



PRESS RELEASE

Asian Attraction Expo, Hong Kong

Day/time: Thursday, June 7, 2018, 12:30-13:00
Location: Booth #1140, Unlimited Leisure
located Hong Kong Convention and Exhibiting Center

BREAKING NEWS:

Unlimited Leisure presents a next generation all-in-on park experience solution with integral ticketing, no queue reservation system and visitor video system.

Solving the number 1 customer complaint by providing a unique absolutely queue free theme park experience for all guests.

Can an attraction operate with ZERO Queues?

The short answer is yes. However, there are some assumptions to follow.

Guests:

- Pre-Book and pay for tickets in advance or latest at arrival at the park
- State when they want to come and visit (day and time) and when they want to leave
- Pre-book the attractions (rides, shows, greetings, restaurants, Fast food, TapeMyDay, etc.) they would like to experience that day. And at the same time provide info about each guest such as: age and heights to ensure compliance with restrictions. Promises to children can now be kept.

All the data provided by the guests will then be crunched by the [theexperienceticket.com](http://www.theexperienceticket.com)'s advanced and complex Booking Algorithm.

The result is a personalized itinerary for the family or group with time slots and tickets for each of the desired attractions and members of the group (By the way that is what 90% of all guests want. According to Omnicore's Theme Park Barometers)

Try it out yourselves on your smart phone:

<http://www.snowvillage.infolytx.net/visitor/mobile.aspx?action=mobile>

Do the guests like it? Yes, they love it.





Omnico Theme Park Barometer

According to the above Omnico Theme Park Barometer 2016/2017 nearly all guests from Asia, US and Europe/UK want a solution where they can prebook and get specific timeslots for their activities. Attraction Management considerations:

- How many rides per guest per visit: 7,8,9,10.....?
- One ride per attraction per visit per guest or....?
- If sold out propose another day?
- Pricing Strategy? Increase entrance price with x% or price the service as an addition to entrance price
- Implementation strategy (Do it gradually over 1-3 years)?
- Communication strategy- This is easy: Communicate to your guests to tell you when they want to visit to

give them the desired experience with no Queues and hassle. If not booked online, they can still create the itinerary onsite. Of course, the guests are still welcome without pre-booking but in that case they cannot be guaranteed waiting times. That is up to the guest.

Can a No queue solution be combined with other offerings?

- Like TapeMyDay/VIP/Wild Cards/Ride as many times you want on any attraction...? Yes.
- Can guests do attractions outside their Itineraries and timeslots? Yes, if the ride is free and there is no queue.

Total guest capacity per day and no one is queuing Attraction: xx

Here is an example:

A park has a total daily capacity of 620000 rides (i.e. 620000 guests can have one ride per day)
If a guest can book 7 rides per visit, 88500 guests can visit without standing queuing. If, 10% of the guests don't do rides at all. It means that 98500 can visit and don't queue. If it's 20% 111000 can visit without queuing.
If a guest can book 10 rides per visit, the corresponding numbers are; 62000, 69000 and 77500.

If we look at guest's numbers in parks around the world. It is very few with, if any, with number of guests per day in the range from 70000-100000.

Assumptions: All guests pre-book and plan the visit, in advance or at the latest at arrival. They get an itinerary with the rides/activities they have booked. The guests can decide everything, except in what order to ride. Thereby our system can calculate the optimal route for all guests and ensuring all rides run at full capacity during all operating hours. Result: Guests biggest pain point is removed- queues- and ride capacity is increased with 15%. Implementation: Increase booking percentage

gradually over time and in line with adaption. Calculation model: Column D, Total capacity per day, divided with 7, 8,9 or 10 gives in Column J, K, L, M, the # of guests the park can service per day with 7 rides; 88571, without having to queue at all. If 20% of guests are non-riders, the park can accommodate; 110714 guests in total per day. If a guest can have 7 rides per full day visit, the operators says they deliver an industry standard or acceptable service level.

How can theexperinceticket.com increase ride capacity by 15 percent?

One of the reasons is illustrated in below figure. It shows the traditional Bell curve. On the left and right side of the curve 2 triangles are formed. They represent missed capacity in the morning and before closing time. Corresponding to 15 percent of the ride capacity in relation to hours of operation. The data is real and accumulated data of a ride. The capacity per hour is 1000 guests. 40 percent thereof is reserved for scheduling. The straight line starts at 400. If 100 percent of the capacity is booked, the 2 triangles of capacity is not missed.

ARP pulls up the capacity utilization curve and flattens it by booking rides evenly across all available times



The other reason or dimension why theexperinceticket.com can increase capacity by more than 15 percent is, that the capacity between the rides covered by theexperinceticket.com is also optimized.

Other benefits of using the experience ticket.com

- Personal ticket, increased security
 - No ticket fraud
 - Because of technology; theme parks and attractions can work on basis of capacity, like other leisure industries; rooms/seats
 - In compliance with the Digital World:
 - Synchronizing the Digital and Physical Experience
 - Me2B not B2C/ IWWWIWI*
 - Highly Increased Income
- *Bill Price and Open Mind Strategy, NYC

The experience ticket.com suite of applications:

Access, paper and digital tickets season pass's, guest planning, operations management, line management, CRM, HRM, POS, web shop, mobile site.



TAPEMYDAY™ offers the unique benefit of automatically generating high-resolution films – servicing guests of any attraction with an irresistible and more value for money souvenir. Through use of clever software and cutting-edge technology, favorite moments are highlighted, recorded and mixed with pre-recorded stock footage to create a personalized movie production.

- Short video clip created for immediate social sharing. This 720p version can be downloaded on a smart-phone and shared directly. Add a commercial message for great marketing potential.
- Full version clip created as a full movie production souvenir. This 1080p version can be downloaded at home or on any mobile device and will show the experience in full effect.



Our core benefits:

1. Turnkey solution: From sales to implementation aftercare through a phased process.
2. We build on partnership: Our experts happily work with your to come to the best possible solution on all levels, at all times.
3. Safe and smart all-inclusive business model: ROI is made within 1 year on average.
4. Our white-label approach and digital focus means you get optimal online brand amplification. It is easy to retrieve e-mail addresses, creating new marketing options.
5. Highly automated system: We require 10% of the staff that traditional attraction photography providers need and monitor our systems remotely.

-Enhance guest experience

-Drive revenues

ENJOY.SHARE.REMEMBER

Introduction to Unlimited Leisure

Unlimited Leisure Group of Companies (co-)owns and operates several companies with core activities in the leisure and entertainment market place and beyond. The investment policy focusses on high-tech and high-competence innovative fast-growing companies that are or aim to become worldwide

market leaders in their respective fields. The requirement of a mutually beneficial synergy between the subsidiary companies is another important part of the overall strategy. This significantly enhances the total scope of services and deliverables offered.

Unlimited Leisure™ provides a unique integral solution for any kind of amusement park and mixed-use leisure development www.unlimitedleisure.com :



Unlimited Snow™ is the worldwide leading and single one-stop-shop providing best solutions for all imaginable snow & ice leisure experiences from start to finish giving the customers total piece of mind. It is especially known for its innovative and original concepts & attractions. www.snow.biz



TheExperienceTicket.com™ solves the No.1 guest complaint by providing a unique & totally queue free theme park experience for all guests. It's the only fully integrated ticketing and no queuing system on the market and encompasses a great many security features. www.theexperienceticket.com.



HollandWorld™ the second gate of Amsterdam next to Amsterdam Schiphol airport opening 2023 comprising a non-gated themed park for 4 million (inter)national tourists, 4.000 hotel rooms, conference centre, casino, retail, F&B as well as 20 top destination attractions. www.hollandworld.nl



TAPEMYDAY™ combines state of the art filming technology with innovative software. It makes more of the visitor's stay by automatically filming, editing, and uploading an irresistible photo/video compilation of their entire stay. It significantly increases per capita spending and publicity. www.tapemyday.com



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