



# **5 Signs Your Water Park Technology Needs an Upgrade**

**(and what you can do about it)**



**CONNECT&GO**



Hooray – it’s the end of peak water park season, and you’re wrapping up the year with record-breaking revenue, happy guests and a completely rested and relaxed team! Or maybe your team has spent the past year treading water and trying to make it through the new post-pandemic reality with limited staff and outdated technology systems holding your revenue potential back. Whether your season was a roaring success or more of a belly-flop, let’s take a closer look at 5 tell-tale signs that your tech might be holding you back (and learn what you can do about it!)



**CONNECT&GO**



# 1. Long lines at the entrance

On a hot day, the last thing your guests and staff want to be dealing with is a long line. Luckily, your technology can help give you the tools you need to drive advance sales and expedite fulfillment. The first step? Upgrade to a cloud-based system that allows for seamless advance sales, timed entry tickets and online portals. With our Konnect all-in-one management platform, you can offer guests a complete eCommerce experience that makes it easy for them to purchase tickets, renew season passes, add cashless funds and more. With a fast and easy fulfillment process, your team can quickly look up guests and distribute their RFID wearable to them at the entrance. Cater to your walk-up traffic with kiosks and portable points-of-sale like our Konnect Express solution!



## 2. Lack of growth in per-cap spending

Not seeing the growth in per-cap spending that you'd like to?

Ditch guests carrying around soggy dollars or having to make multiple trips to their locker during the day just to purchase items. Offering cashless creates a better guest experience and makes life easier on your F&B and retail staff. Not only does having easy access to funds through their wristbands remove friction from the in-park purchasing process, but it also empowers you to create irresistible cashless promotions throughout the season.

**Cashless technology can help you increase your revenue by 25% or more!**

And don't forget about making up-sells and cross-sells visible throughout your eCommerce purchase flow! Offer guests add-ons like lockers, cabanas, gaming packages and meal deals helps ensure they are set up to have the best day possible at your waterpark. But remember—those items have to be easy to redeem, too! An all-in-one management platform that offers an omnichannel ticketing solution while connecting into all of your technology systems can be the answer.





## 3. Low guest satisfaction

Are your NPS scores not where they should be? Sometimes a disconnected guest experience adds in unneeded frustration and can really spoil your guest's day at the park. Connect&GO's all-in-one operations management platform helps your water park step into the future with a fully connected experience for your guests. Our Virtual Wallet feature gives your guests everything they need to have a great experience at their fingertips, all connected to their RFID wearable or simple QR code. With an integrated platform like Konnect, your guests can access tickets, open lockers, pay for F&B or retail items and play arcade games, all with a simple tap of their wristband. Families can even configure cashless balances for their kids or other members of their group.

A cloud-based system also gives your team the tools they need to handle customer service issues on the fly. Your team can quickly search through customer transactions using our intuitive platform and apply a cashless credit or issue a new wristband when needed.





## 4. Low guest engagement

If your season pass sales or repeat visits have fallen flat, it may be time to look at ways to speak to your guests on a more personal level. Get real-time access to your guest and transactional data and leverage it to its fullest potential with our Konnect platform! Our platform integrates with the #1 platform for guest engagement, ActiveCampaign. This integration can help you build loyalty and drive revenue more effectively than ever before (and make the wishes of your marketing team come true!). Remind a guest that a day at the waterpark is a great way to celebrate a birthday or that the hot dog combo they ordered last visit now comes with a souvenir cup. From prepping your first-time visitors with answers to common questions before they arrive to sending guests a survey the day after their visit and even sending reminders to encourage guests to purchase photos from their favorite rides, there are so many ways to create highly-effective campaigns that make guests feel special and encourage them to get more involved.

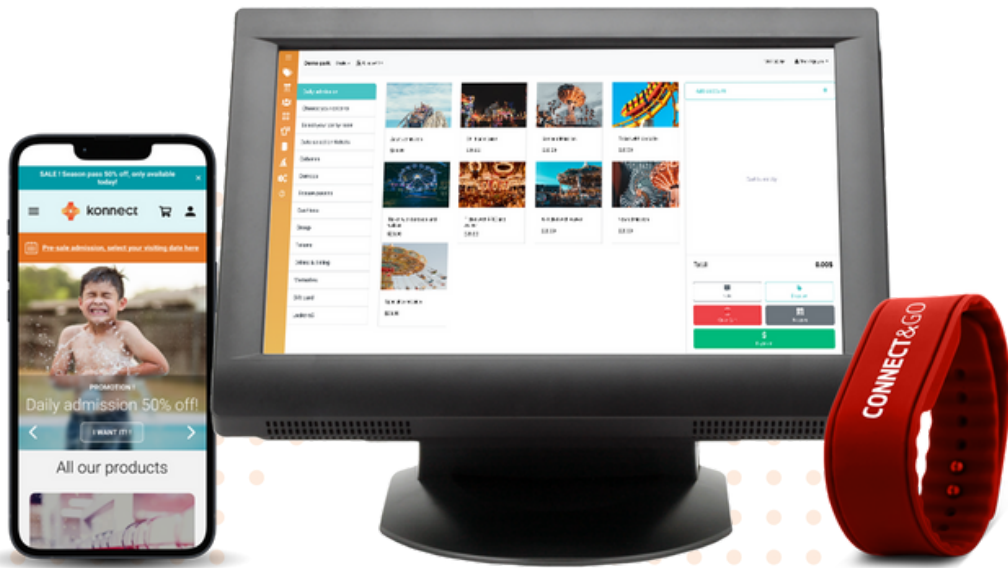


# 5. Staff frustration with disconnected systems

Tired of patching multiple systems together with duct tape, or systems that require an advanced engineering degree to configure? Get the information you need to make powerful business decisions—and react swiftly to any business challenge (or opportunity) that presents itself. Don't let your data get stuck in silos! Konnect is a fully integrated management platform that gives your staff unlimited access to real-time data from anywhere on any device. Drive revenue and efficiency with a truly integrated platform and real-time data you can actually use. With each ticket purchased online automatically triggering a guest profile to be created for their Virtual Wallet, your staff has access to updated data that is key to making sure your marketing automation campaigns are more successful in getting to the right audiences.

Fully connected technology also allows your business to do more with less staff. Let your technology do the work by collecting data at every guest touchpoint. Pull up how many guests are in the park at any given hour so you can make well informed staffing decisions each day of busy season. Most importantly, access your data no matter where you are in the park to cut down on having to walk all the way back to the main office every time data needs to be pulled.





Does the technology at your water park support your future-thinking revenue growth plan or is it holding you back? With our next-generation attractions management platform, Konnect, you can grow your business to its full potential! Connect&GO's next-generation attractions technology allows your team to re-energize your operations by taking control of your data. Interested in seeing how a fully connected platform can simplify your operations?

**Book a demo with our team to get started!**

**Visit [www.connectngo.com](http://www.connectngo.com)**

**Replace up to 10 platforms with our integrated solution!**

eCommerce Ticketing  
Point-of-Sale  
Access Control  
F&B and Retail POS  
Cashless Payments  
Parties & Group Booking

Photo & Video  
Waivers  
Marketing & CRM  
Experiential & Gamification  
Gift Cards  
Analytics & Reports