

CNN STUDIO TOUR

Atlanta, Georgia

The Inside CNN Studio Tour is a journey into the heart of CNN Worldwide to get an up-close look at global news in the making. The guided walking tour lasts about 55-minutes and visitor tours depart approximately every 10 minutes. The CNN Center is open to the public and entrance to the building is free. The public area includes a food court with fast food and full-service restaurants, specialty retail and other services.

MR-ProFun provided an operational and marketing audit to identify specific opportunities for the Studio Tour and Turner Experience in order to increase the group tour and travel industry ticket sales efforts.

MR-ProFun made recommendations regarding specific packaging and net pricing programs. We developed a program outline that included a suggested time line, specific tasks, budgets and attendance goals.

- Business and Operations Planning
- Operational and Marketing Audit and Implementation
- Pre-Opening Operations

