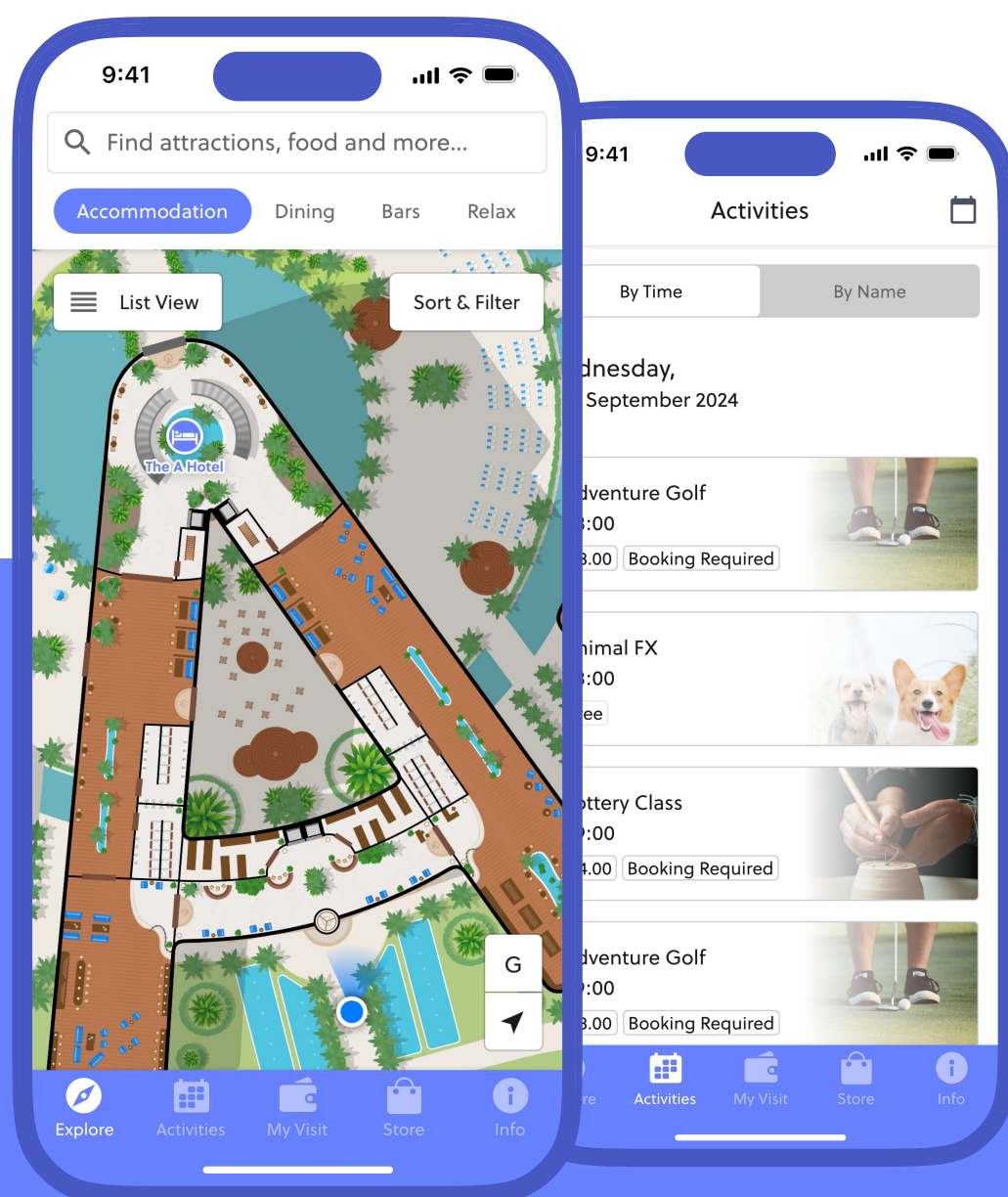


## Deliver five-star service and a VIP guest experience at your resort

Discover an easier way to connect with your guests, provide them with first-rate service, and see improvements across key performance indicators like NPS and spend-per-capita.

For resorts, there's huge potential for digital touchpoints to improve the guest journey, helping staff better meet the expectations of digital-native guests and unlock valuable data insights. But how do you deploy technology to empower your guests and allow your staff to dedicate more time to customer service?

Our mobile app platform equips your guests with a suite of tools to enhance their getaway experience, resulting in improved NPS scores and elevated guest satisfaction. For your staff, they'll have access to rich guest behavioural data to help them personalise every stay.



### Connecting the entire guest journey:

#### ✓ Remove frustrations

Exceed your guests' expectations by removing common frustrations like long queues at the front desk, getting lost, and finding information about activities.

With the right technology, guests are empowered to tailor their stay with activity booking, day planning, contactless check-in, and room service all available inside their mobile app.

#### ✓ Maintain service

With an average App Store rating of 4.8 Stars, a mobile app platform helps you free up your staff to focus on the touchpoints where one-to-one contact is really important.

Mobile app platforms keep your operations running smoothly by enabling self-service for guests who want to use it. This means fewer queues waiting for check-in, improved customer service with staff, and a boost in guest satisfaction.

#### ✓ Drive revenue

Influence your guests' spending by sending targeted messages and offers based on their preferences, directing them to your packages like spa treatments and excursions. You can expect 16x potential ROI just two months after launching your mobile app.

## Key Features



### Digital Front-Desk

Cut the wait times by allowing guests to digitally check in before their stay using their mobile app and head straight to their room on arrival.



### Interactive Wayfinding

Help your guests navigate inside and outside your resort, even while offline. Guests select points of interest and the platform marks the quickest route to their destination.



### Activity Booking

Whether it's a three-course meal in your restaurant or a few holes on the golf course, your guests have everything they need to book activities directly in your mobile app.



### Mobile Room Service

Your guests can order food for collection or to be delivered directly to their door with a few taps. Your app integrates with your kitchen system for seamless order management.



### Intelligent Offers

Use behavioural and location-based data to alert guests about relevant offers that enrich their experience. For example, promoting spa treatments to those interested in your wellness amenities.



### Targeted Messaging

Send the right guest the right message at the right time with highly personalised and relevant information and offers to improve their stay.



## A reimagined resort experience at Butlin's

Butlin's has been delighting UK holidaymakers with its fun-filled family getaways for over 80 years.

Working closely with Attractions.io's delivery team, Butlin's opted for an all-in-one guest companion that provides the consolidated activity booking they require, alongside the benefits of Attractions.io's core app solution.

[Read the full case study >](#)

"Before introducing in-app activity booking, guests spent the first day of their break queuing to book activities. Now, our guests can plan their entire itinerary before they arrive and pre-book activities through the app, so they can start making memories with their family from the moment they get to the resort."

Jacqui French, Digital Product Manager (Apps) at Butlin's



To learn more about what our mobile technology can do at your resort, book a zero-obligation discovery call today.

[Book a call](#)

