LOOP

THE VISITOR EXPERIENCE PLATFORM BY SEMANTIC

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semantic
the growth agency for attractions

Unlock your attractions' potential with LOOP - our new web platform tailor-made for attractions, venues & tourism.

We've brought over 25 years' experience into a new scalable online solution for zoos, theme parks, museums and leisure venues. Whether you're a new or established attraction, LOOP means you can have high performing websites, live reporting and optimised features to level-up your attraction.

Read on to see how we can help you generate traffic, build engagement and grow revenue in 2022 and beyond...

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Discover LOOP

LOOP can help transform your online capabilities quickly. Discover features, benefits and packages or get in touch for a demo.

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LOOP is brought to you by Semantic, a UK-based agency that's helped attractions with design, systems and strategy since 1997.

We've worked with theme parks, zoos, wildlife parks, museums, indoor attractions in the UK and worldwide.

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LOOP at-a-glance

Who's it for?

LOOP is perfect for ambitious growth-led attractions including...

Theme Parks

Resorts

Zoos & Wildlife

Museums

Heritage Attractions

Aquariums

Houses & Gardens

Waterparks

Indoor Experiences

Fast rollouts, proven components, no hassle

1. Platform setup
2. Design, structure look & feel
3. Content population
4. Reporting test & launch
5. Ongoing strategy & improvement

What is it?

Our LOOP platform gets you a fully optimised attraction website with all the features you need to power your attraction online

Benefits

For you...

- Maximise online revenue
- Save marketing budget
- Fast setup. Faster support.
- Always up-to-date
- Inbuilt CMS

For your visitors...

- Awesome online experience
- Mobile-first design
- Lightning fast and easy to use
- Seamless booking process
- eTickets to their phone

All for one simple monthly fee.

Why LOOP?

LOOP has 25 years+ of our attraction website experience baked in to help bring your attraction to life, unlock insights, build engagement and grow revenue.

Lightning fast to help boost your conversion rate

Ongoing test & learn strategy to grow revenue

Security best-practices baked in.

Always updated, optimised & improving with new features

Challenge & Vision

Helping you win in a mobile world

Your guests want seamless purchase journeys, engaging content and an optimised mobile-first experience. To have a winning attraction, you need winning websites, smart systems and definitive data.

- 20% of user have abandoned purchases due to poor UX
  Frustrated users are less likely to buy or upgrade on your site.

- Average 4.42% increase in conversion rate per second of load time
  Slow sites cost money, search engine rankings and affect guest satisfaction.

- Grow conversion rate by 35.26% with better checkout design
  Most attractions are leaving money on the table with clunky purchase journeys.

Often, 'urgent' beats 'important' when it comes to developing your attraction website. LOOP seeks to change this, with proven best-practice modules, systems and support to level-up your attraction.

Sources: 1) Baymard 2) Portent 3) Think with Google 4) Ofcom

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Our Vision for LOOP

In the post-pandemic age, your visitors' online experience is as important for driving revenue as their actual experience on-the-day. For many visitor attractions, achieving a slick online presence requires time, budget and expertise that many organisations simply do not have.

With a traditional web build, a significant portion of the budget is required just to lay the foundations. Often budgets are squeezed, so optimisations get missed, reporting gets sidelined, and there's a 'phase 2' of features that never seems to reach the top of the priority list. Often urgent overtakes important.

What if these core building blocks for visitor attractions could be delivered as a set of optimised modules built by a team with over 25 years' experience? Mobile ready, optimised, accessible, tested and proven.

LOOP lets us do all this and more, getting you a site that's always up-to-date, to a much higher level than paying to have everything developed from scratch. We'll bring together best-practice customer journeys, live reporting, integrations and strategic client support.

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Why Choose LOOP?

What is LOOP?

An "oven ready " Visitor Attraction website builder

An optimised website platform ready for your branding and designs

Inbuilt CMS tool for easy site administration

Mobile First Design

Modular Design from brochure site to eCommerce

Inbuilt site analytics and performance reporting

Continously updated

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Why is LOOP different?

	Traditional Web Build	LOOP
Implementation Period	4 - 6 months	Fast (under 8 weeks)
Custom Designs	✓	✓
Website features	Bespoke	✓
Integrations	Bespoke	✓
Reporting	Complex custom analytics	✓
Support / updates	Optional Add-on	✓
Site Optimisation	Optional Add-on	✓
Ongoing updates included	✗	✓ New features + designs added throughout
Cost / ROI	Large Capex + Retainer + surprise bills for extra features/updates	Simple setup + monthly model + live tracking

At-a-glance

Modular approach - select the features you need

Cloud based subscription service

Branded and personalised to meet your business objectives

Rapid deployement Website and eCommerce framework

Results focus - insights and analytics to optimise performance

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Benefits & Features

LOOP benefits...
... for your attraction...

Maximise online revenue

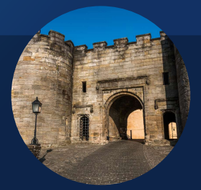
Optimised online booking purchase

Save marketing budget

Platform with ready to go marketing features

Fast setup. Faster support.

Just apply designs, images and content



Built for attractions

Features and modules for attractions including open times, calendars, listings reporting and more...

Inbuilt CMS

Allows you to easily manage and update content that resonates with your guests.

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LOOP benefits...
... for your visitors...

Awesome online experience

Reflect the magic of your attraction online

Mobile first design

Over 85% of visitors use this device

Easy search for information

Search and navigation made easy

Seamless booking process

Inbubuilt or linked eCommerce and checkout

eTickets to your phone

Mobile etickets and booking confirmations

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Top Features

- Mobile optimised design
- Seamless flow to eCommerce and Bookings
- Personalised online experience for visitors
- Itinarary Builder & activity planner
- Structured content management hub
- Interactive Attraction Map
- Dynamic Events Listing & News

Features to level-up your attraction online, fast.

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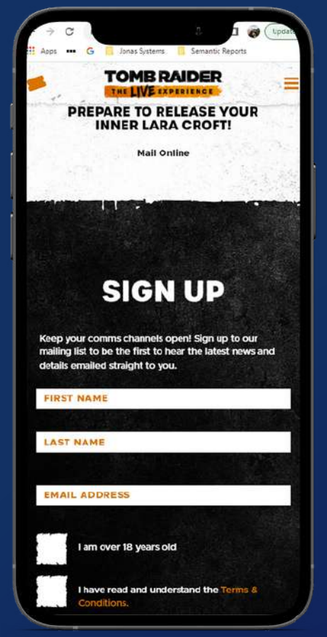
Features & Integrations

- Registration and Sign-up Form
- CRM and CDP integration
- Events Listing and Calendar sharing
- Links to 3rd Party Booking systems
- Inbuilt eCommerce Module with CMS control
- Memberships, itinararies, upsells, direct debits, digital tickets
- Notifications, customer insights , marketing automation



Building on a wealth of integrations and systems experience...

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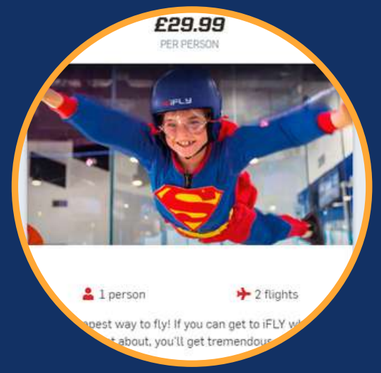
We are always enhancing LOOP...



Dynamic package listings

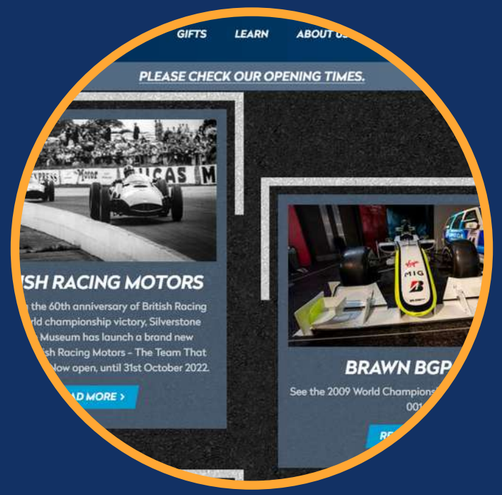
Mobile-friendly interactive maps

Upsells

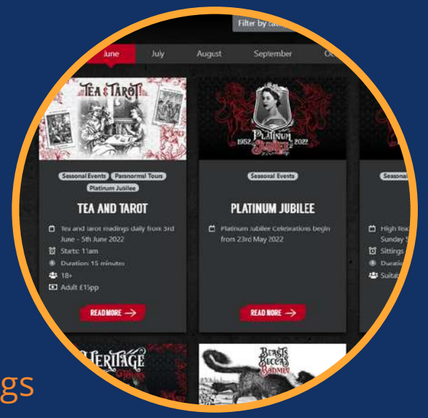
Reporting dashboards

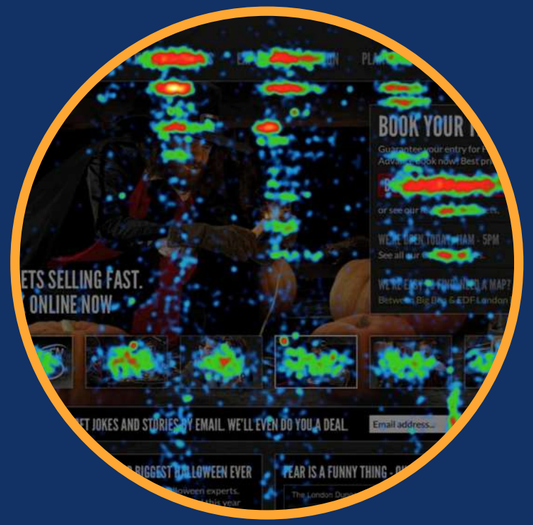
Help centre & FAQs

Booking calendar and availability



What's on & dynamic event listings





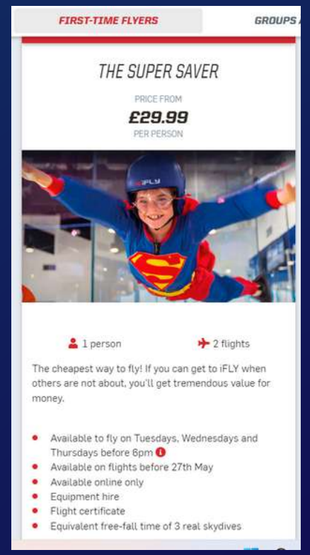
Surveys / research gathering tools

Live insights & monitoring

Note that features vary depending your package, tech best practices and our development roadmap.

Best Practice built-in

- Designed for all device types, mobile, notepad and laptop
- Built for all browsers - latest versions of
  - Windows - Chrome and Edge
  - Mac - Safari and Chrome
  - iOS - Safari
  - Android - Chrome
- Compliant with WCAG 2.1 Accessability Guidelines
- Data processed and stored on live Microsoft Azure cloud hosting
- Built securely on Umbraco - penetration tested every 6 months
- Optimised for booking conversions and shopping basket upsells to increase revenue



Bringing together 25+ years of our website building experience

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How it works

Getting started is easy...

- Discuss business objectives and agree modules required
- Agree branding and designs
- Create site map
- Content migration and data population in CMS
- Agree eCommerce booking joureny
- Analytics, SEO and Testing
- User training and go-live support

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How it works

1. Select the Core

- Mobile optimised
- Content management hub
- Itinerary builder + map
- Open times & event calendar
- Searchable Listings & News
- Live Reporting Dashboard
- Contact Registration
- Event & Ticket Listing / Link
- Images & management
- Secure user control
- Scalable Cloud Hosting

From £695 per month

+

2. Choose add-on modules or integrations

- Multi Site
- Customer accounts
- Personalisation
- eCommerce Ticketing
- Upselling
- Bundles
- Adoptions
- Gift Aid & Donations
- Memberships
- Subscriptions

From £295 per month

+

3. Optimisation add-ons

- Ongoing SEO package
- Ongoing CRO packages
- Ongoing Reporting / support
- Marketing strategy & support
- Email marketing
- Social media marketing
- Ongoing PPC management
- Ongoing research and surveys
- Custom dashboards/reporting

From £295 per month

Reaching the good stuff

Many website projects consume so much time, energy and cash during the build phase that they never achieve their intended purpose. By the time the new site goes live the project team has run out of steam and don't focus on results.

- More time to focus on SEO and ensure that the new site is generating visitor traffic
- Capture more customer data and control your own marketing
- Optimise the customer journey and measure the sucess of your calls to action such as conversion rates.
- Gather insights, measure results and build your marketing strategy based on empirical evidence.
- Engage Semantic's Rocket Fuel services to grow revenues and customer satisfaction

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Lift off...

We'd love to take you through LOOP with a quick demo so that you can see how it will help your attraction.

Please get in touch and we'll be happy to arrange a call.

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