



Virtual Pass Processing

vantage.co

Entry line Problems?

Vantage has a solution.

Guest friction:

Long lines mean guest frustration and less time to enjoy the park.

Problem:

The process is manual and involves paper forms and physical cards.

Frictionless solution:

Automated ticketing and season pass processing.

Additional Benefits:

The incentivized guest data collection and the profile setup unlock a whole new seamless experience.

Results:

Better guest perception and long-term profitability for the operator.





Seasonal passes are crucial to annual results

Seasons pass underpin attendance and encourage multiple visits.

The challenge with season pass sales are:

1. Require more processing:

- Long lines at the start of the season. Sometimes even ahead of the season to help mitigate the lines.
- More staff are needed.

2. Require data entry from the staff:

- Fields get left out and vital demographic data is missed.
- Missing data costs the park marketing opportunities.

3. How to ensure that the person who purchased is the one using it?

- Staff need to verify the user image, which can depend on image quality, or require a photo on site.

THE CONSUMER'S WORLD IS INCREASINGLY DIGITAL.

The “new normal” is already “normal”. It is well recognized that a digital transformation for the guest is well underway, and parks need to meet the guests on that journey.

Forbes

Why The World's Most High-Tech Water Park Is Making Waves With 3D

Parks & Recreation

The Digital Transformation of Parks and Rec

National Park Foundation
WONDER CALLS

Rustic to Utilitarian: The Modernization of Park Architecture



How to Enhance Live Experiences With Technology in the Leisure & Travel Industry

convious

5 Key Digitalization Strategies in the Leisure Industry

ipm inpark
MAGAZINE

Try a drop of this: Ten innovative technologies for water attractions

BBC TRAVEL

The new tourism trend
How digitalisation is revolutionising the travel industry

Starting off the wrong foot

"We've been waiting in line for an hour and a half to process our season passes and we're still not there."

Vantage recognizes this issue and believes that first impressions are critical to any relationship success, so we invested in innovation and technology to reframe the term "experience" and take it to another level, eliminating the first and most pain point between guests and operators with the "Virtual Pass Processing".

Digital purchase is the norm and Vantage is helping parks meet guest expectations. The journey now begins at home when deciding the summer leisure options and preferences. Customer habits have changed, digital expectations are higher, and we are changing parks for the better.

The Vantage system is evolving to make guest journey's fun filled, not frustrating.





The Power of First Impressions

Humans make a judgment on a person or thing within the first few seconds of seeing it.

H2O Island wanted to create a great first impression with their guests and now they can see results from the Virtual Pass Processing.

- People have more time to have fun.
- It means more time overall, including more willingness to buy products inside the park.
- This means better reviews and sharing their experience with family and friends.
- The operator, in addition, can focus their resources and capabilities where it matters: Safety, guest empowerment, operation optimization, better guest experience, and profitability.

The traditional process is painful for guests

and not efficient for operators.

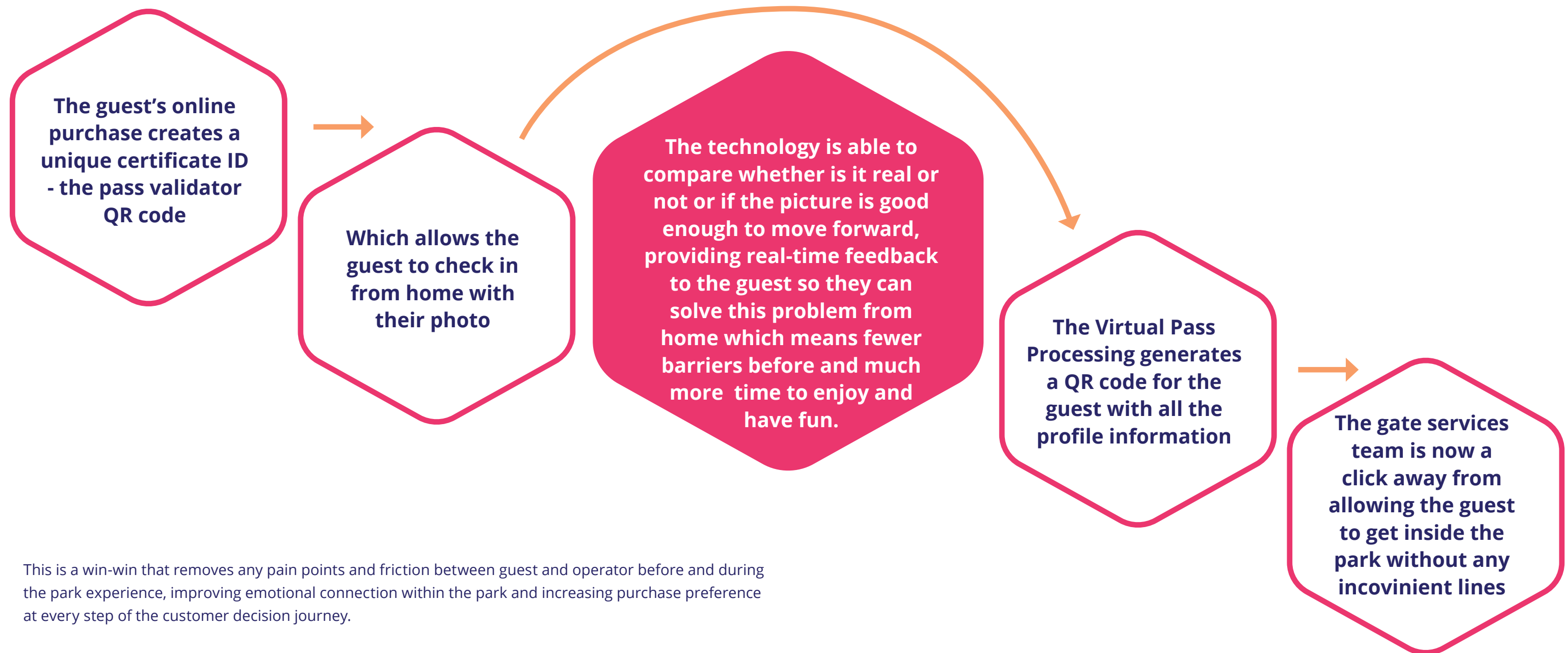
How it is done without Vantage Virtual Pass Processing:

- 1 Buy tickets on the web or at the front gate.
- 2 Arrive at the park (show your purchased pass voucher and do not redeem parking as there is no season pass processed yet).
- 3 Go to a ticket window (wait in line).
- 4 Present your individual order confirmation and provide basic information (First Name, Last Name, Email, Zip Code).
- 5 Employees to write down the information by hand or in the system.
- 6 Take a photo (per person) and you will receive a season pass card on which you would write your name on it.
- 7 You are now ready to step through the gates where you get your digitized season pass.



Effectiveness, efficiency, profitability

How we redesigned the Virtual Pass Processing to improve the guest journey.

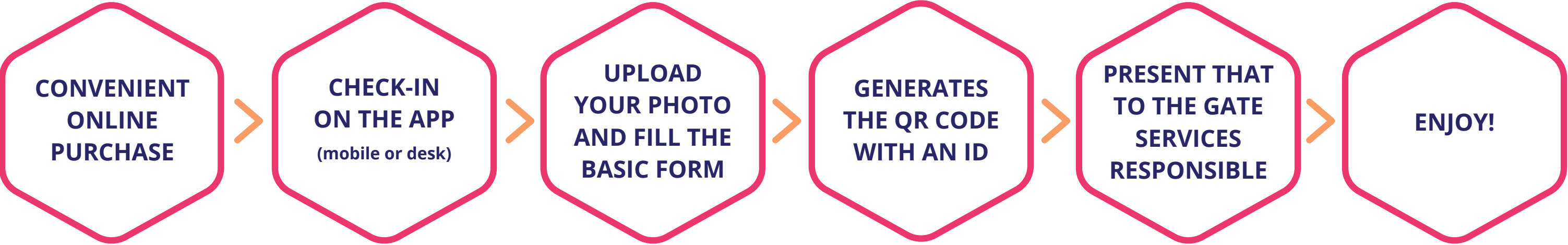


This is a win-win that removes any pain points and friction between guest and operator before and during the park experience, improving emotional connection within the park and increasing purchase preference at every step of the customer decision journey.

Just bring your QR code and ENJOY.

Commonly, when guests purchase a season pass online, they are actually buying a voucher to be processed manually in person at the park, which could be hours of queuing at the beginning of the season. With the Virtual Pass Processing, guests can buy the pass at home, enter their profile information, upload a headshot, and have the pass on their phones within minutes. That way, when they arrive at the park, nothing is getting in the way of them and a day of fun.

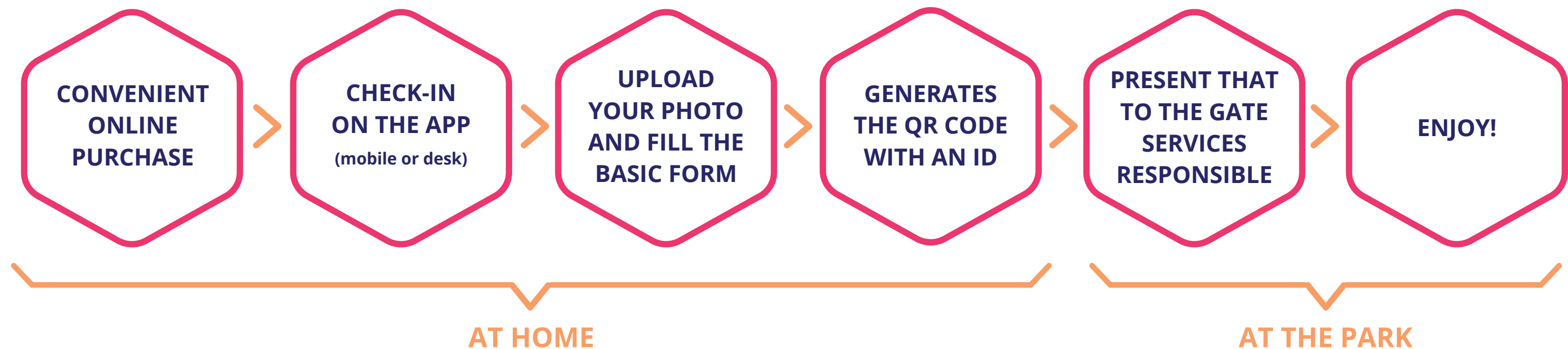
- No more long lines.
- No more uncertainty before and during the experience.
- No more bored kids and frustrated parents.
- The technology is adaptable for different parks, including Theme parks for example.



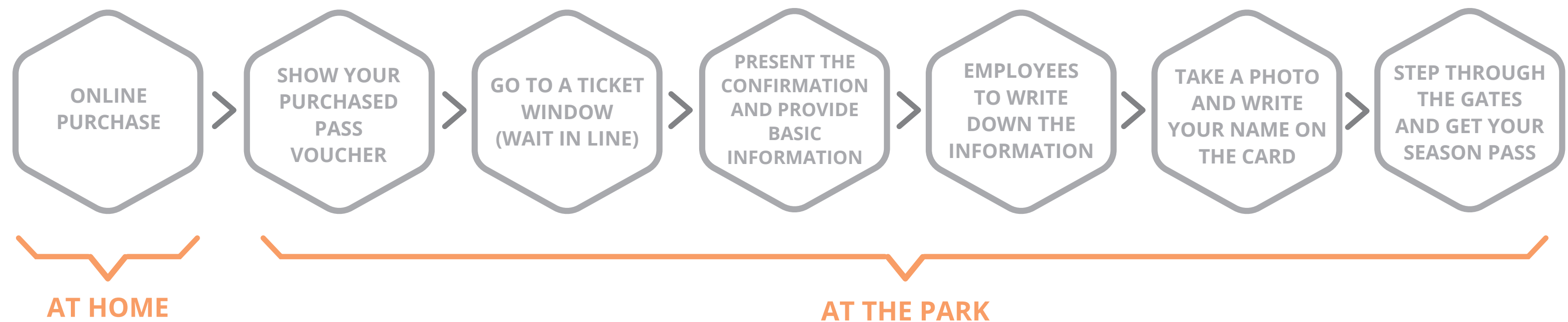
With and without Vantage Innovation.

What used to be done in the park is now done at home, so there's more time for fun.

With Vantage:

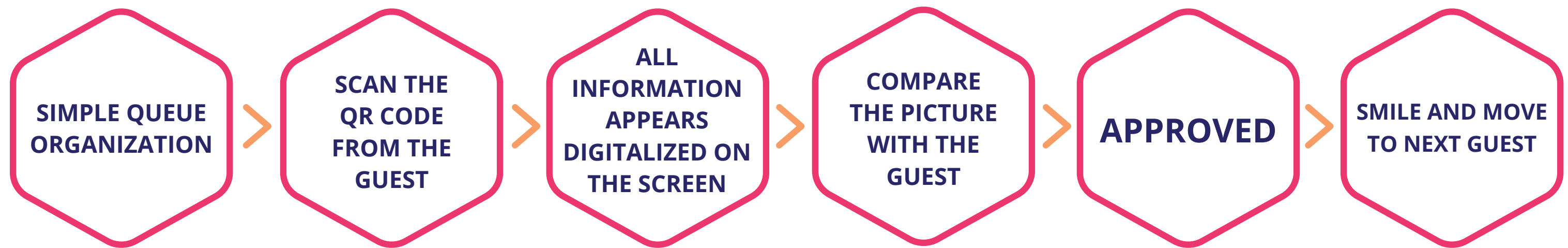


Without Vantage:



It's an easier process for the operator too

The guest doing what used to be the operator's job means fewer barriers for customers and fewer resources needed for the operator. It also means lower costs and the staff focused on what really matters.



Virtual Pass Processing

The latest module within the Vantage platform, which ties park operating systems to the guest enabling experience optimization.

The Virtual Pass Processing is how the guest experience starts. It creates a positive and necessary first impression for guests and helps the operator to be more efficient in the process.

However, the Vantage software helps the park remove friction at each step of the guest journey by better understanding their behaviour and enabling the operator to personalise their experience. It amplifies every moment of the guest experience, so, amusement and waterparks can create the moments that make their business thrive.

Vantage.co

