the examination, you will enter a community of distinguished professionals. IAAPA Certification is the gold standard for validating your knowledge, skills, and abilities within the attractions industry.

About this Document:

This document removes the mystery of what kinds of questions you will see on the exam. Exam questions are developed using a robust, scientific methodology comprised of IAAPA subject matter experts, guided by IAAPA's external exam development partner.

This document provides *examples* of the types of questions you may find on the exam across the various domains of the exam. **Using this document does not guarantee that you will be successful in your pursuit of the IAAPA certification.** This document is for illustrative purposes only. It is the candidate's responsibility to ensure they meet the requirements for certification by reviewing the various certification documents located **HERE**.

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1. Attractions Land is producing and operating a special event for which guests are to purchase separate tickets. The costs to produce and operate are \$500,000. If the ticket prices are \$20 with no additional revenue from the guests, how much attendance is required if the target Return on Investment (ROI) is 60%?

- A. 15,000 guests
- B. 40,000 guests
- C. 45,000 guests
- D. 50,000 guests

Correct Answer - B. 40,000 guests
Domain 1: Facility Operations, Entertainment, and Guest Relations - n/a

2. Which scenario below describes the appropriate response when communicating in person with an upset guest?

- A. Arrive with assistance from security in the event the situation escalates. Ask the guest to explain in detail the issue. Continually explain the policies in place to the guest as each issue arises so the guest will understand.
- B. By following the S.P.A.C.E. values, speak privately with the guest to keep other guests safe, accept responsibility, and offer a sincere apology to the guest. It is important to clearly communicate with the guest and offer a resolution that reduces lost profit when possible.
- C. Introduce yourself to the guest as the person in charge. Speak with the guest publicly to ensure others nearby can act as a witness. After understanding the issue, explain to the guest you need to investigate and will call them back within 48 hours.
- D. After introducing yourself to the guest, move to a quiet location to speak about the incident in question. After understanding the issue, ask the guest any questions that you have about the issue. Communicate the concerns to the guest and explain what options are available to rectify the situation.

Correct Answer - B. By following the S.P.A.C.E. values, speak privately with the guest to keep other guests safe, accept responsibility, and offer a sincere apology to the guest. It is important to clearly communicate with the guest and offer a resolution that reduces lost profit when possible.
Domain 1: Facility Operations, Entertainment, and Guest Relations - 1.6b.
Utilize strategic problem-solving to contain aggressive guest behavior and conflict, including methods of communication specific to these issues



3. Which process would provide the most accurate feedback to ensure service recovery techniques are successful in accomplishing the mission and values for Attractions Land?

- A. Service recovery toolkits include a detailed multi-page report to document the guest issue and guest contact information. If a guest seemed unhappy with the result, it is the discretion on the department manager to contact the guest in a timely manner.
- B. Items in the service recovery toolkits include vouchers that must be redeemed utilizing the parks point of sale system. The voucher identification numbers are documented upon distribution and can be reconciled with the guests during redemption. Staff is alerted to previous shortcomings to ensure the best experience for the guest.
- C. During service recovery efforts, contact information should be obtained from the guest. The Team Member assisting the guest should also document what items were used from the service recovery tool kits. A survey should digitally be sent to the guest within a week of their visit to assess their level of satisfaction with recovery. The guest should be given an option for additional follow-up within 48 hours.
- D. Follow up is not required if the guest accepts an item from the service recovery tool kit.

Correct Answer - C. During service recovery efforts, contact information should be obtained from the guest. The Team Member assisting the guest should also document what items were used from the service recovery tool kits. A survey should digitally be sent to the guest within a week of their visit to assess their level of satisfaction with recovery. The guest should be given an option for additional follow-up within 48 hours. Domain 1: Facility Operations, Entertainment, and Guest Relations - 1.6d. Utilize analytics to determine service recovery success

4. While building your Attractions Land annual budgets and reviewing the year's actuals, the retail zone increased revenue year over year but showed a 7% decrease in labor cost. This decrease is far above the recommended 2% expense reduction you had set forth for the organization. What is a potential negative effect of having too low of a labor cost as a percentage of revenue?

- A. Too low of a labor cost could indicate missed sales opportunities that would outweigh the increase in labor.
- B. Your managers will always be overworked if you operate with too low of a labor cost in any department.
- C. Guests will complain that there are not enough staff members available to assist them when they need help.
- D. There is no possible negative effect, therefore you should always be striving to reduce your labor cost.

Correct Answer - A. Too low of a labor cost could indicate missed sales opportunities that would outweigh the increase in labor. Domain 2: Revenue Operations and Financial Management - 2.1c. Project labor costs and needs for the location



5. Which of the following is NOT an example of a protected class which should be excluded from consideration by the operations team when making hiring decisions for Attractions Land?

- A. Race
- B. Gender
- C. Hair Color
- D. Ethnicity

Correct Answer - C. Hair Color
Domain 5: Human Resources and Management - 5.4a. Oversee Equal Employment Opportunity (EEO) compliance

6. Which of the following should NOT be an aspect of the constructive performance review process for Attractions Land Team Members?

- A. Feedback at regularly scheduled set intervals
- B. Constructive critique of the team member's performance
- C. Targeted feedback on the areas in which the team member excelled
- D. Specific performance goals for the team member going forward

Correct Answer - C. Targeted feedback on the areas in which the team member excelled
Domain 5: Human Resources and Management - 5.5b. Conduct performance reviews

7. Which of the following ad campaigns would be appropriate to promote the mission of Attractions Land with guests prior to their arrival to boost sales and revenue?

- A. A comprehensive media campaign using various mediums to promote space exploration while highlighting attractions and events taking place within the park.
- B. Social media blast highlighting exhibits housed within the museum zone without targeting additional areas of the park.
- C. A radio media blast highlighting bundle pricing and the seasonal event taking place.
- D. Mail blast of flyers targeting the waterpark with "World's Best" type attractions.

Correct Answer - A. A comprehensive media campaign using various mediums to promote space exploration while highlighting attractions and events taking place within the park.
Domain 6: Organizational Leadership and Corporate Culture - 6.3d. Develop and oversee development of guest-facing communication that also share vision and mission of the organization



8. Attractions Land includes an indoor waterpark along with a wide variety of entertainment around the park. The indoor waterpark is open year round and hosts events and functions regularly in off hours. What can you do to leverage your Entertainment Program to drive daytime traffic to the indoor waterpark?

- A. Have your Entertainment staff develop a new free program specifically for the indoor waterpark.
- B. Have your Entertainment staff develop new add-on ticketed programs specifically for the indoor waterpark.
- C. Relocate your most popular entertainment show to within the indoor waterpark.
- D. Have your existing entertainment promote the indoor waterpark after every show.

Correct Answer - A. Have your Entertainment staff develop a new free program specifically for the indoor waterpark.
n/a - n/a

9. The small kids zone of Attractions Land requires a new outdoor venue live show. Given its physical location within the park, irrespective of guest profile, what format of show makes the most sense to add?

- A. A high energy sing along.
- B. A quiet puppet show.
- C. An educational animal show.
- D. A nighttime fireworks show.

Correct Answer - A. A high energy sing along.
n/a - n/a

10. You are looking to hire a new creative writer to develop a themed storyline based on your park wide theme. What information is critical to provide to the writer to make sure the story is aligned to the Attractions Land brand guidelines?

- A. Share the name, identity, and related imagery of all existing characters and their associated back stories.
- B. Share the corporate logo, artwork, and brand guidelines for the company.
- C. Allow the writer to write anything they want and let their creative juices flow.
- D. Provide the writer with all social media identities, marketing material, and past and present advertising/promotions material.

Correct Answer - A. Share the name, identity, and related imagery of all existing characters and their associated back stories.
n/a - n/a

11.

The Attractions Land museum has become dated; the exhibits, while physically interactive have become stale and old. How can you leverage technology to ensure the museum continues to share and expand upon the corporate story of space exploration and create an immersive experience, while not replacing all of the physical exhibits?

- A. Have a Design Team develop custom interactive audio visual content that can be projected into the existing venue connecting all the existing exhibits into a single storyline with new experiences.
- B. Hire an AV company to provide you with a completely new lighting scheme for the space with multiple colours and intensities in all areas.
- C. Hire a technology consultant to add TVs/monitors to every available space, and share your existing content on all screens.
- D. Hire a graphic designer to design new printed graphics and posters for all of the existing exhibits, refreshing each one separately.

Correct Answer - A. Have a Design Team develop custom interactive audio visual content that can be projected into the existing venue connecting all the existing exhibits into a single storyline with new experiences.
n/a - n/a

12.

As the CEO, you have a designated capital budget to improve upon the graphic design and theming for all areas of the park. However, according to guests and staff the park graphics in various areas have become stale. What approach can you use to encourage your designers to develop some new innovative and highly creative artwork?

- A. Have designers attend graphic design annual awards seminars for the best designs of the year with leading industry creatives.
- B. Have designers go online and google best graphic designers and designs for inspiration.
- C. Encourage designers to participate in local design forums for amusement parks in their region.
- D. Have your staff sign up for continuing education programs to improve their technical skills while at the same time updating the computers in the graphic design department.

Correct Answer - A. Have designers attend graphic design annual awards seminars for the best designs of the year with leading industry creatives.
n/a - n/a



13.

As guest profiles develop and evolve, Attractions Land too must continue to innovate so that the park keeps up with the organizations vision. How can you ensure that park wide staff will be inspired to try new concepts and test new ideas?

- A. Set aside an innovation budget, where staff can generate new initiatives and test new concepts in all areas of the park, from sampling new food, to travelling to other parks or suppliers to try new rides.
- B. Encourage people and teams to participate in creative idea sharing sessions where they discuss, any and all creative ideas, no matter how wild and wacky they may be.
- C. Provide staff with a suggestion box where they can write down creative ideas which are shared anonymously.
- D. Require all staff to spend a certain amount of time monthly researching online, and to report all new ideas they find to their immediate managers.

Correct Answer - A. Set aside an innovation budget, where staff can generate new initiatives and test new concepts in all areas of the park, from sampling new food, to travelling to other parks or suppliers to try new rides.
n/a - n/a

