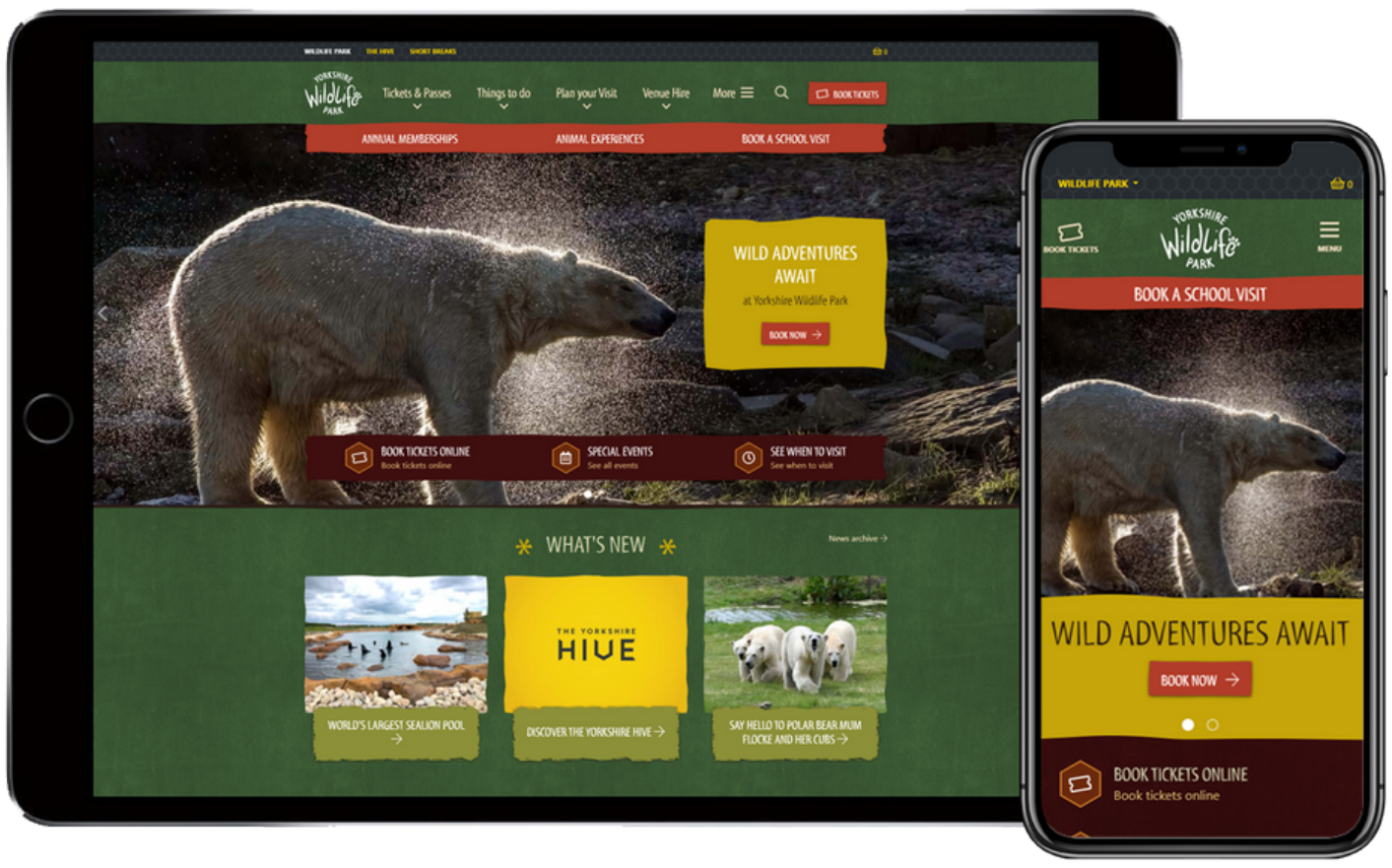
Yorkshire Wildlife Park partners with Semantic to improve their Customer Experience.

A new enhanced website design, featuring multiple linked attractions and a slick online booking process was launched following Yorkshire Wildlife Park's opening of it's Hive Entertainment Hub.

Semantic is delighted to announce its collaboration with YWP in delivering a redesigned and optimised website at one of the UK's top Wildlife Parks as well as ongoing support and online strategy.

Have a look for yourself - https://www.yorkshirewildlifepark.com



The redevelopment of the site is a part of YWP's ongoing strategic plans to provide better customer service and experiences for lovers of wildlife adventure around the globe, as they look forwards to a successful summer season.

The park is built on a 400 acre site and has continually reinvested, last year seeing the opening of the Yorkshire Hive, a Shopping, Dining and Entertainment extravaganza at the entrance of the park with a hotel to follow this year.

The goal of the project was to build a single platform site that sells a world class wildlife attraction and resolves the issues they faced with the old site.

Previous Challenges

- Hard to update by YWP staff
- Complex to navigate
- Unreliable with lengthy down time
- Unreflective of the YWP brand

The new Wildlife Park and Hive sites feature a new highly engaging, mobile first design, characterised by a seamless integration to the Ticketing system using API's for memberships, day tickets and booking experiences. API integrations extend to merchandise, adoptions, events and food & beverage offerings.

The booking process is also characterized by multi brand upsells and checkout facility. The site has been optimised to drive conversion rates and increase customer satisfaction, all from a mobile-first perspective. Semantic is also helping with continuous improvements, qualitative and quantitative reporting and ongoing improvements and extensions to the integration with the Ticketing system.

“What we have delivered is a brand new website with a highly efficient and user friendly content management system (based on Umbraco CMS). Elegant and deeply themed design helps visitors find the information they are looking for - fast - Easy to follow navigation, Search and Filter, Park Map, FAQ’s, Members Only area, and clear calls to action make the new site a significant step forward and has helped Yorkshire level up the digital and on site experiences.” concludes Neil Lewin, owner of Semantic.

"The team at Semantic have been amazing throughout this project, from all here at YWP thank you so much. The project was broken down into two phases and it's great to see our amazing new site live and bookings flooding in as we now go live with phase 2 " enthused Lindsi Blakeman project lead at YWP.

The site has now been live for nearly 12 months and results have been fantastic with the park taking record bookings during summer 2021. The Hive entertainment hub has also had early success with the Hex Hotel and Camp Lion Glamping both launching as part of Phase 2 for 2022.

Watch this space for other additions to the site as Yorkshire Wildlife Park continues to raise the bar for integrated website design.

Yorkshire Wildlife Park: Who are we?

Located in Doncaster, South Yorkshire (England), and boasting nearly 400 animals and 70 individual species, Yorkshire Wildlife Park is one of the UK's foremost attraction venues with over 750,000 visitors per annum. Many of its animals are either threatened or endangered and YWP works with its own Wildlife Foundation to help the conservation of endangered species in the wild and in captivity. Its sustainability responsibilities help set it apart from its peers. Worthy of note is its successful rescue of 13 African lions from a Romanian zoo in February 2010.

Semantic: Who We Are?

A digital agency focused on bringing visitor attractions to life online, and using data and insights to drive results. We're based in Southampton, UK and offer strategy, design, site development, system integration and other campaign management services such as SEO and PPC . Our experience with visitor engagement and the seamless integration of Booking, Retail and other transactional systems stands us apart from other agencies.

In the post covid-19 world as many visitor attractions move from Stoneage to Phoneage , we are your digital partners to trust and inspire……..please get in touch!

https://www.semantic.co.uk/

YORKSHIRE Wildlife PARK

THE YORKSHIRE HIVE
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