

Say hello to the digital guest journey of the future for zoos & wildlife parks.

Guest expectations are changing, technology is driving smarter, faster and more personalised experiences in every aspect of everyday life. Shouldn't that be the case for a visit to the zoo too? We think so.

Using mobile app technology, zoos and wildlife parks can engage with guests like never before, enabling you to deliver a more personalised and meaningful experience at every touchpoint of the guests' journey, before, during and after their visit.

Here are just a few of the benefits:

✓ Go paperless

Go digital with your maps, ticketing and food ordering, delivering a better guest experience that's better for the environment and the bottom line.

Offer members a digital membership card available through the app and eliminate the need for plastic membership cards.

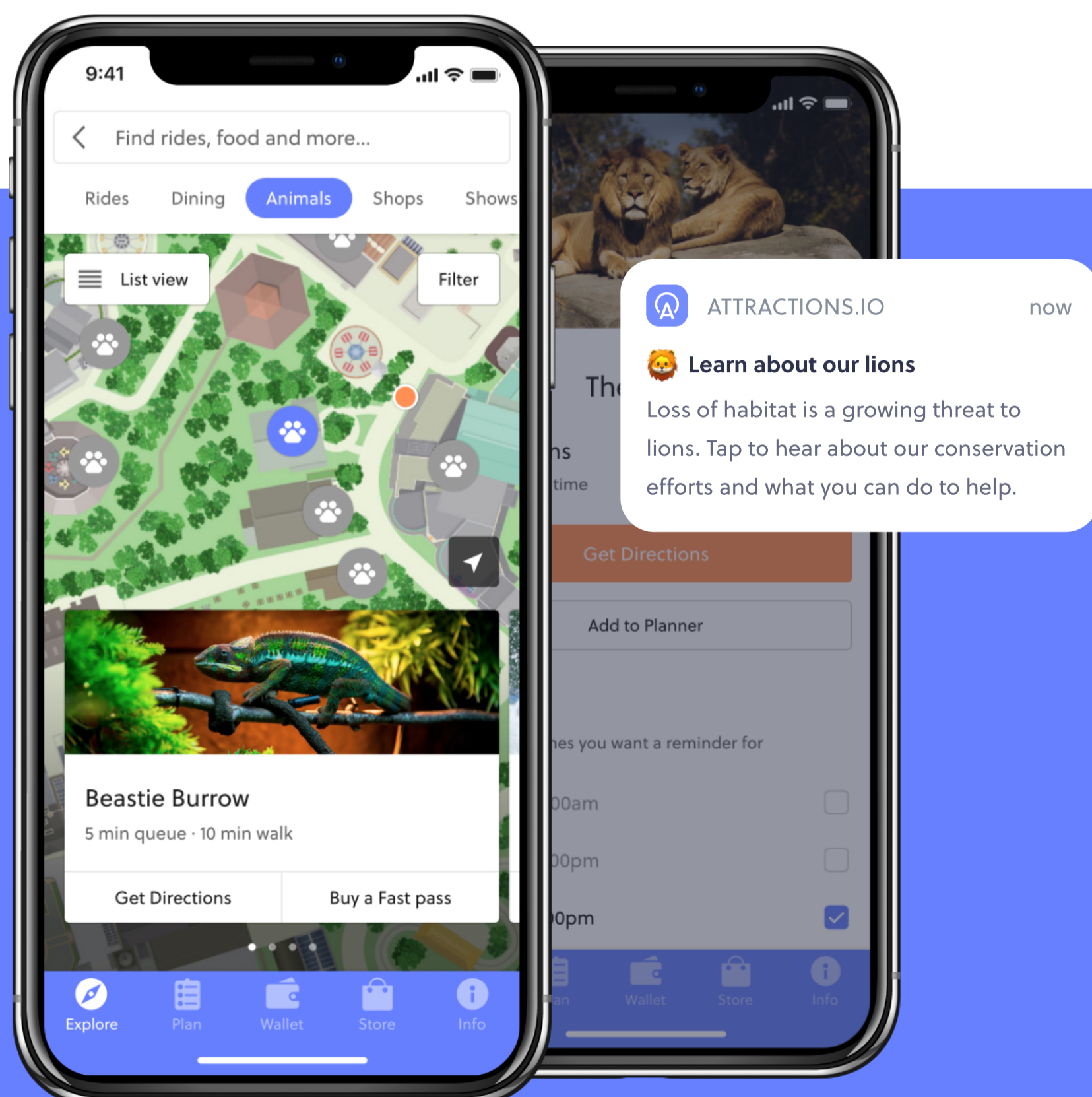
✓ Raise awareness of your conservation efforts

Free yourself from the limitations of printed guides and deliver the information your visitors care most about.

Deliver exhibit information, promote animal welfare and share your conservation efforts via targeted messaging, triggered in real time by guest behaviour and dwell time.

✓ Boost donations and adoptions

Use targeted and dynamic messaging to promote animal adoptions offers and donation information to guests who spend a long time at a particular exhibit, engaging with visitors when they feel most connected to the animals.



Key Features



Digital Ticketing

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



Day Planning

Collect insights into guest interests and surface intelligent suggestions to help guests make the most of their day.



Interactive Maps

Make it easy for guests to see their location, find their way and filter what's shown on the map, online and offline.



Intelligent Offers

Use behavioural data, coupled with location information, to send the right offer, to the right guest, at the right time.



Food Ordering

Enable guests to place food orders through the app. Boost F&B spend by promoting meal deals offers and upgrades.



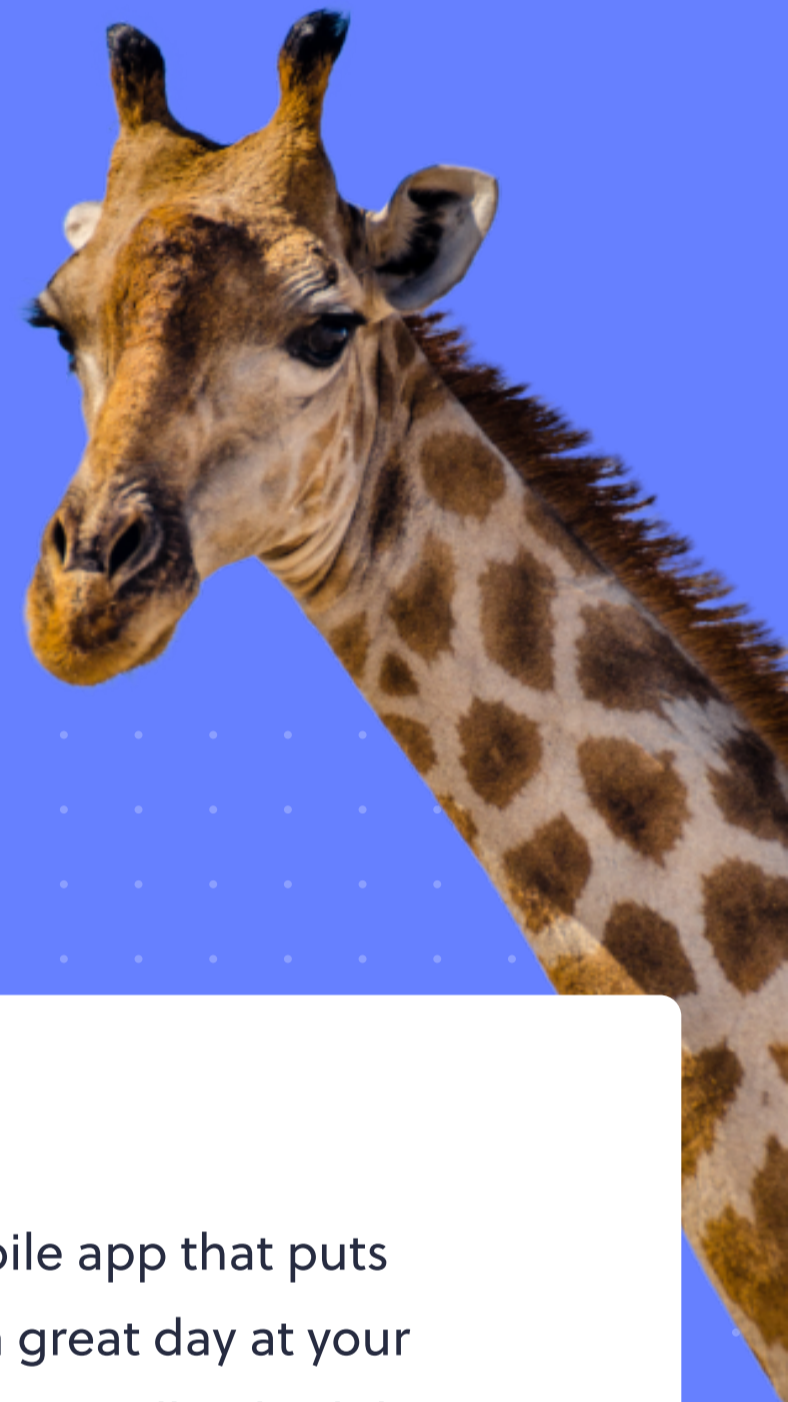
Feed & Talk Times

Highlight upcoming feed and talk times. Guests can browse times and set up reminders in a tap.



Ticket Upgrades

Automatically promote ticket updates, boosting revenue from return visits and annual pass upgrades.



Going paperless at Twycross Zoo

Following the launch of their Attractions.io app, Twycross Zoo has stopped printing their traditional paper maps in favour of the app, and are asking visitors to make their mark on sustainability through a new campaign.

"Our aim was to launch a mobile app that puts everything you need to have a great day at your fingertips, whether it's up-coming talk schedules or information on our essential conservation work.

"By going digital-first and replacing our paper maps with an interactive version, we're proud to be making further strides in protecting our environment and reducing our carbon footprint."

Karen Clarke,
Chief Operating Officer at Twycross Zoo

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.

