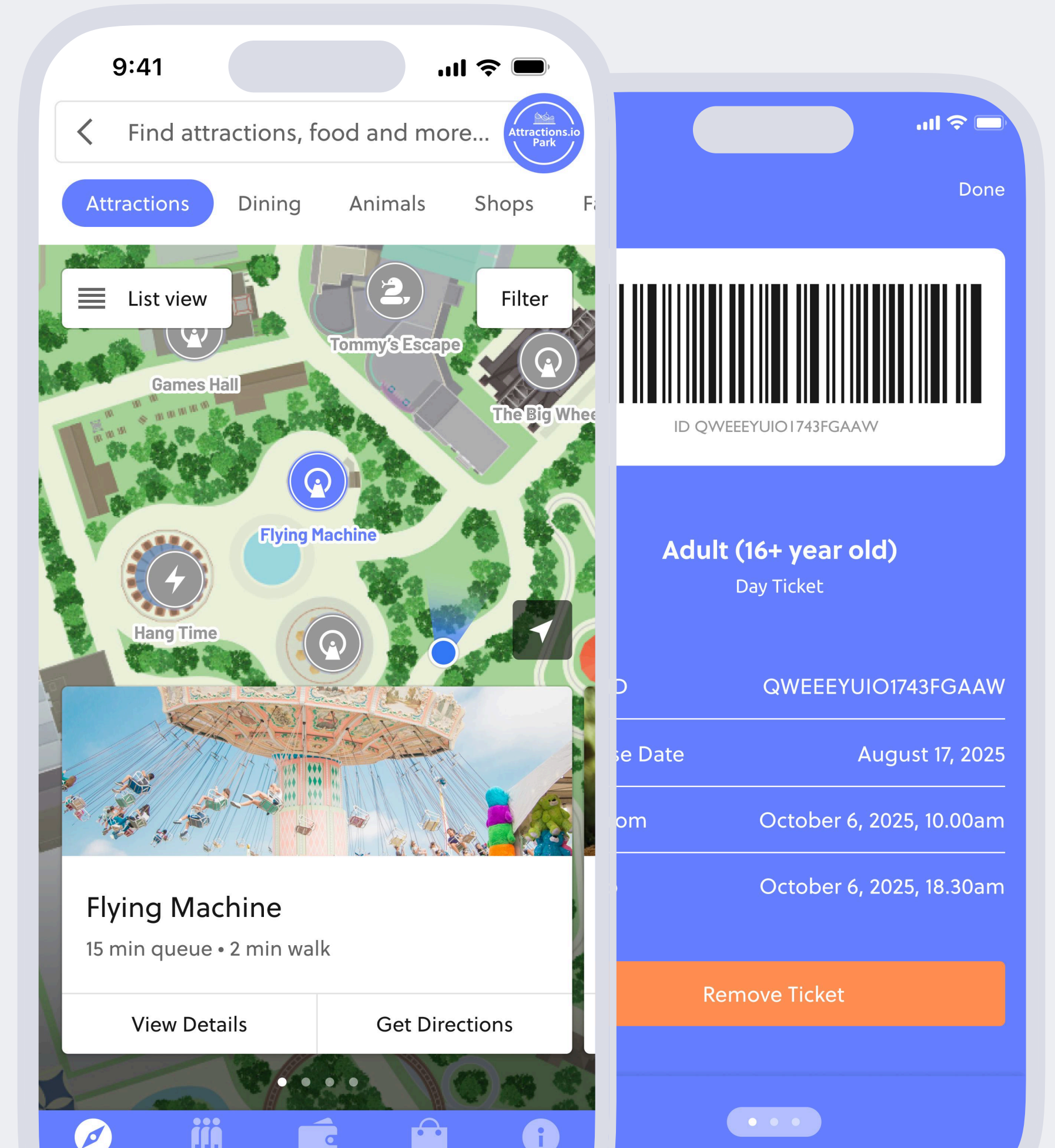


# Connect your guest experience

Delight guests with a branded mobile app that eliminates friction from every step of the guest journey.



# Deliver the connected experience your guests crave

With digital natives now comprising the majority of your visitors, you need to meet their expectations for a friction-free, personalised day out.

Today's guests have grown up using technology to manage their personal, professional and social lives. So it only makes sense that they expect to see comparable technology used to eliminate inconveniences and personalise their real-world experiences too.

Yet all too often, when they visit attractions, guests are taken back to an analogue world. Where frustrations like queuing and getting lost are accepted as inevitable parts of the experience and guests don't know how to get the most out of their visit.



## Won't be visiting again...

Ridiculous place if you have a disability, no information provided, and expect to queue and queue and queue some more...



favourite animals on the park map board, so we didn't see them...



## Missed out on activities.

Booking activities online was challenging, with constant error messages happening when I tried.



## Half of the rides were shut!

We received little to no communication from the park about ride closures. Very dissatisfied. I don't think we will be returning any time soon.



## Queues, queues & queues.

Expect to wait 60-90 minutes a ride even on wet quiet days.



## Where do we go?!

Was a show even on? There were no signs to say what was happening, poor communication from the park.



## Everywhere had a line.

We waited in queues for rides, for ordering food and collecting it, we even waited 10 minutes to pay for a toy.



## Park map is rubbish...

The map wasn't detailed at all; we ended up walking down random paths to find the roller coasters.



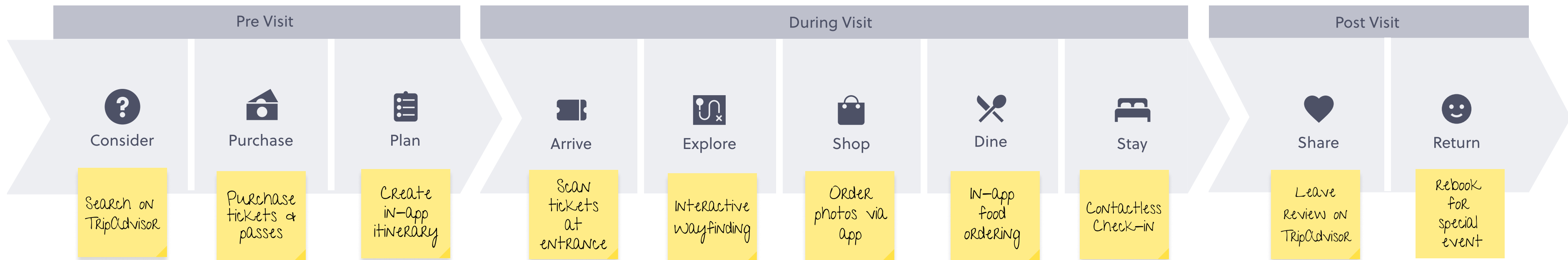
## Didn't see many animals!



# Connect every touchpoint

To thrive in our increasingly digitised world, attractions need to create real-world experiences that are as seamless as online interactions.

Attractions.io connects every touchpoint in your guest journey so that you can deliver a connected guest experience that delights your digitally native guests and removes the most significant sources of friction from their visit. Spanning the entire guest lifestyle from consideration through to post-visit feedback, we help you influence on-site activity and behaviour using the same hyper-personalised interactions your guests encounter in their online lives.



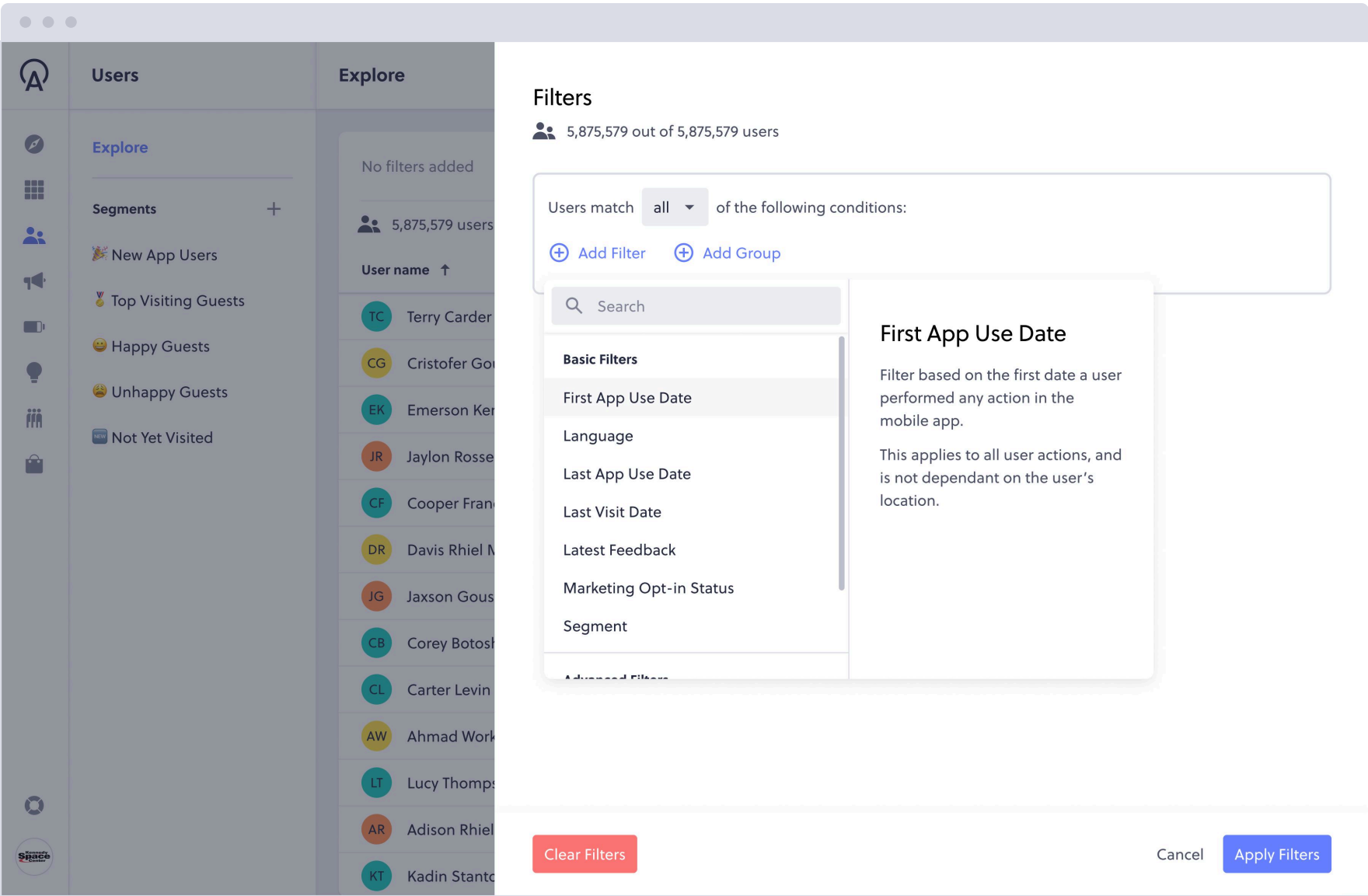
# Meet Attractions.io



## How we work.

We're on a mission to ensure real-world attractions thrive in the digital age. 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

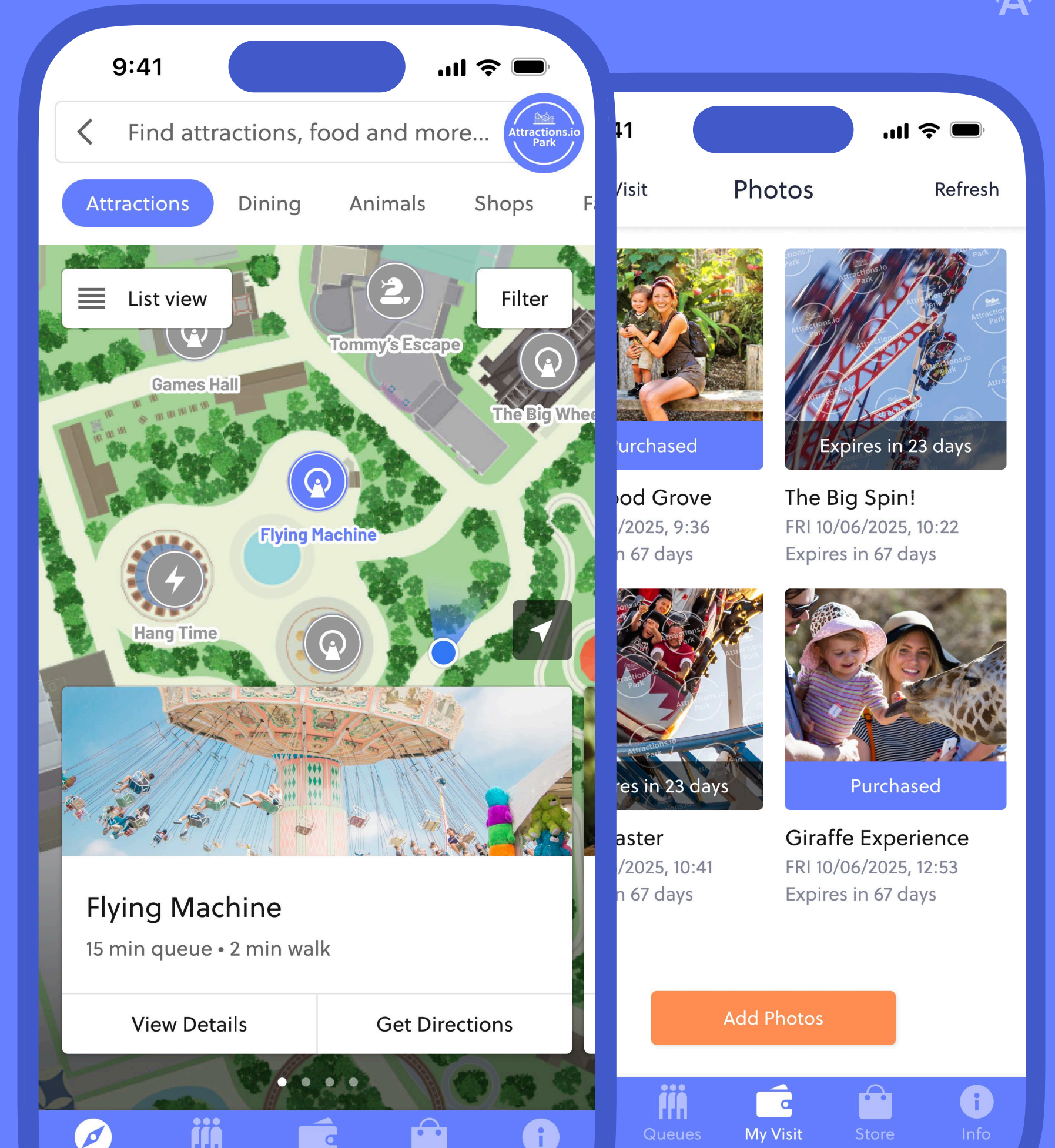


The Technology



# The Mobile App

Take the friction out of your guest journey.





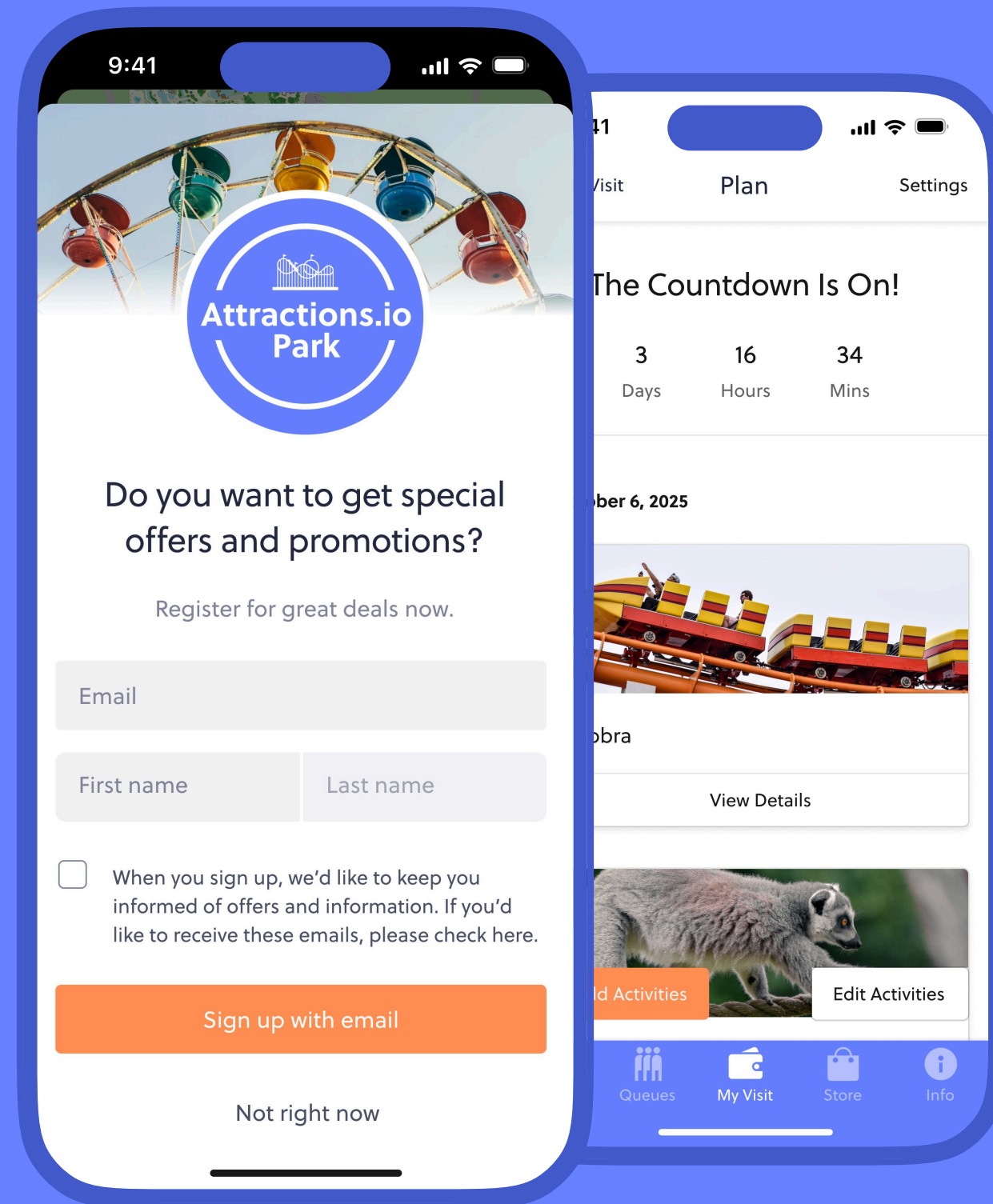
## Pre Visit

# Consideration

Intinerary Planner Onboarding Compliant Opt-In

Before guests purchase tickets, the app helps them learn about your attraction and plan their perfect visit.

- Add essential information like opening times, ticket prices and directions so guests have all the info they need at their fingertips.
- Before they arrive, guests can explore activities, check the age and access restrictions and build a personalised itinerary to help their group make the most of their visit.
- Encourage guests to opt-in to your communications for a more personalised experience. 79% of users opt-in across our customer locations, making the app the #1 source of compliant marketing data.







## During Visit

# Arrival

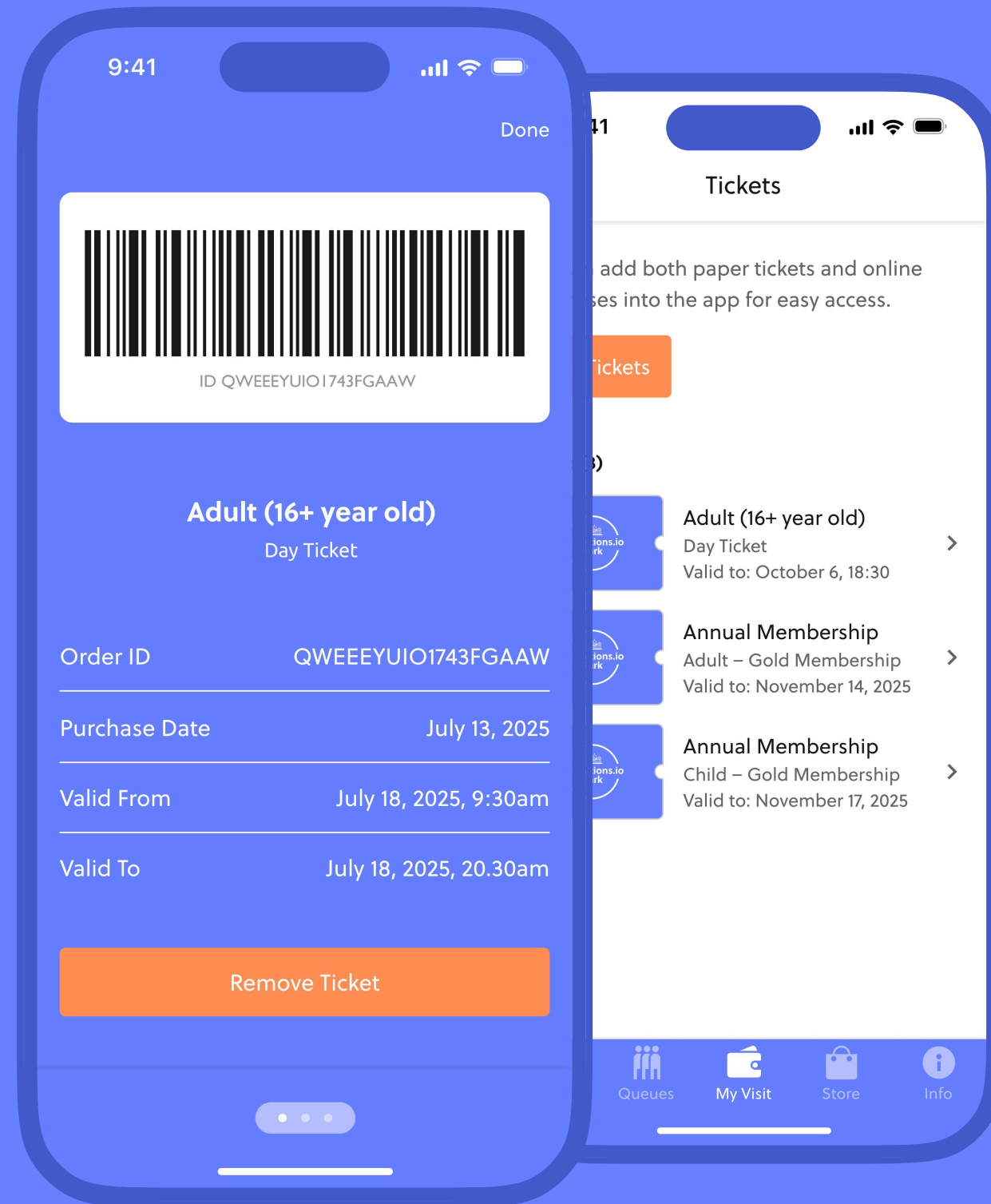
 Ticketing

 Mobile Wallet

 Upsells

Help guests head straight through the turnstiles and minimise queues for a friction-free start to their day.

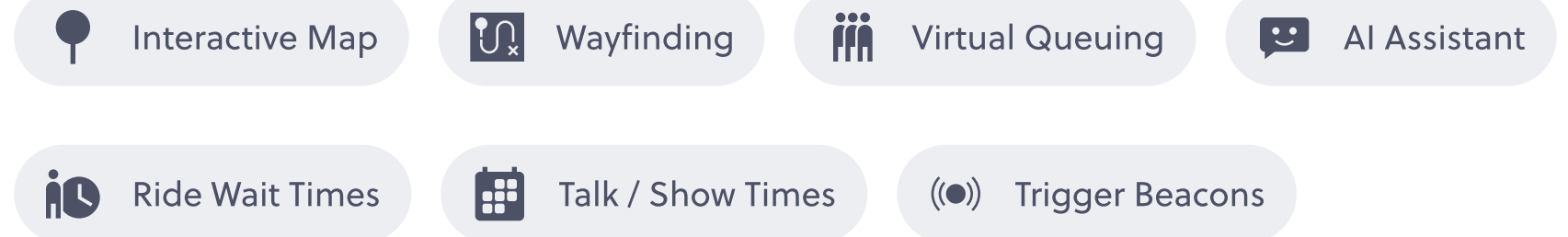
- Offer tickets, fast passes and premium experience sales from the app to reduce waiting times at kiosks and increase second gate transactions.
- Minimise on-the-day hassle by offering car park and travel passes during checkout.
- Let guests store their tickets and passes in a convenient digital wallet so that they can scan and go upon arrival.





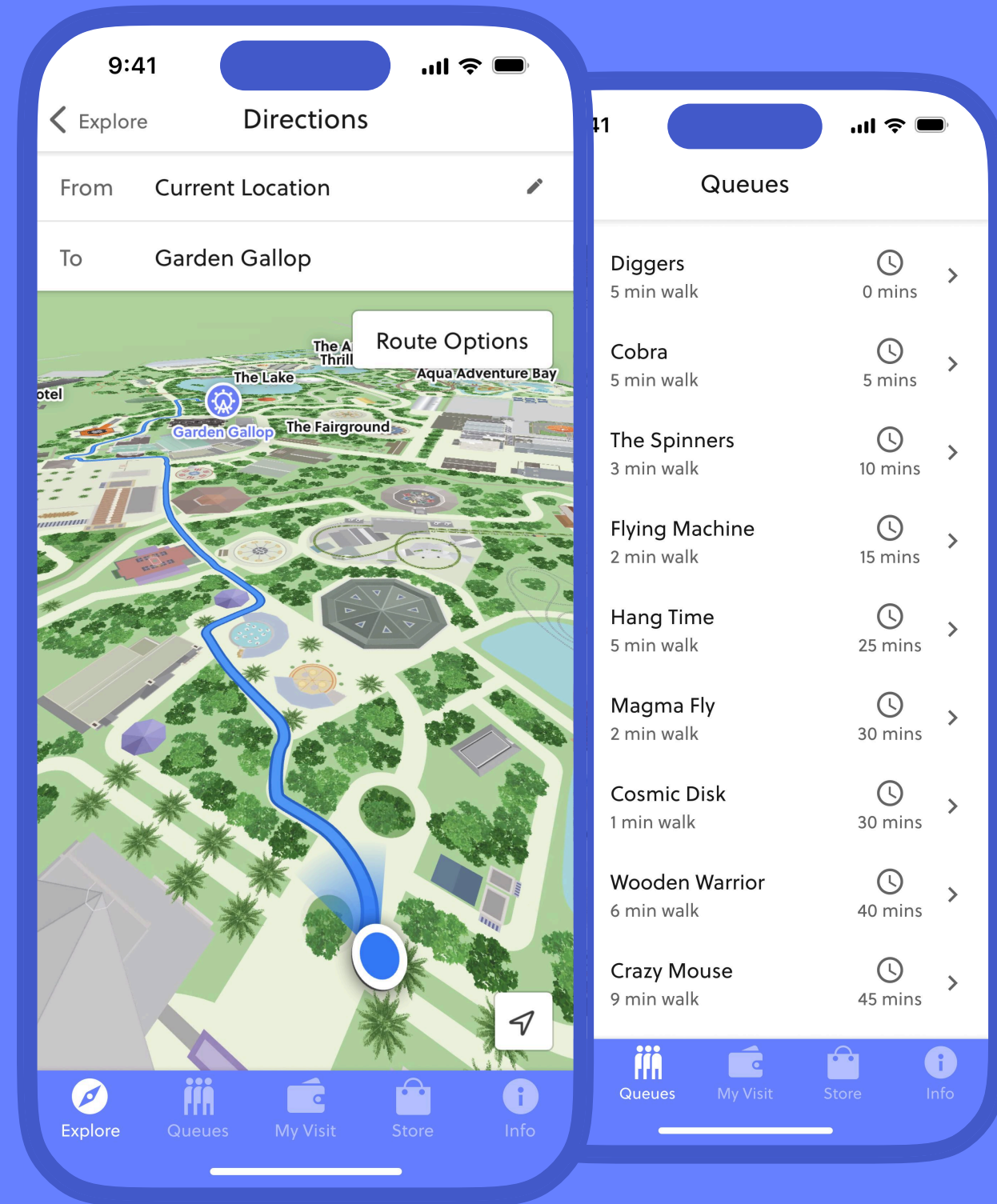
## During Visit

# Exploration



Help guests make the most of everything your attraction has to offer with a suite of tools designed to help them discover, explore & do more!

- Make exploring effortless with an interactive map and GPS wayfinding that adapts to guests access requirements and works on or offline.
- Filter points of interest by age and height suitability to help guests pack more into their visit.
- Keep guests up to date with live wait times and the option to join virtual queues for your most popular rides, along with animal feeding, talk and show times.

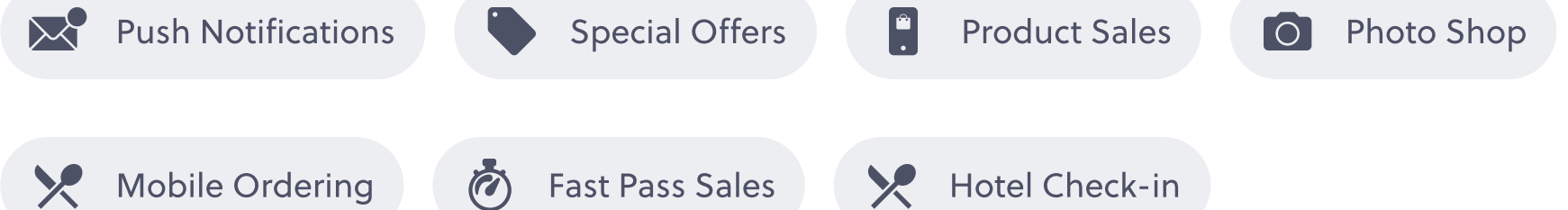






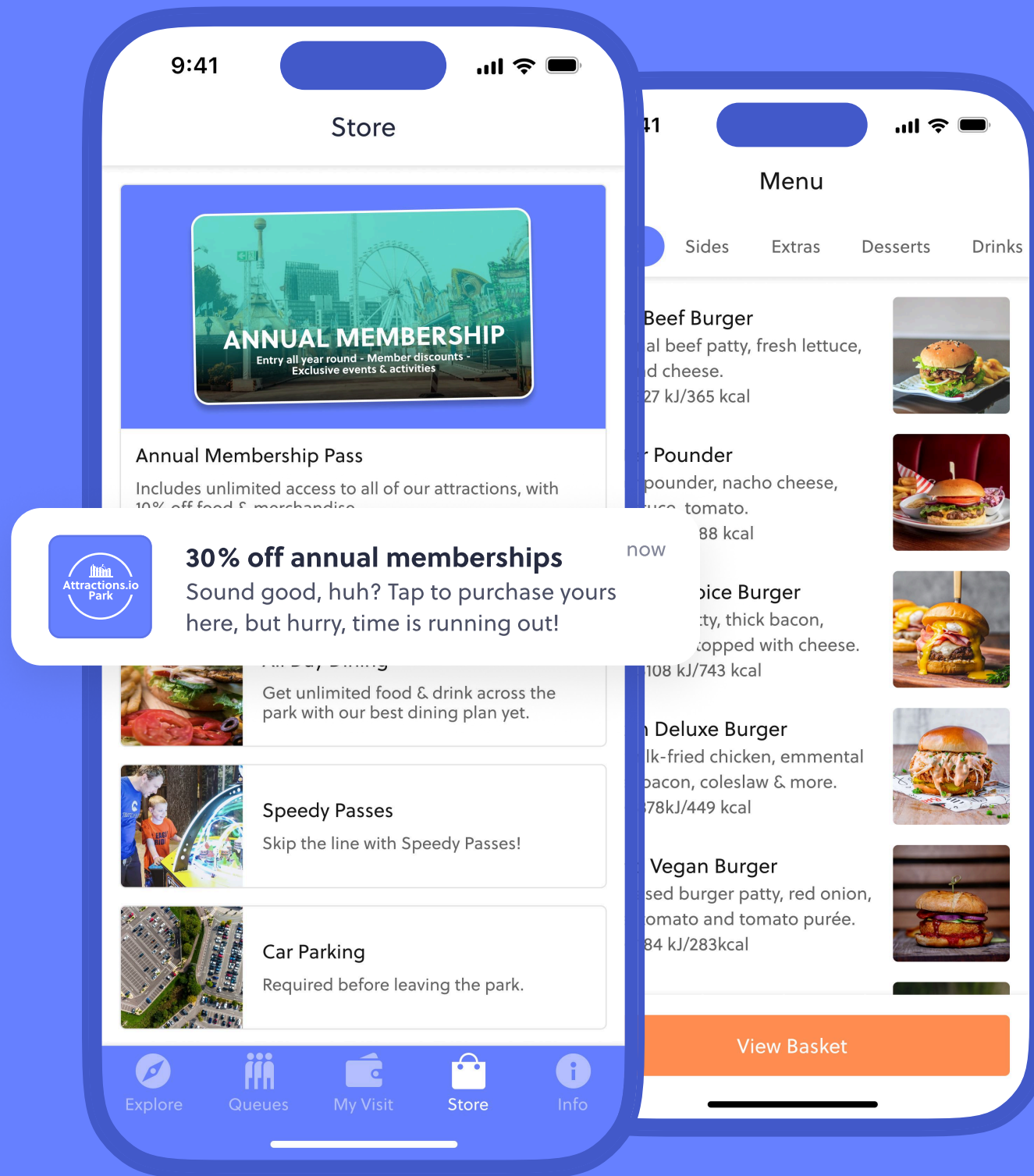
## During Visit

# Retail & Dining



Unlock new opportunities to interact with your guests and tempt them with targeted offers on retail, dining and photo.

- Send targeted messages and offers to incentivise guests to visit your retail outlets and eateries.
- Help guests beat the lunchtime rush and squeeze in even more adventure by offering mobile food ordering at your busiest eateries.
- Give guests more time to purchase their photos and merchandise with in-app orders that are delivered to their door.





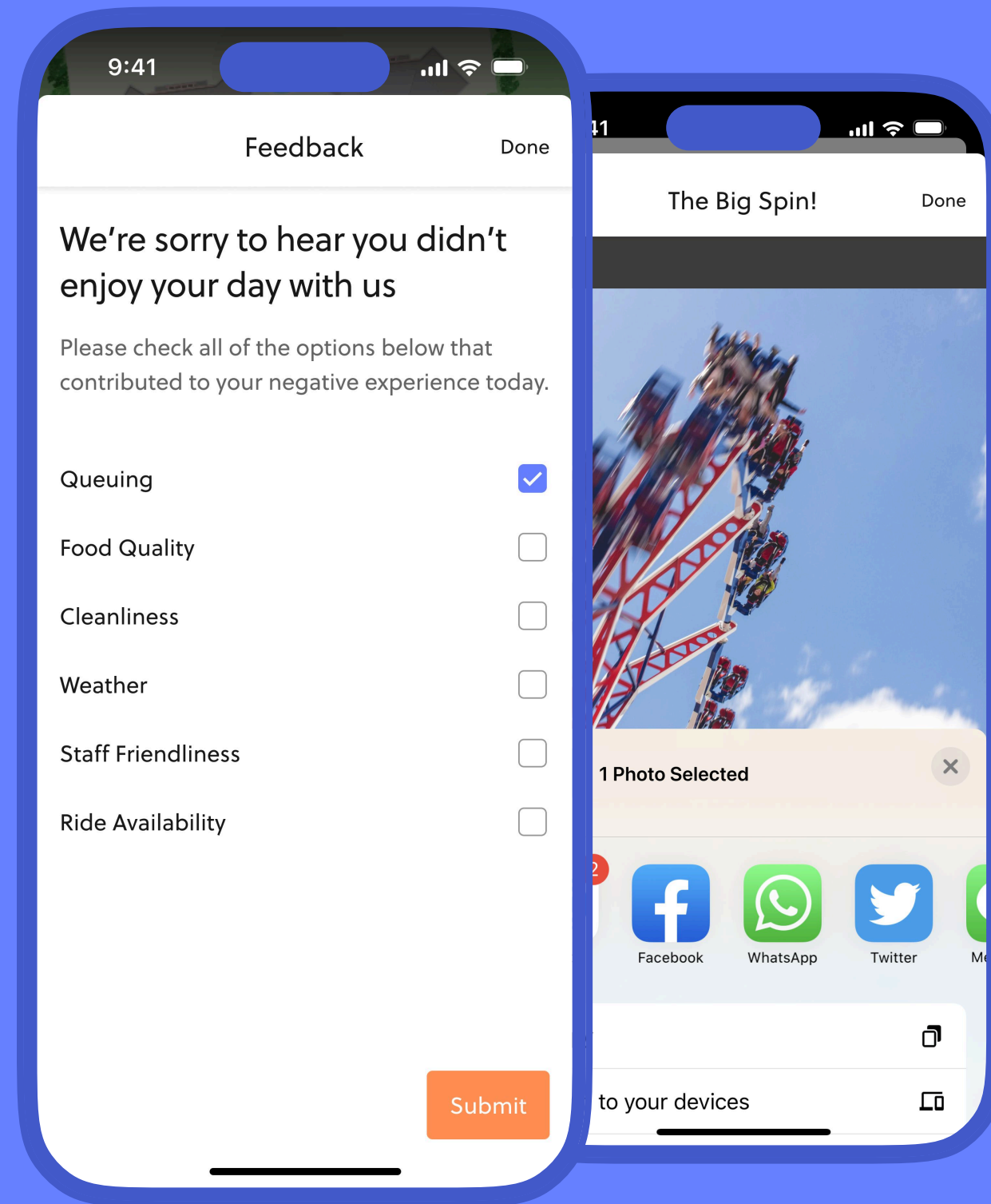
## Post Visit

# After the visit

- ★ Review Prompts
- ♥ Guest Sentiment
- 👤🕒 Share Photos

Turn a single positive experience into a long-lasting relationship by keeping in touch long after the initial visit.

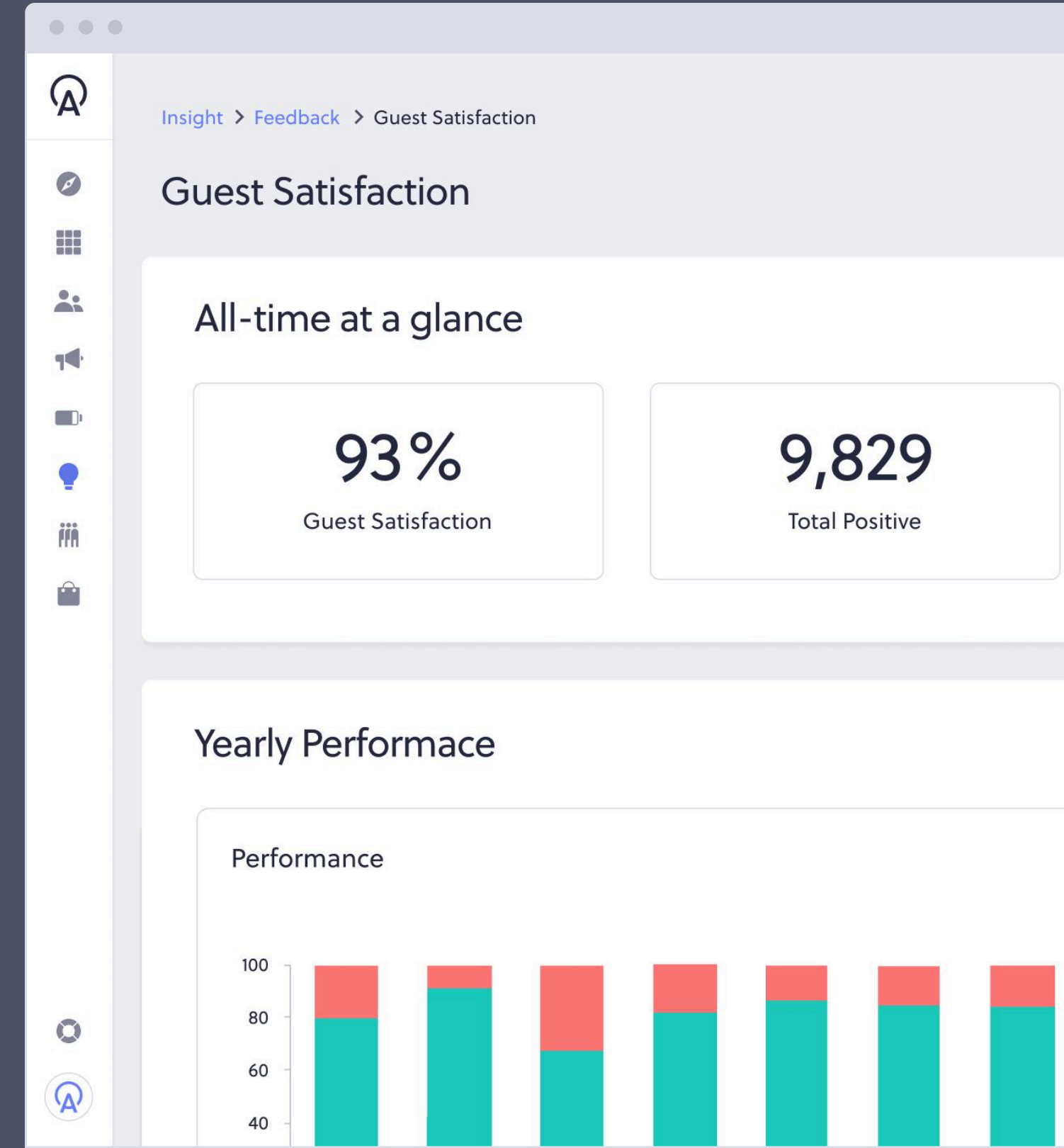
- Encourage revisitation by using push notifications to update guests about your latest offers and seasonal events.
- Expand your social reach by enabling guests to share high-quality visit photos to their favourite channels in a tap.
- Increase NPS responses by switching to in-app surveys and prompt promoters to leave a review on Trip Advisor to boost your ranking.





# The Operator Console

Equip your team with the tools and technology to deliver the ultimate connected guest experience.





# Intuitive Content Management

## Offers & Notifications

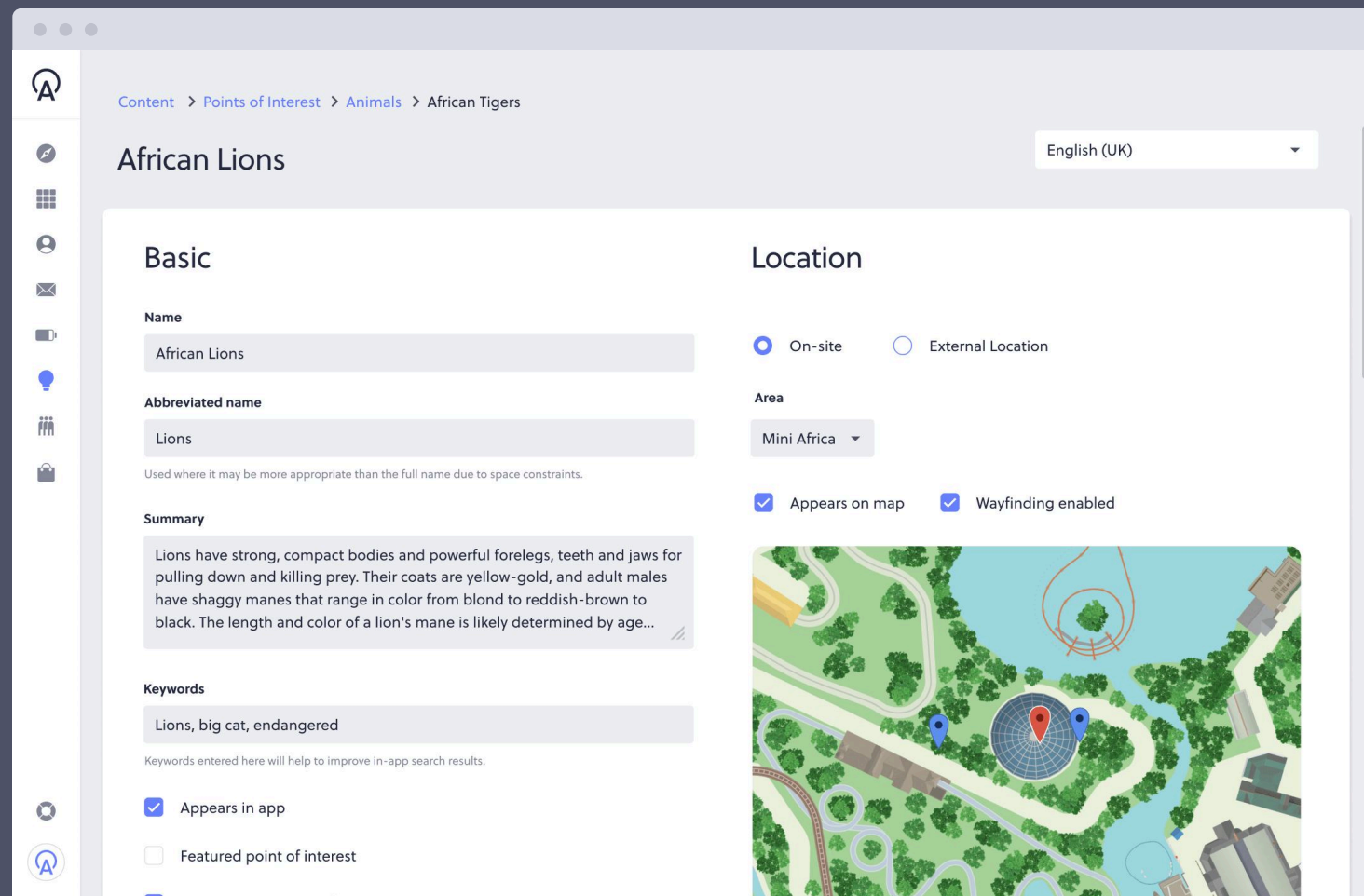
New offers can be crafted and launched easily within the platform, with a wide range of redemption options, targeting criteria and barcode types supported. Likewise, push and beacon notifications can be drafted, reviewed and pushed out from any device with a web browser.

## 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. The app updates automatically, ensuring your guests always have the most up-to-date information.







# Unparalleled Insights

## Understand guest flow

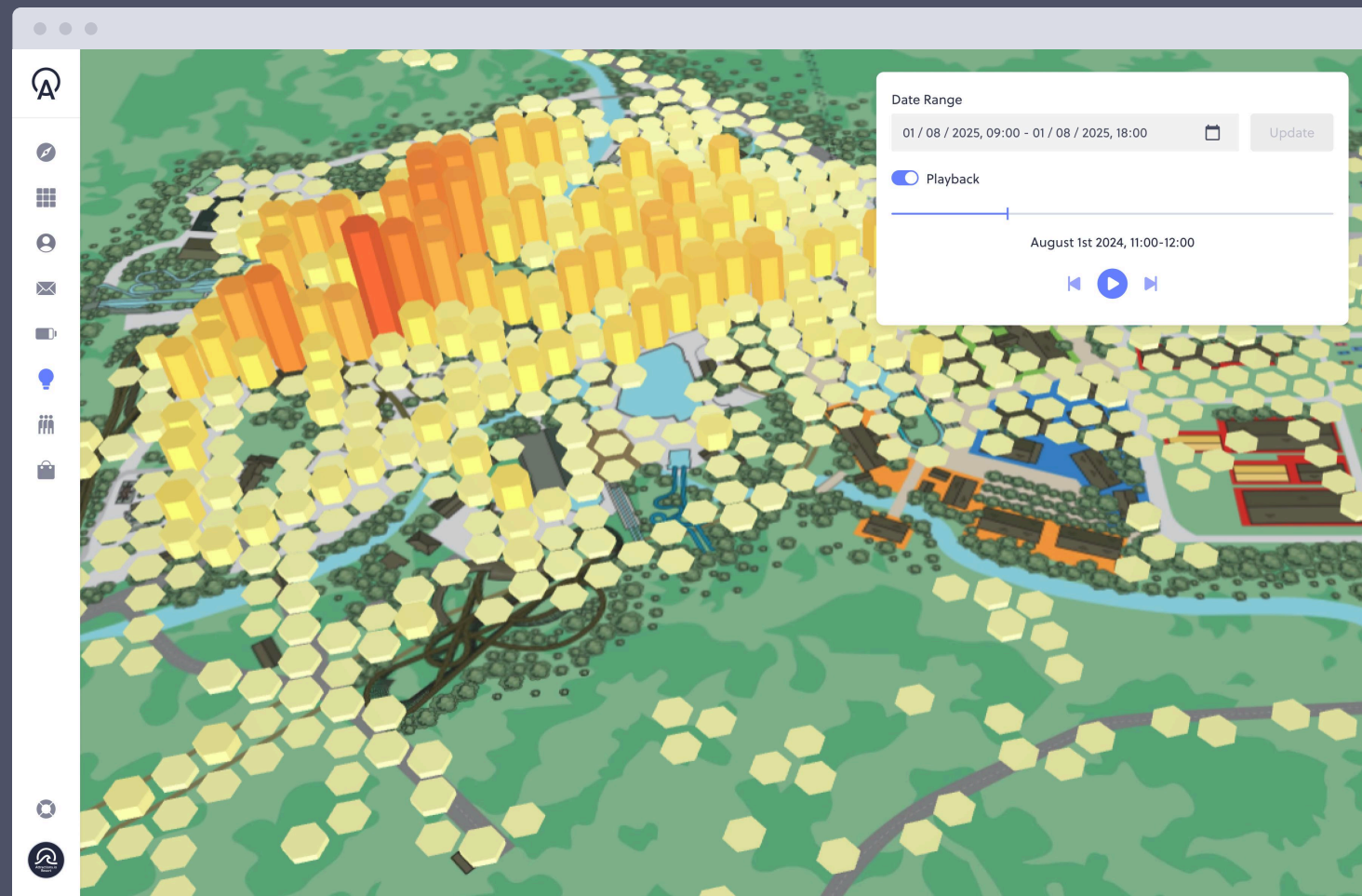
Interactive heat maps and real-time visitor views enable you to understand guest flow across your attraction at different times of the day, week or year. Strategically place additional facilities in high-traffic areas, or use in-app messaging to influence guest flow and increase spending.

## Build custom guest segments

Filter app users according to their visit history, location and more to increase your understanding of how guests experience your attraction. Then build custom audiences for use in highly personalised, cross-channel campaigns.

## Keep your finger on the pulse

Get a daily reading of guest satisfaction and the data you need to best prioritise initiatives. Prompt guests to leave feedback with a well-timed notification, direct positive reviewers to TripAdvisor and address negative views quickly, rectifying issues and identifying areas for improvement.





# Messaging

## Pinpoint targeting accuracy

Use push notifications and strategically placed beacons to send the right message, to the right users, at the right time in their visit. Send hyper-personalised messages to specific guest segments or reach everyone on site with an in-the-moment update.

## Easy automation

Automate relevant messaging and offers in advance, such as upcoming show times and events, food & beverage offers and opening times. 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

Fuel future marketing campaigns with data to optimise message engagement and conversion rates. Leverage guest insights to understand your guests better and grow NPS, improve guest loyalty and drive repeat visits.

Current location is not at resort

+

and

Last seen is greater than 3 months ago

+

and

Total visits is greater than 4

+

and

Annual pass holder is false

+

Send Push Message

Audience size 135

# Behind the scenes

We've spent the past decade optimising our technology for the attractions industry.



## Offline First

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



## Multi-Lingual Support

Cater for international visitors with support for any language. Your app can even be configured to update automatically based on the user's device language.



## Over-the-air Updates

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



## Battery Life Optimisation

Ensure your guests can enjoy the benefits of a mobile app with all-day battery life. With millions of guests worldwide, we've perfected our battery life optimisation.



# The Integrations

Attractions.io integrates with best-of-breed technology providers so that you can continue using the systems you rely on.





# Trusted by the world's leading attraction brands

The Attractions.io platform has been tried and tested by millions of guests across the globe. We've spent over a decade perfecting our technology so that it delivers the best possible experience for your digitally native guests and provides measurable growth for operators.

4.8 ★ ★ ★ ★ ★

Average app store rating.

11% ▲

average increase in NPS



"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



"One of the things we value most about Attractions.io is their ability to look ahead, evaluate guest needs and develop the product in line with changing expectations."

— Butlin's

Proud to be empowering exceptional guest experiences for:





# Ready to get started?

Connect every touchpoint in your guest journey with Attractions.io.

Book a demo today >

