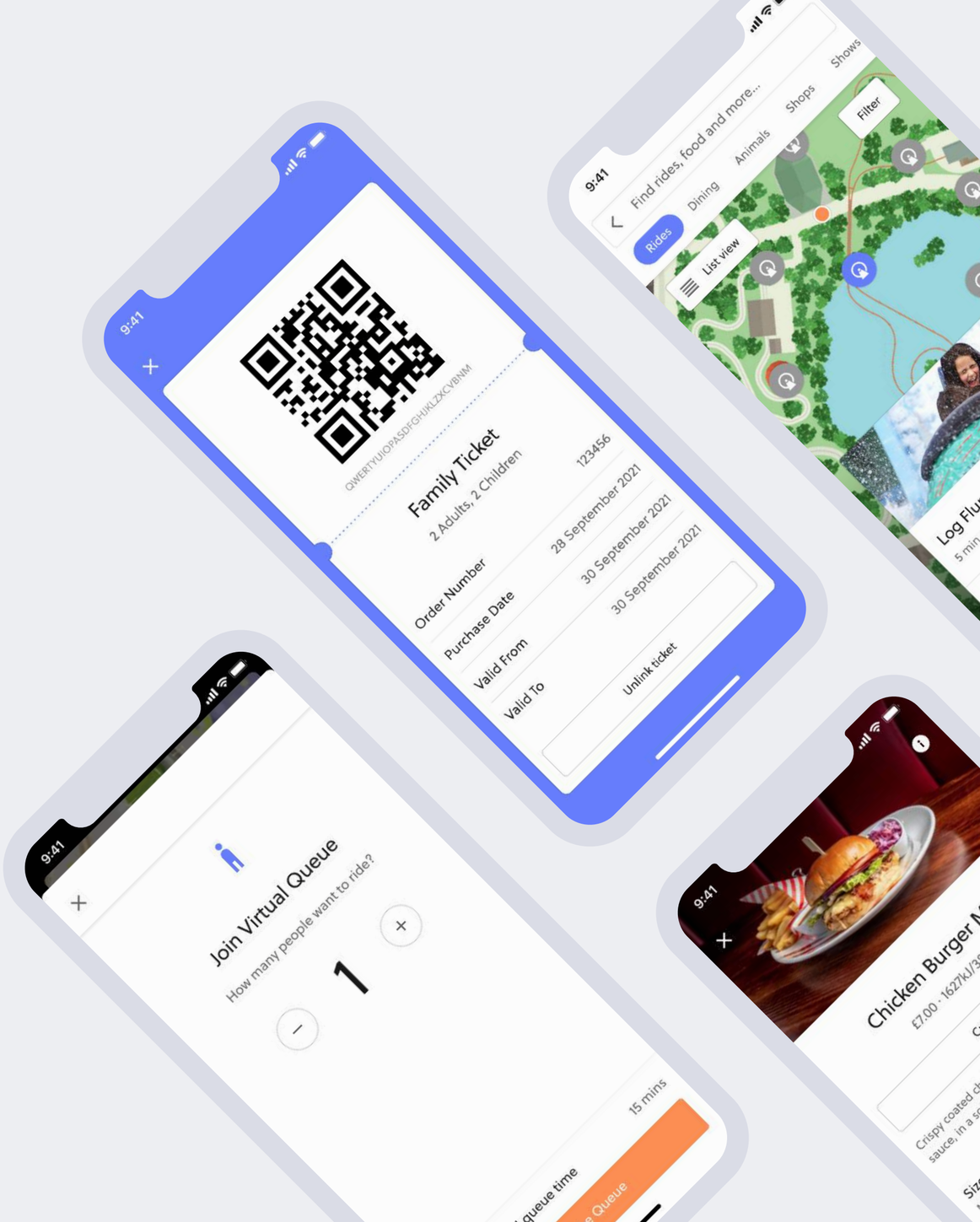
Attractions.io

Mobile Apps for Visitor Attractions

The ultimate guest experience. Remarkable business results.



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It’s time to reinvent the visitor attraction experience.

Our world is changing

Guest demographics have shifted. Millennials and Digital Natives now make up the largest proportion of the world’s population, bringing new needs and expectations to the visitor experience.

In parallel, technology development, accessibility and adoption are growing at an exponential rate. Digital experiences have set a high bar for personalised and instantaneous interactions that their physical alternatives must now match up to.

The problem is, the experience of visiting theme parks, resorts and other entertainment venues can be disjointed.

- Guests have to put up with numerous friction points like queuing and don’t know how to get the most out of their visit.
- Marketers have no way of communicating with or influencing guests once they're on-site.
- Operators have no way of making data-driven decisions to improve business performance

Visitor attractions need to modernise their experiences to remain relevant to the needs of today’s guests.

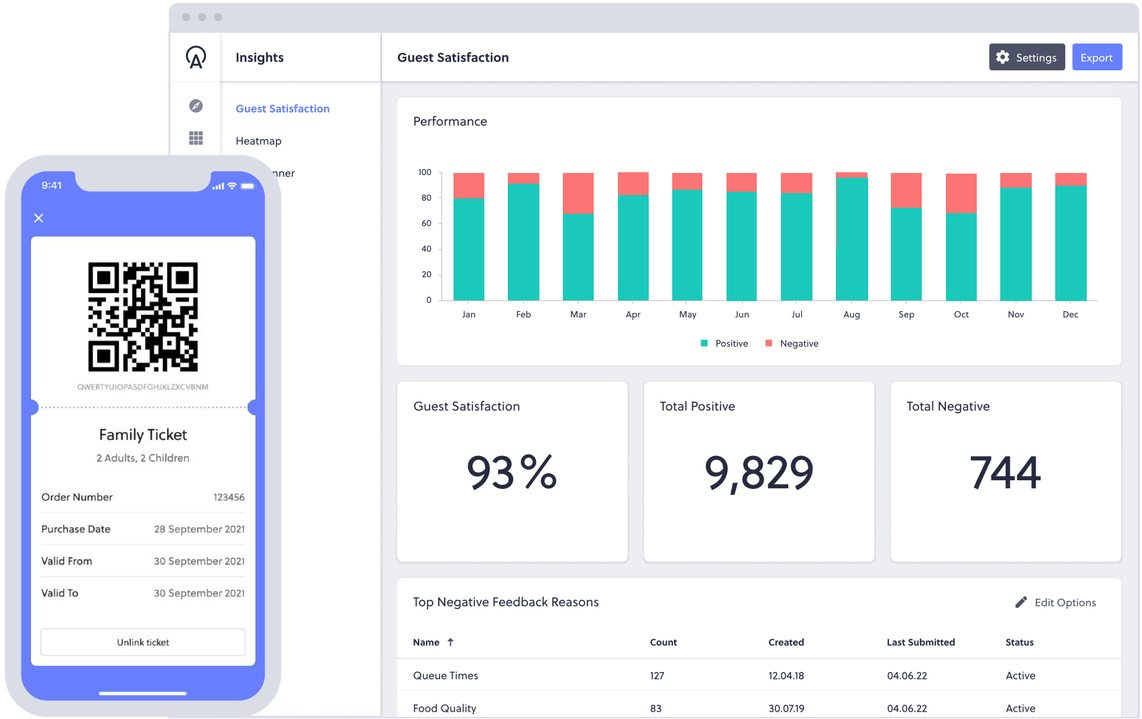
The Attractions.io Solution

How it works

At Attractions.io, we believe that technology can make visitor experiences infinitely better.

Our platform powers exceptional visitor experiences, removing frustrations by connecting technology and personalising the experience.

Combining a feature-rich branded app for guests, with powerful management tools for operators, our SaaS platform is proven to delight guests **and** drive business results.



The Mobile App

The Platform

The Technology

Feature Library

Discover the comprehensive range of functionality available within the Attractions.io platform:

Mobile App Features

- Virtual Queuing
- Interactive Map
- Planner
- Mobile Wallet
- Live Wait Times
- Wayfinding
- Mobile Food Ordering
- Show & Event Schedules

Platform Features

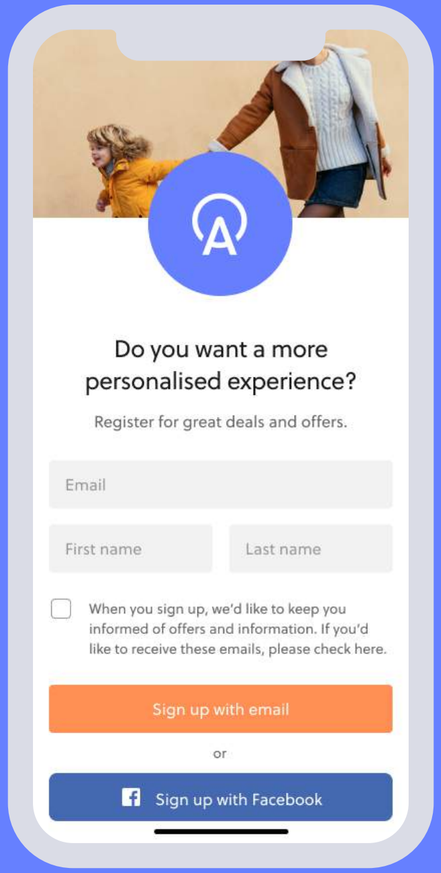
- Messaging & Offers
- Content Messaging
- Feedback
- Segmentation
- Dashboard
- Heat Map

Technology Features

- Security
- Battery Life Optimisation
- Over the Air Updates
- Multi-Lingual Support
- Offline Support

The Mobile App

Delivering the ultimate guest experience



Mobile App Feature

Onboarding

The best possible start

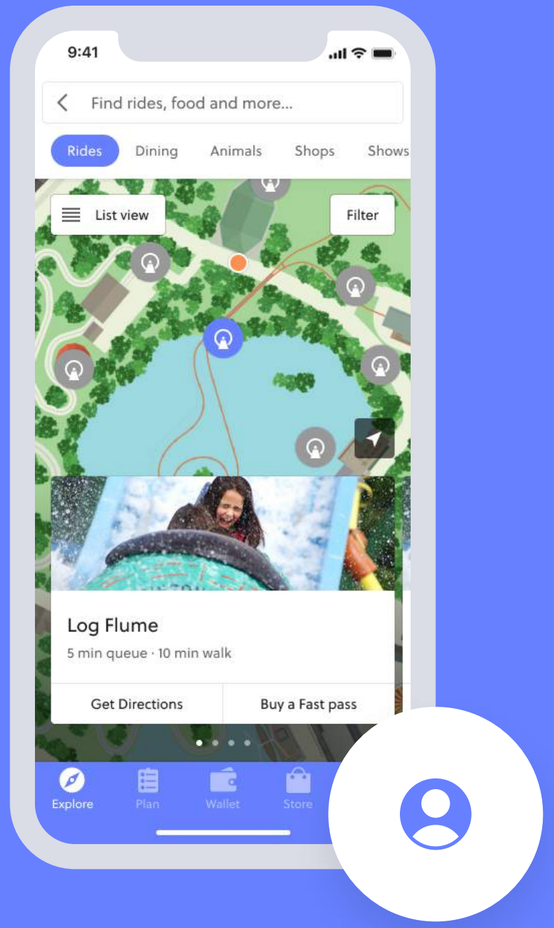
Help users to get the most from the app by guiding them through the process of enabling push notifications and location services, clearly explaining the benefits when a user launches the app for the first time.

Grow your CRM

Collect email contacts by letting users register their details with you. Users can sign-up via email or social sign-on, and with an average 1 in 4 users both registering and opting in, it's a great way to grow your email marketing audience.

Identity creation

Build a picture of your users and track every interaction with the app before, during and after their visit. Create segments based on demographic information and user behaviour to improve targeting, personalise messaging and inform operational decisions that improve guest satisfaction.



Mobile App Feature

A Personalised Experience

Personalised content for all

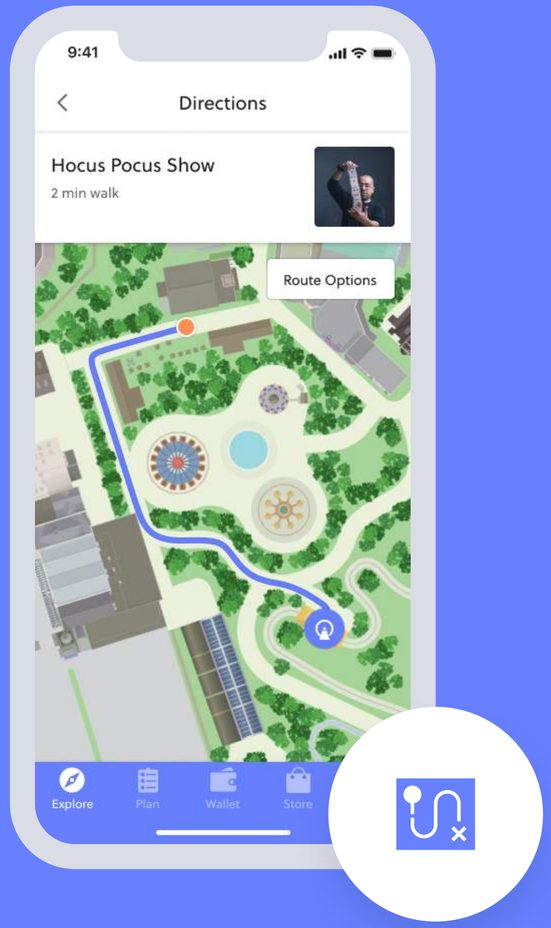
Today's guests expect a personalised experience, not a one-size-fits-all approach. Help them have a day that's as unique as they are, with intelligent messages and offers that reach them at the right place, time and location.

Find what you want in an instant

Instant search capabilities make it simple for guests to find the information they need quickly — from details on upcoming live shows, to nearby rides and places to eat! Your guests will have a digital concierge at their beck and call, on-demand and around the clock.

A frictionless guest experience

Reduce friction and frustration in the guest journey by providing your guests with the information they need right on cue. No more wasted time finding their way, deciding what to do next, or missing upcoming entertainment.



Mobile App Feature

Maps & Wayfinding

Never get lost again

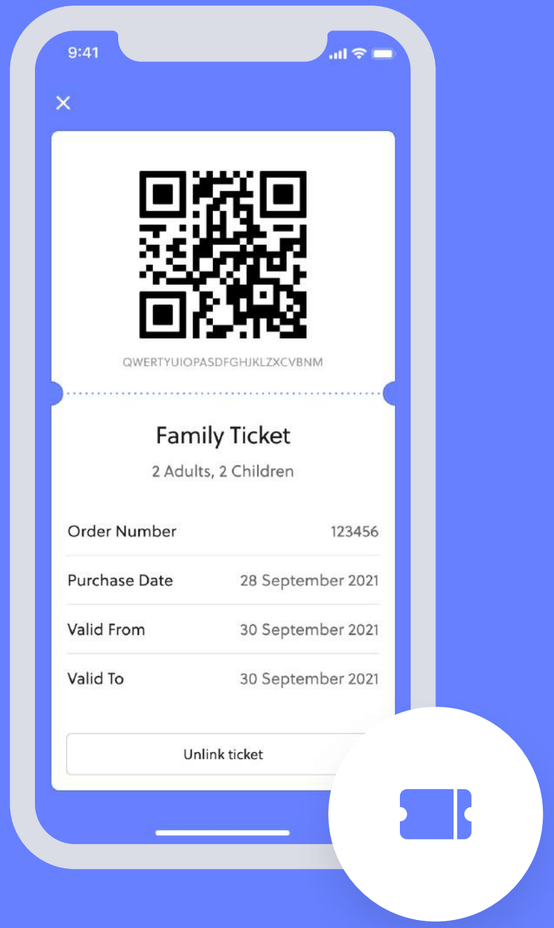
Let your guests pinpoint their exact location on an easy-to-use interactive map. Patchy Wi-Fi or bad signal isn't an issue as the map, location services and wayfinding work even if you're offline.

Get the best route from A to B

With so much to fit into one visit, getting around quickly and easily is vital for guests. Using the app, the fastest route to anywhere on park is only a tap away. What's more, wheelchair users and families with strollers can avoid steps and uneven terrain in a tap.

Easily see what's suitable

By categorising and classifying each point of interest, it becomes effortless for guests to filter what's shown on the map to make it relevant to them. Thrill-seekers can explore the big coasters, parents with young children can quickly identify suitable attractions and hungry guests can find food & beverage outlets to satisfy their tastes.



Mobile App Feature

Mobile Wallet

Go paperless

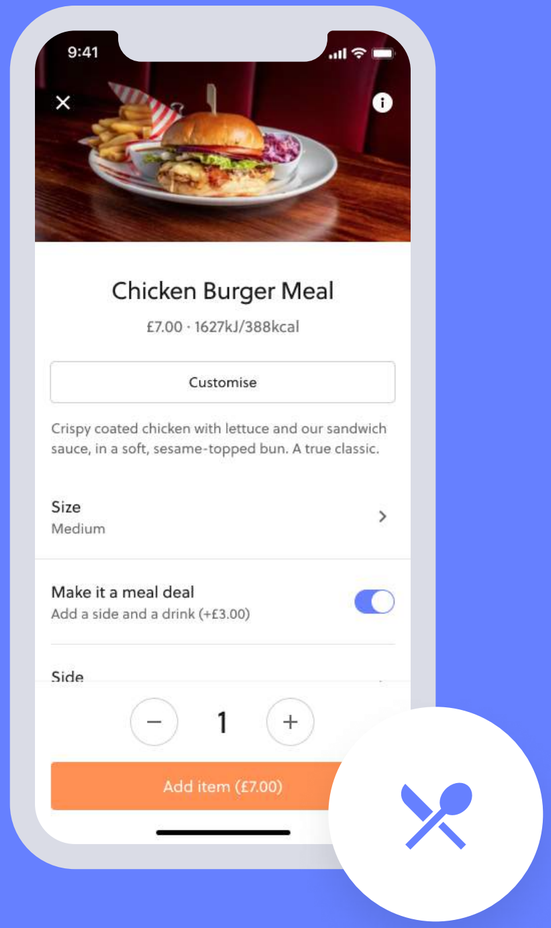
Pre-purchased tickets can be easily imported into the app, enabling guests to find their tickets in the app's digital wallet. No paper tickets on arrival or frustrating printing at home required. It's better for guests, the environment and your bottom line.

Better targeting and upselling

The app offers an easy and targeted means of promoting ticket upgrades to guests. In addition to promoting annual pass upgrades, you can even target contextual or time based offers — such as promoting return tickets to guests on-site as they leave.

Say goodbye to queuing

The last thing your guests want to do when they arrive is queue to collect tickets. Speed up entrance times, cut queues and reduce staff overheads by enabling guests to simply scan and go at the turnstiles.



Mobile App Feature

Mobile Food Ordering

The ultimate self-service experience

When hunger strikes, the app is there to help. Guests can pre-order their food and drink right from within the app and go cashless with options to pay not only by credit card, but also Apple Pay and Google Pay.

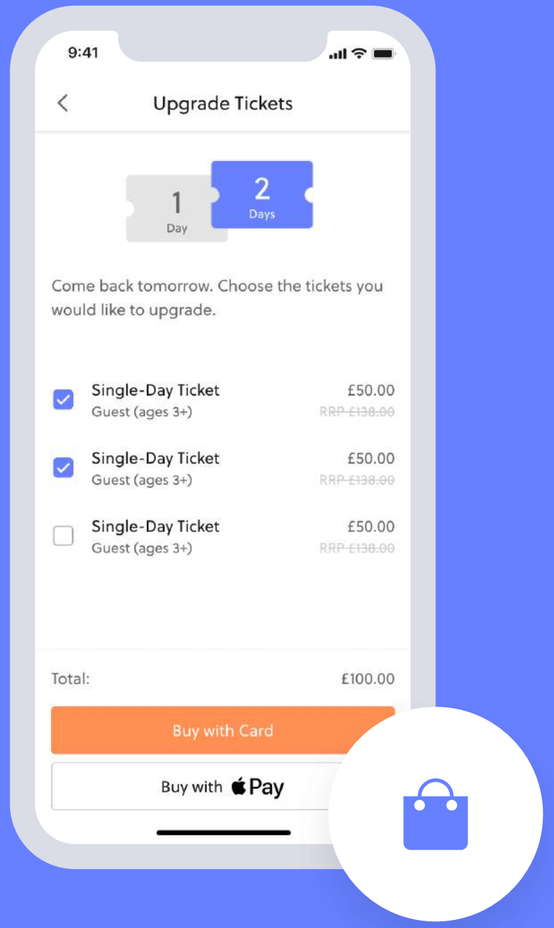
No more waiting

Make waiting around a thing of the past. Guests can place food orders anytime, anywhere. Once the order is ready, users receive a notification and can head straight to a dedicated collection point.

Remarkable results

Boost F&B revenue thanks to in-built abandoned order recovery, meal upgrades and intelligent cross-sells.

- 42% average basket size vs offline orders
- 12% of all orders add a cross-sell or up-sell addition
- 1 in every 6 abandoned orders recovered



Mobile App Feature

Commerce

Frictionless transactions

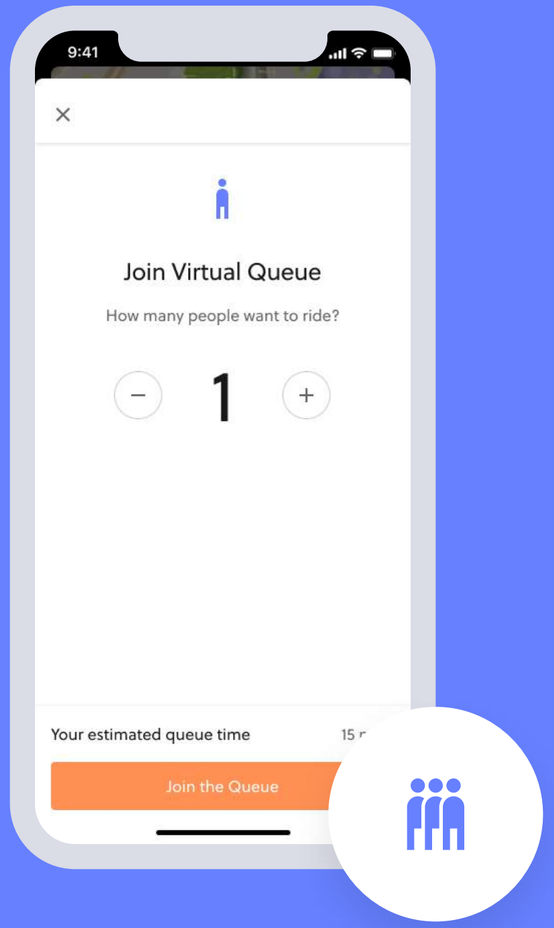
For the very first time, your app allows you to influence guests once they're on-site with you. Trigger automated app-based offers with flexible redemption options and unlock new revenue streams.

Highly relevant

Laser target your upgrade offers based on what your guests are doing onsite. From promoting fast pass upgrades to app users in long queues, to family-friendly meal deals to those with children when it's approaching lunchtime, you can boost guest satisfaction and revenue opportunities at the same time.

Sell more

Leverage the mobile app channel to trial new products and services. Give your guests a convenient way to purchase all-inclusive packages, photo passes or ticket upgrades in an instant.



Mobile App Feature

Virtual Queuing

Improve the guest experience

Eliminate the most common guest complaint by enabling your guests to join a virtual queue line using your app, alerting them when it's their turn to ride.

A smart operational experience

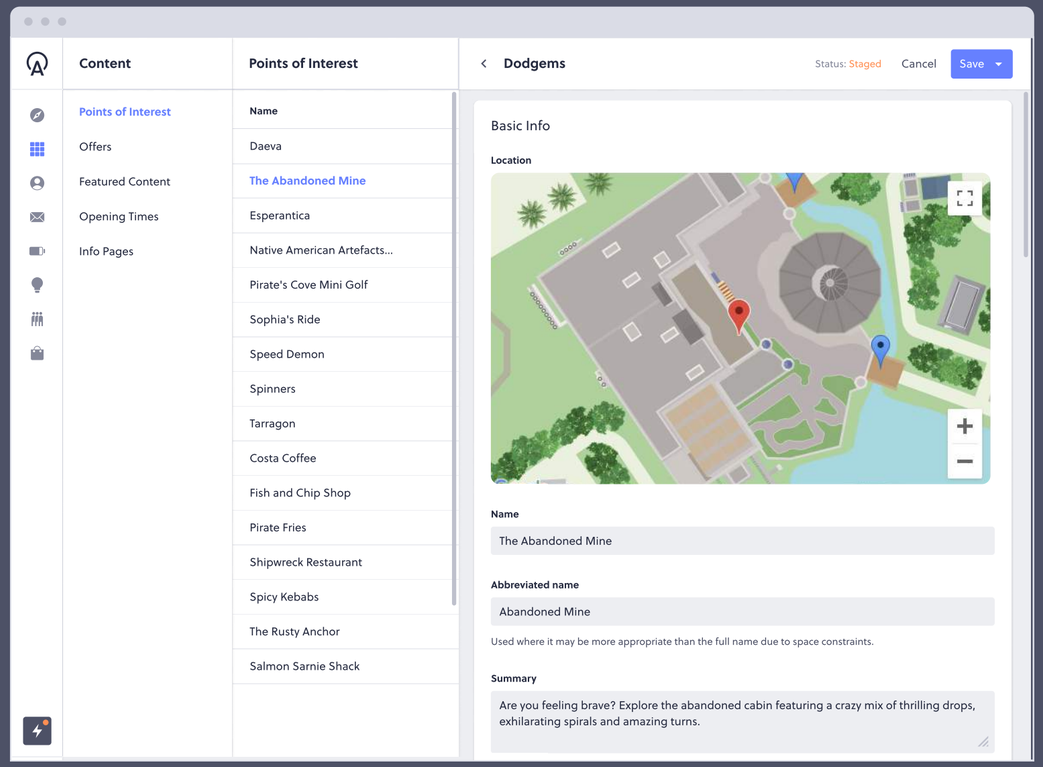
Virtual queuing functionality works seamlessly with our suite of operational tools and queue line management technology. Track key operational metrics on throughput, wait times and ride availability in real time.

Unlock new revenue opportunities

Increase secondary spend by introducing ‘skip the line’ upgrades. Plus, with guests spending less time in lines, there’s more time for spending on retail and food and beverage.

The Platform

Powerful tools and insights for operators



Platform Features

Content Management

Points of Interest

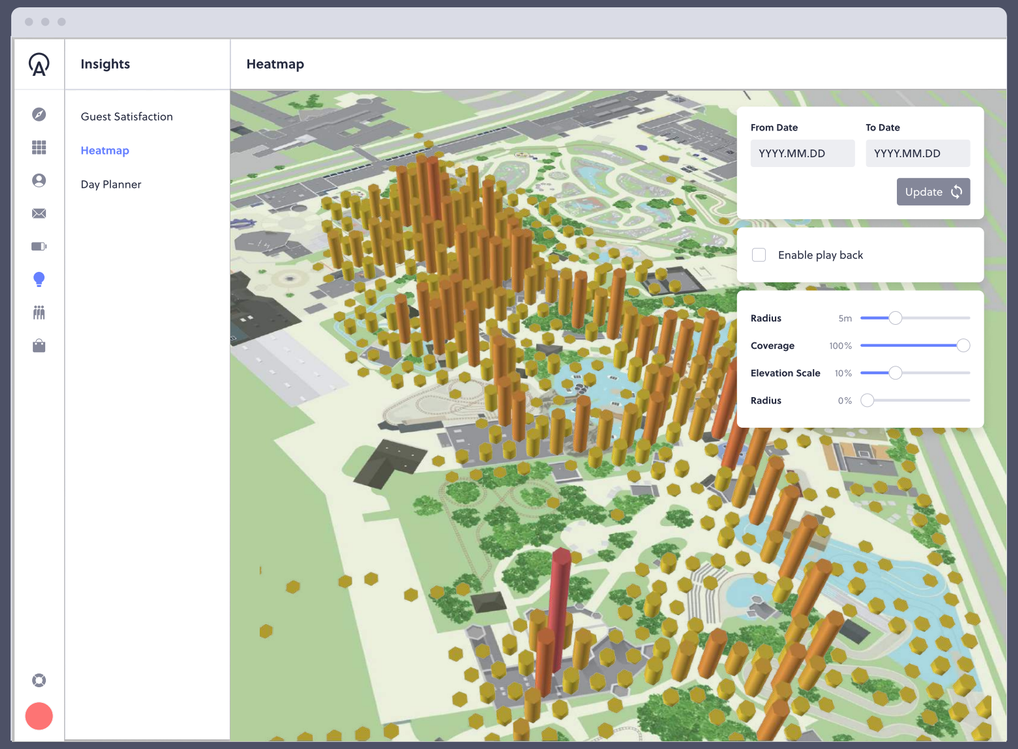
Our intuitive control panel enables your teams to easily update points of interest, including names, descriptions, photos, location, opening times, keywords, categories, restrictions and more! You're in complete control.

Useful information

Keep important information such as opening times, parking and directions up-to-date and add your own in-app content and external links to help guests. Changes appear live in the app without any action required from the user, ensuring your guests always have the most up-to-date information.

Offers & notifications

New offers can be crafted and launched quickly and easily within the platform, with a wide range of redemption options, targeting criteria and barcode types supported. Likewise, notifications can be drafted, previewed and pushed out from any device with a web browser.



Platform Features

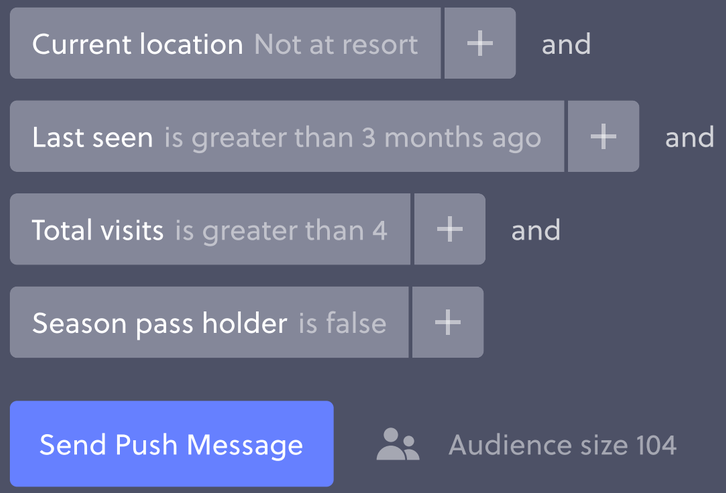
Insights

Understand guest flow

Interactive heat maps enable you to understand guest flow across your attraction at different times of the day, week or year. Using this intelligence you can strategically place additional facilities in high traffic areas, or use in-app messaging to influence guest flow and even increase spend.

Keep your finger on the pulse

Get a daily reading of guest satisfaction and the data you need to best prioritise initiatives. Boost your TripAdvisor rating with the ability to signpost guests who give a high rating to leave a review. Conversely, respond to negative ratings quickly, rectifying issues and identifying areas for improvement.



Platform Features

Messaging

Pinpoint targeting accuracy

Use push notifications and strategically placed beacons to send the right message, to the right users, at the right time.

Easy automation

Automate relevant messaging and offers in advance, such as upcoming show times and events, food & beverage offers, opening times and more. As well as saving you time, you can be sure you're giving your guests the information they need at the right moment.

Real-time analytics

By analysing the results and iterating on what works, you can build a picture of what messaging and offers resonate best with each segment and fuel future marketing campaigns with insight.

Behind The Scenes

For a decade, we've been perfecting our underlying technology to create the ultimate guest experience.

Battery life

Without all-day battery life, your guests won't be able to enjoy the benefits of a mobile app. Tried and tested by millions of guests worldwide, we've perfected our battery life optimisation.

Updates

Publish updates from the control panel and your mobile app will automatically update, seamlessly, in the background. All while using the least possible data.

Offline support

Where signal is patchy or you have roaming guests, data cannot be taken for granted. Our platform was designed from the ground up to be offline-first.

Beacon monitoring

Beacons are an incredibly powerful tool, but without the infrastructure to monitor their health and apply updates, their utility is greatly diminished. We have this covered.

Enterprise-grade

Enjoy peace of mind with enterprise-grade infrastructure and security as standard. Tried and tested by the world's leading attractions.

Scalability

When an app is key to the guest experience and transacting revenue, you need to make sure you can rely on it. Our infrastructure already serves millions of guests each year.

Start Building Your Connected Guest Journey Today...

A mobile app is the only channel that can span the entire guest journey; pre, during and post visit. Combined with our unique SaaS platform, you can tie together the whole guest journey, from presenting their ticket to leaving feedback.

The Attractions.io solution is proven to significantly improve guest satisfaction and spend per head and attraction operators can finally understand what their guests do on-site.

For Guests

- Removes friction and frustration
- Helps them make the most of their day
- Builds positive brand association
- Adds relevance and value
- Makes them feel like a VIP
- Increases satisfaction

For Operators

- Streamline operations
- Understand guest behaviour
- Influence on-site guests
- Make data driven decisions
- Increase secondary spend revenue
- Save costs

Why Attractions.io

Trusted by some of the world's leading attraction brands, the Attractions.io platform has been tried and tested by millions of guests across the globe.

Founded in 2009, we've spent over a decade perfecting our technology to deliver the best possible mobile experience for guests and provide measurable business value for operators.

"We are delighted with the Attractions.io platform, it allows us to be true to the LEGOLAND® brand, while leveraging the rich set of features the platform has to offer"

— Merlin Entertainments

"We recognise the importance of technology in future-proofing the guest experience. These apps will be an integral part of our vision for a connected, on-brand digital offering that adds more value and creates a better experience for day visitors and members alike."

— San Diego Zoo

4.8 ★ ★ ★ ★ ★

Average app store rating.

97%

of guests find a mobile app useful during their visit

11% ▲

average increase in NPS

42% ▲

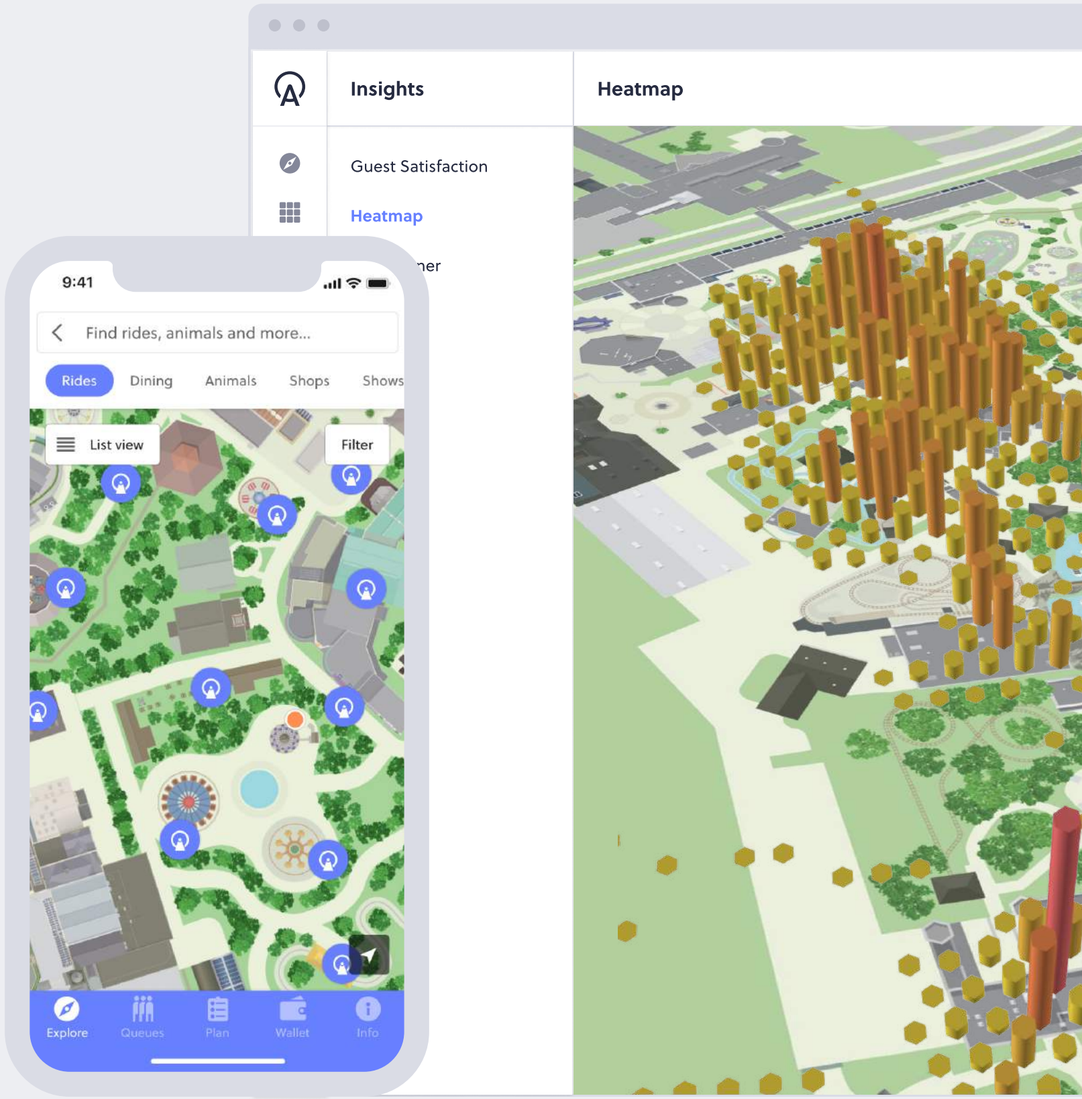
increase in average food & beverage transaction size

Attractions.io

Ready to get started?

Discover the benefits of the Attractions.io platform for your attraction.

Book a demo today



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