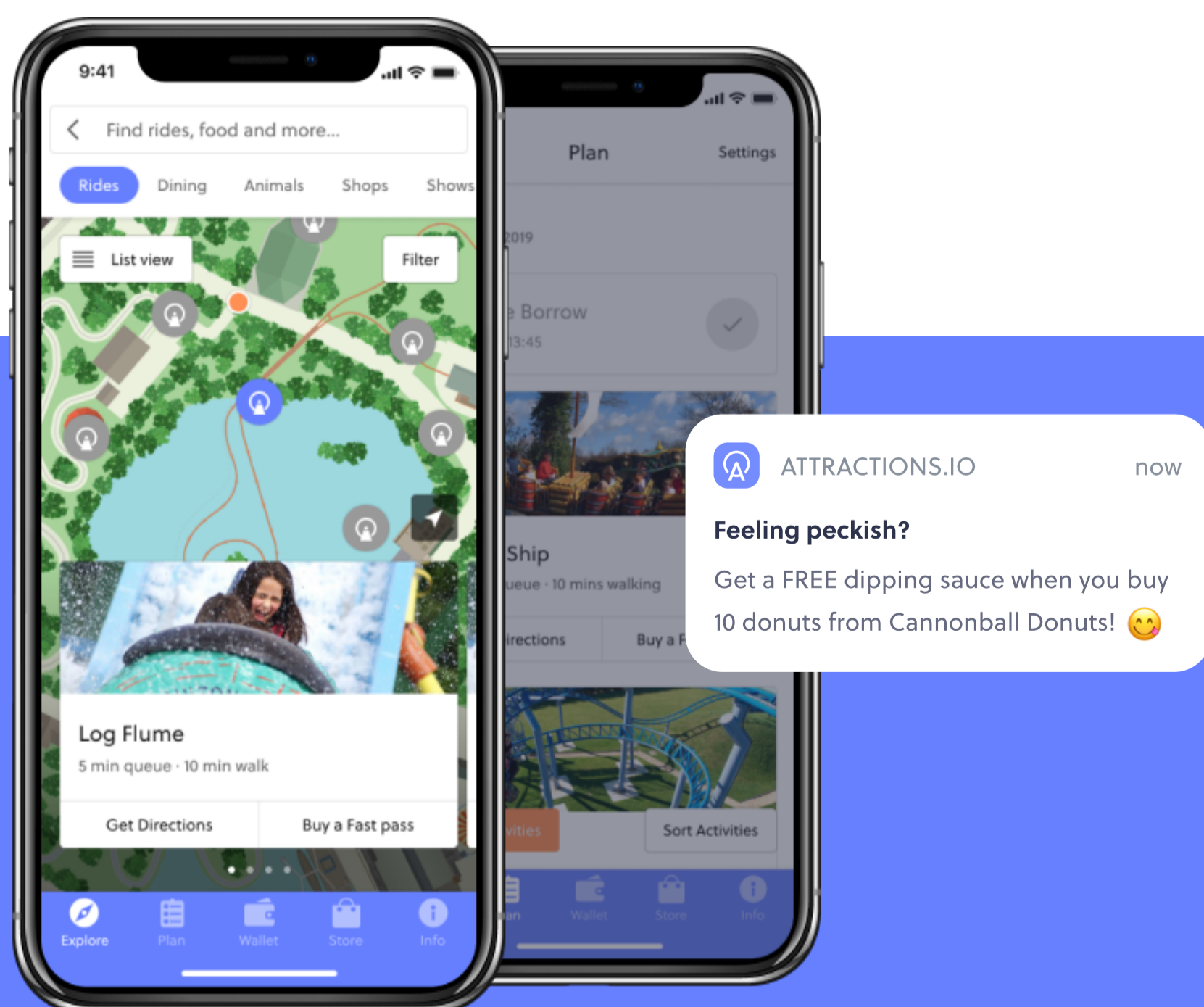


# Delivering The Ultimate On-site Digital Guest Experience At Your Theme Park

Discover a more engaging way to communicate with your visitors. Delight your guests. Deliver business results.

Out of all the potential touchpoints in the guest journey, the time guests spend on-site offers that crucial window of opportunity to differentiate on experience and exceed expectations. The challenge is, it's also the most challenging environment to achieve the level of customisation necessary to deliver the highly personalised, authentic experiences that today's digitally native guests expect.

Our mobile app technology provide the means to introduce smarter digital touchpoints for guests on-site, enabling you to deliver dynamic, contextual communications on an individual scale that boost both satisfaction and spend. You'll also be able to gather invaluable insights on guest behaviour to help create even better onsite experiences.



Here are just a few of the benefits:

## ✓ Deliver VIP treatment, at scale

Boost guest satisfaction by leveraging intelligent and highly targeted messaging, triggered by behaviour or location.

Achieve a personal touch by serving tailored content, offers and upgrades that add value to your visitors and augment their experience at every touchpoint.

## ✓ Remove friction and frustration

Exceed visitor expectations by eliminating common barriers and sources of frustration such as queuing to collect tickets, finding their way, identifying suitable rides and avoiding long queue times.

By providing all the tools and information to hand, the app can act as a digital concierge that empowers guests to see and do more during their visit.

## ✓ Unlock new revenue streams

Influence guest spending by sending highly-targeted offers and giving your guests a convenient way to purchase in an instant.

From up-selling all-inclusive packages, photo passes or ticket upgrades, to increasing F&B transaction sizes through convenient mobile ordering, you'll have the tools at your disposal to increase spend per capita.

## Key Features



### Digital Ticketing

No more waiting in line for pre-purchased tickets. Guests can easily store, present and even upgrade their tickets, all from within their mobile app.



### Day Planning

Provide guests with an interactive planner to help maximise their day, see upcoming show times, queue times and proximity of POIs to their current location.



### Interactive Maps

Help your guests navigate the park with ease, even without WiFi. Families can also filter suitable POIs by category, age and height restrictions.



### Wait Times

Keep guests reliably informed and set realistic expectations, communicating accurate wait times, in real-time through automated queue-time monitoring.



### Food Ordering

Enable guests to place food orders, or even pre-orders for later, all through the app. Boost F&B spend through up-sells, cross-sells and abandoned cart recovery.



### Dynamic Offers

Use behavioural and location based data to alert guests about relevant offers and upgrades that enrich their experience. For example, promoting fast pass options to guests in a long queue.



## Introducing a fully-digital ticketing experience at Paultons Park

Paultons Park is the first park in the UK to offer in-app ticketing, enabling guests to store their tickets inside a digital wallet in the app. As well as providing a better experience, with no printing or queuing at the entrance required, Paultons Park can also easily offer ticket upgrades, creating new revenue opportunities.

“In-app ticketing is something that makes visiting Paultons even easier for our guests. Initial uptake has demonstrated just how highly our customers value the convenience of a fully digital ticketing experience.”

Rob Griffiths  
Head of Marketing, Paultons Park

### About Attractions.io

Since 2009, we have been committed to delivering the best mobile experiences to attraction visitors and owners alike. We work with attractions of all sizes to deliver technology that both improves the guest experience and delivers real, measurable business value. To learn more about what our technology can do for your attraction, [contact us](#) or request your [free demo](#) today.

