Attractions.io

Paultons Park
Elevating the guest experience through ongoing digital innovation.

About Paultons Park

With over 70 rides and attractions spanning 140 acres within the New Forest National Park, Paultons Park is one of the UK's leading family theme parks. In fact, Paultons has been voted as the UK's number one amusement park for four years running by the TripAdvisor Travellers' Choice Awards.

In addition to a wide array of roller coasters, thrill rides, and play areas, Paultons is also home to the country's only Peppa Pig World.

Summary

When theme park apps first started to gain popularity, Paultons Park knew that it had an opportunity to transform its visitor experience for the better. The park partnered with Attractions.io to build an app that empowered guests with an interactive map to more easily navigate the site.

Following this initial success, Paultons and Attractions.io have continued to improve the app with a host of new features, including live queue times, show times, and special offers. With more than 175,000 downloads, the latest version of the app helps visitors make the most of their days out, and delivers ongoing improvements to guest satisfaction.

HIGHLIGHTS

Intuitive wayfinding and day-planning features eliminate primary visitor pain points

4.8 star rating on App Store

Over **175,000** downloads, and **80,000** users receive push notifications

Challenge

Today, mobile apps are a ubiquitous part of daily life, but that wasn't always the case. In 2011, apps were still a new development in the attractions industry – and Paultons Park was quick to recognise their potential. With the appetite for apps rising rapidly, Paultons saw that creating its own app would be an unrivalled opportunity to elevate visitor satisfaction.

Lawrence Mancey, Assistant Marketing & IT Manager at Paultons Park, takes up the story: "Initially, our main focus was the mapping element. We'd always provided guests with paper map, but they were quite artistic and stylised, so they could be difficult to follow. We were excited at the prospect of creating an app with dynamic mapping functionality that could physically guide guests to the attractions."

That being said, building an app wasn't something that Paultons undertook lightly. Success is one of the park's core values, so whenever it plans a new initiative in any area, it is committed to doing it well or not at all. This meant it needed a partner that could deliver the highest quality app possible.

Solution

"Attractions.io was the perfect fit," says Lawrence. "We discovered them at a trade show and really liked the services they were offering. It was clear from the outset that they understood our industry and what we needed."

Paultons Park teamed up with Attractions.io to build a bespoke, branded app. The solution provided users with easy-to-use mapping and dynamic wayfinding features that took all the frustration out of navigating Paultons' 140 acres. What's more, the app supported offline functionality – a key factor given that on-site Wi-Fi coverage was much more limited at the time.

This initial implementation was only the beginning. Since then, Paultons has continued to work with Attractions.io to maintain the app, add new features, and steadily refine the digital experience.

"We really value Attractions.io's enthusiasm and knowledge. We have confidence that they're always working on new things, and we know that they're tuned into both the industry and future trends in the digital space."

Rob Griffiths
Head of Marketing
Paultons Park

"Today, guests have all the information they need to plan their visits at their fingertips; both when they're at the park and at home."

Lawrence Mancey
Assistant Marketing & IT Manager, Paultons Park

"The app has come on leaps and bounds since we first built it," reports Lawrence. "Today, guests have all the information they need to plan their visits at their fingertips; both when they're at the park and at home."

Visitors can use the app to view live queue and show times, and the built-in day planner enables them to put together a personalised itinerary that automatically adjusts to minimise the amount of time spent queueing. With all of these features – and more – the app effectively addresses many of the most common pain points for theme park guests, helping them make the most of their visits and spend as much time as possible enjoying everything that Paultons has to offer.

The Attractions.io platform is also an invaluable tool for Paultons' internal team, as Lawrence explains: "Heat mapping shows us exactly which areas of the park are the most popular at any given time, and we can see the paths that people tend to take. A lot of this information reinforces what we already know, but it's good to have solid data to back up our understanding."

Rob Griffiths, Head of Marketing at Paultons Park, comments: "We can also use push notifications to reach a large number of people at once. More than 175,000 people have downloaded the latest version of the app, and roughly 80,000 of them have notifications turned on, so it's great for communicating news and special offers. We can even deliver marketing dynamically with targeted messages based on a guest's location."

Last but not least, the app asks guests to rate their experience at the end of the day, and users that leave positive feedback are prompted to create a TripAdvisor review. These reviews encourage new customers to visit the park, and they have helped Paultons retain its place as the UK's number one theme park in the TripAdvisor Travellers' Choice Awards for four years running.

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> Head of Marketing, Paultons Park

Benefits

Speaking of reviews, the Paultons Park app currently has a 4.8-star rating on the Apple App store from more than 1,000 reviews – and the comments speak for themselves:

PAULTONS PARK   now

🎃 **It's going to be spooktacular!**

The friendliest, most frightful fun fest in the UK. Now includes Peppa Pig World! Find out more if you dare...

★★★★★   16/09/2019

Finally!
This was our first outing to a theme park with an app and it was a revelation :-)

Ride waiting times, bespoke walking directions from area to area, filter for suitable attractions based on height, age and suitability. Really helped us make the most of the day.

★★★★★   14/07/2019

Wonderful park and great app
Paultons Park is such a lovely theme park. So well maintained, clean, and lots of rides for the family.

The app works well and is slick. Much better than its bigger competitors.

"We definitely see Attractions.io as a partner, not just a provider," confirms Rob. "We really value their enthusiasm and knowledge. We have confidence that they're always working on new things, and we know that they're tuned into both the industry and future trends in the digital space."

Lawrence adds: "Without a doubt the app has helped boost guest satisfaction and enhanced the Paultons experience as a whole. It's become such an integral part of our operations that it's hard to imagine being without it."

Collaboration between Paultons Park and Attractions.io has been at the heart of the app's success. Over the years, Attractions.io has delivered a stream of new innovations, and suggestions from Paultons are frequently integrated into the platform. The close relationship has resulted in an app that is perfectly tailored to the park's specific needs.

Looking ahead, Paultons has no intention of resting on its laurels. The park is currently rolling out a UK-first in-app ticketing feature that enables users to import or scan in their booking details, eliminating the need to queue to collect tickets or print them at home. It has also completed a highly successful proof-of-concept trial for mobile food ordering, which led to a 38% increase in average basket size compared to till sales.

Lawrence concludes: "We're used to high-quality service and we have extremely high expectations, but Attractions.io never disappoints. We have no hesitation recommending them to other parks."

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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, visit our website at https://attractions.io.