



Popular theme park boosts sales and profitability with Presence Analytics

Business Challenge

Founded in 1960, Bobbejaanland Family Park has grown to become one of the most popular amusement parks in Belgium. The 56 acre theme park features over 40 rides and has between 750,000 and 800,000 visitors per year. Faced with the annual challenge of growing attendance and improving profitability, they decided on an innovative approach of using Wi-Fi to capture visitor intelligence and drive sales.

Recognizing the important social and behavioral trends being brought about by the Mobile revolution, Bobbejaanland saw an opportunity. They believed that deploying park-wide Wi-Fi infrastructure for visitors and staff, would provide a new means to increase per capita sales, improve operational efficiency and boost visitor engagement and loyalty.

With new thrill-rides typically costing 5-10 million Euros, Bobbejaanland was no stranger to making strategic investments. So in April 2014, they set out to Wi-Fi enable the entire park – a pocket-change investment by normal standards.

Beyond the obvious goal of connecting point-of-sale systems, they also hoped to collect visitor intelligence through the Wi-Fi system, and to use that data to connect to their customers, influence behavior, better manage park resources and gain insights in crowd flows.

FORTIPRESENCE

"We have only scratched the surface of what we can do with the opt-in list and visitor analytics the Fortinet Wi-Fi system allows us to capture. We are expecting a very fast ROI from it."

– Niels Meeus
IT Manager
Bobbejaanland Family Park

Details

Customer Name:

Bobbejaanland

Industry:

Theme Park

Location:

Flanders, Belgium

Business Impact

- Able to reassign food and beverage carts to high density areas quickly
- Able to influence guests to visit other areas of park through offers
- Cuts operating costs by allowing rides and stores to be opened or closed based on visitor density
- Allows real-time location-targeted food and merchandise promotions
- Generates qualified marketing list with zero cost of acquisition
- Engages fans to promote brand within their social circles

Managing Crowds with Presence Data

In April 2014 Bobbejaanland deployed a FortiGate security appliance and 30 FortiAP access points throughout the park. 60% were outdoor 802.11n APs mounted on poles, while the rest were 802.11ac APs located inside restaurants and indoor amusements. This resulted in Wi-Fi coverage across 90% of the park, and provided PCI-DSS compliant connectivity for all of their fixed and mobile point-of-sale terminals.

By August 2014 they had deployed FortiPresence, a real-time visitor presence analytics system which allows them to track visitor density minute-by-minute. It works by passively detecting the presence of Wi-Fi enabled mobile devices and plotting heat-maps to show where visitors are distributed around the park. They can examine average dwell time, traffic flows and more.



“We hoped to detect about 30% of visitors, but it turns out more like 60-80% of visitors have Wi-Fi enabled on their phones” notes Niels Meeus, IT Manager “this gives us amazing data for making real-time decisions about where to position mobile carts, or even which rides should be running immediately after park opening” he continues.

Throughout the day, park operations staff can watch the heat-maps, and direct mobile vendors, entertainers and cleaning crews to service high density areas. While in low density areas, they can delay opening a ride, lower ride frequency, or close early, reducing operational costs and equipment wear and tear.

Social Wi-Fi and Marketing Opportunities

Presence analytics provides a wealth of data to improve efficiency, and boost food and beverage sales. It also provides vital intelligence for planning future staffing and the location of new rides, restaurants, shops and services. But that is only half the story. The Fortinet secure Wi-Fi system also enables new-media marketing by driving engagement, and food and merchandise sales through social Wi-Fi opt-ins.

Controlled by a FortiGate security appliance, the Wi-Fi system provides self-service Wi-Fi access to visitors through a social Wi-Fi login from visitors’ mobile devices. Completely segregated from point-of-sales and staff networks, the guest network gives visitors secure Internet access by opting-in using an email address or Facebook ID.

On login, visitors arrive at a landing page, where Bobbejaanland can make real-time offers – promoting anything from high-margin merchandise to food and beverage discount coupons, even venue-specific offers which encourage visitors to go to certain rides or shops. “Already, 5-7% of our visitors are opting-in, with more than half of them requesting coupons” says Meeus. “Teenagers especially, are promoting us within their social circles – you can’t beat that!” he adds.

Meanwhile, Bobbejaanland is building a qualified list of customers, on autopilot with zero cost of acquisition. The long term value is huge. Off -season, they can leverage the list to promote season passes, upcoming events and new attractions. And when repeat visitors return to the park, Bobbejaanland will be able to combine presence and big data analytics, to further profile their visitors, enabling even more targeted offers in future. “The possibilities are immense” comments Meeus. “We only had the system operational for a short time last season, and saw immediate results. I fully expect this system will pay for itself in one full season.”



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