Dyreparken's all-time record year 2019

the success story of Dyreparken zoo and amusement park going mobile

In only one month, we achieved:

800 000
navigation queries

150 000
payment transactions

50 000
app installations

#1
most downloaded travel app in Norway

Executed
only in 4 months

In July 2019, Dyreparken released their new digital channel. The mobile app makes payment simple, navigation easy and the overall guest experience seamless - even taking you physically past the queues. This case study unveils the story of how this was realized with the Powered by Yonoton platform and Proximi.io location services.

Dyreparken as a forerunner of digital tourism

Dyreparken in numbers

60 hectares
(148 acres) Norway's largest outdoor attraction.

Expanding
further 30 hectares (74 acres) during the upcoming years.

1 026 000
visitors per year (2015). Norway's most frequently visited attraction.

Named in gallups as the
number one
out of 52 travel destinations in Norway (TNS Gallup).

12 km
(7.5 miles) from Kristiansand, Norway.

Established
1964

209
full-time employees + 1186 seasonal staff members, including actors.

365 days a year
with high season June - August.

variety
Consists of a zoo, an amusement park, a water-park, a pirate world and a wide selection of activities and restaurant options.

Destination Dyreparken
also includes four different accommodation concepts: Dyreparken Hotell, the pirate hotel "Abra Havn", fairy tale village "Karda-mom By" and Dyreparken Safari camp, which opened in 2019.

139
different animal species.

Financial numbers

€34 million
turnover.

€10 million
turnover produced by the hotels.

60 000
hotel nights per year on average.

Average visitor staying
2 days per year

80%
of income realizing within 6 weeks.

July
the ultimate high season.

34 000
season ticket holders.

Why did Dyreparken choose to go mobile?

Dyreparken, the park whose name is the direct Norwegian translation of the word "zoo", is known to be one of the most innovative players in the theme park business, offering its visitors new evolving modern-day experiences. Technology is used in the park in various ways to enhance the customer experience.

Before the project started, Dyreparken had a previously-built mobile application, which they weren't fully satisfied with. Dyreparken desired a robust platform on top of which they can solidly build their current and new business.

We have a saying here in Dyreparken that we don't do digitalization for the sake of digitalization - we do it to enhance the experience of the park", explains Per Arnstein Aamot, managing director of Dyreparken, emphasizing the word enhance. "We don't do it to replace the experience of the park. That is something we have to consider very thoroughly every time we start a new digital project. The point is not to have people walking around with a cellphone in their hand all the time. But if we can enhance something that we already provide as a strong experience - that's what we want to aim for.

Per Arnstein Aamot,
managing director of Dyreparken

We had two main reasons for developing a mobile application. First reason is to give visitors a better guest experience. We want to provide them with customized content and information during their journey. Secondly, we want to gain more insights about the customer and the customer journey. How do visitors move around in the park? What do they do? This is important information for us to be able to plan and develop the park even further.

Elisabeth Drange Tønnessen,
sales and data analyst at Dyreparken

The following features have been central since the planning of the project started:

1. easy-to-use management tools
2. options for digital payments via application
3. modern tools for digital marketing and communication
4. opportunity to automate marketing
5. tools for collecting and benefiting from accurate customer data
6. interactive map and wayfinding service to help visitors move around the large park area.

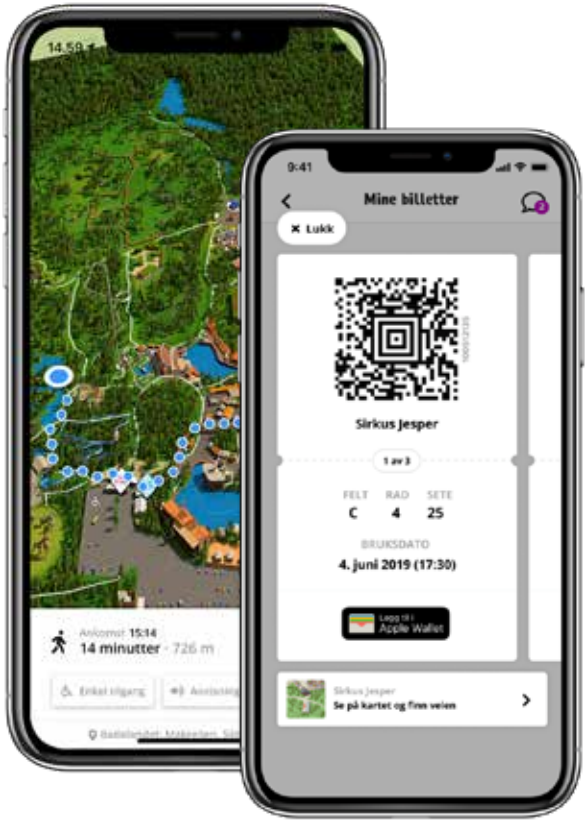
Why Yonoton and Proximi.io?

Dyreparken reviewed several vendors for realizing the project. Yonoton, a Finnish technology company providing revenue-driven technology for its demanding customers, was selected as the best provider and Dyreparken's long-time digital partner.

What convinced the park of the selection, is the versatility of the platform provided by Yonoton. By utilizing the existing technology and partner solutions, such as Proximi.io positioning platform, the mobile application was delivered in record time - just 4 months from signing the contract.

The purchase data together with other data sources will give us valuable information regarding purchasing behaviour, what products are purchased when and by who, which can be used in our planning.

Elisabeth Drange Tønnessen,
sales and data analyst at Dyreparken



experiences

- Seat / table / delivery / fast lane
- Ultimate service
- Cutting queues
- Personalised benefits
- Positioning
- Wayfinding

payments

- Pre-order
- Product list
- Mobile payments
- Gift cards

marketing

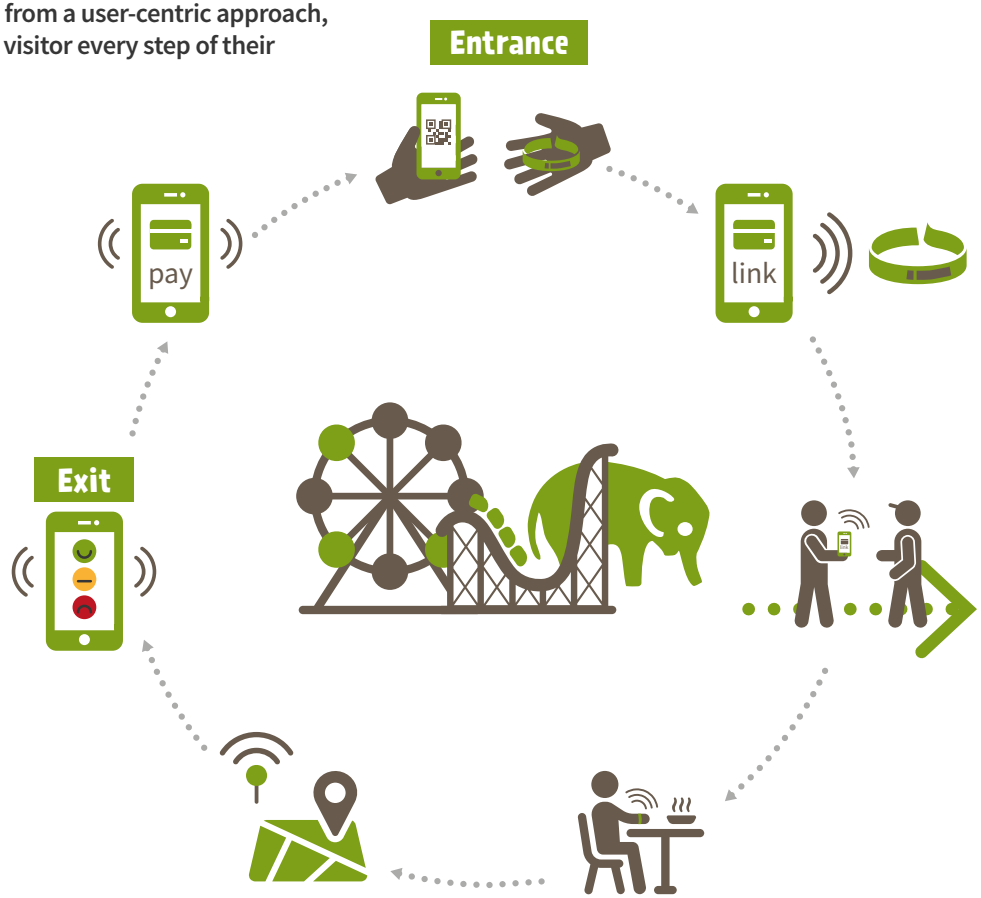
- Campaigns & competitions
- Push notifications
- Discounts
- News
- Feedback
- Based on data

engagement

- Loyalty programmes
- Stamp cards
- Vouchers
- Bonuses

Enhancing the visitor experience

The main target of the mobile application was to bring concrete benefits to the park's visitors, encouraging as large a percentage of visitors as possible to install it. Therefore, the mobile application's layout and functionality was designed from a user-centric approach, providing assistance to the visitor every step of their journey to the park.



Plan in advance

The most eager users can already download the mobile application from home and start planning their trip. A logged-in user can start crafting their own itinerary by favoriting attractions and events. Each attraction, animal or other sight is featured in the application, along with a description. Through the calendar, a visitor can see what is happening at the park on the day of their visit. They can also mark their favourite events in order to get a notification when e.g. lions are fed. There are dozens of events happening every day, ranging from pirate breakfasts to evening shows and the extremely popular animal presentations. There is so much to see and do, that a one-day visit is over faster than you realize!

The app also includes all the practical information required before, during and after the visit, such as opening hours, driving instructions and ticket prices. The application also features all the restaurants in the park, allowing foodies or picky eaters to browse through options already prior to the visit.

Find your way across the park

Dyreparken covers a vast area, and has quite little physical signage, making it difficult to navigate around - especially if you are not confident reading a paper map. Nowadays that category covers two thirds or people, with 80% of under 30-year-olds even confessing to being unable to read paper maps. Once arriving at the park, the users can easily orientate themselves with the mobile application, which is considered by majority the most natural way of navigating around. Their accurate position is calculated across the indoor and outdoor areas and shown as a blue dot on the map.

Different attractions and services are shown on the map based on categories or search results. For example, the park's pharmacy can be located in a few seconds, if the need should arise. Information on park amenities at your fingertips is especially important taking into consideration the fact that visitors can stay overnight at the park premises, and many visitors stay until the late hours to watch the popular evening shows.

The park consists of multiple separate areas, which are separated by forests and water bodies, making it difficult to see how to navigate from one area to another and estimate the distances. The mobile application displays the distance from your current location to each point of the map in both as meters and minutes. Dyreparken's largest customer group is families, and when moving around the large area with small children and prams, you want to know if the walk to the next thing you are planning to see will take you 5 minutes or 25 minutes. The route search on top of the beautiful Dyreparken map makes navigation smooth in the park.

The navigation functionality turned out to be extremely popular among the visitors. During the last two weeks of July (15th - 31st July), a total 835 000 wayfinding requests were triggered. This equals to 32 queries per visitor!

The single most searched-for location in the park is JungleBob, an exhilarating bob ride for both children and adults, sledding through the zoo. JungleBob was searched a total of 36 000 times. The second most seeked-after location was also a ride, an exciting train journey through a forest called "Hakkebakkeskogen" with 29 122 searches. Animals follow very quickly after in the list, with the title of most requested animal going to the Siberian tiger. The Siberian tiger has been looked up in the navigation 28 000 times.

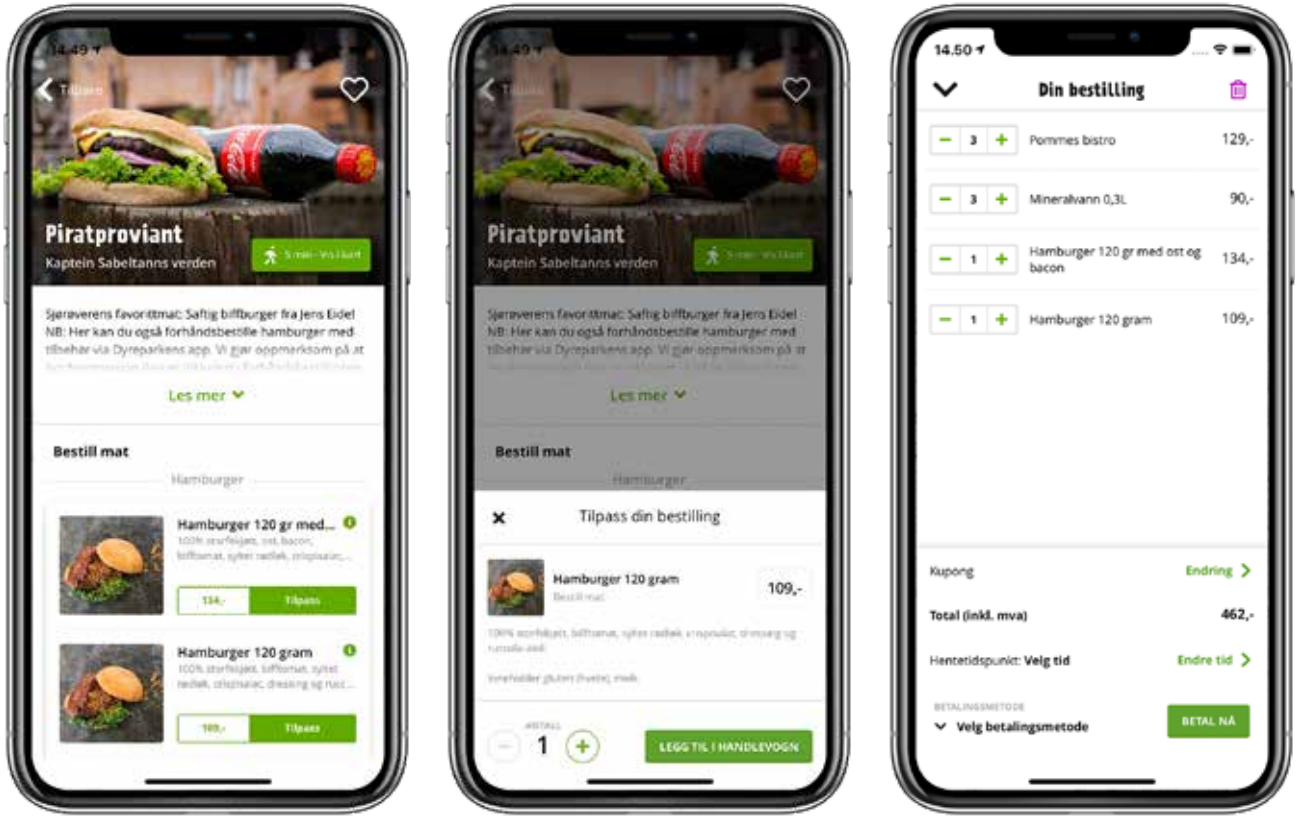
Top 10 searched locations in the app

Skip the queues

When hunger hits after exploring the park for hours, visitors can easily browse through restaurant options or even directly order and purchase meals through the application. If you order a burger from the app in advance, it will be ready and waiting for you once you arrive at the restaurant. What's even better - it is even possible to make a pre-order and choose the preferred time for picking it up. The mobile app is integrated with VIPPS and Nets Netaxept payment methods, making it fast and secure to pay and skip the queues.

Whether it's entrance tickets, tickets to shows, games, rides, food or beverage; visitors can ease their day and make purchases simply through the application. This will, in time, enable Dyreparken to go fully digital and to cut off old-fashioned ticket booths.

Over 150 000 transactions were processed via Powered by Yonoton platform during one month only.



Insights into customer journey

From the park's perspective, the most fascinating results are the numbers. Through the analytics, we can cast light into questions that have been previously in the shadows.

Payments made simple

The app brings many new payment options, making purchases faster and increases revenues. Compared to regular payments, it is greatly beneficial for Dyreparken to direct visitors to make payments through the mobile application. Digital payments are faster, cheaper than regular card & cash payments, and provide richer customer data. The more people are guided to digital ordering, the less physical ticket booths are needed at the park.

Through big data Dyreparken understands their visitors' behaviour in-depth. This enables Dyreparken to build a more precise customer database to be used for communication and marketing purposes. Enabling seamless purchase and ordering also smoothens processes for both employees and visitors.

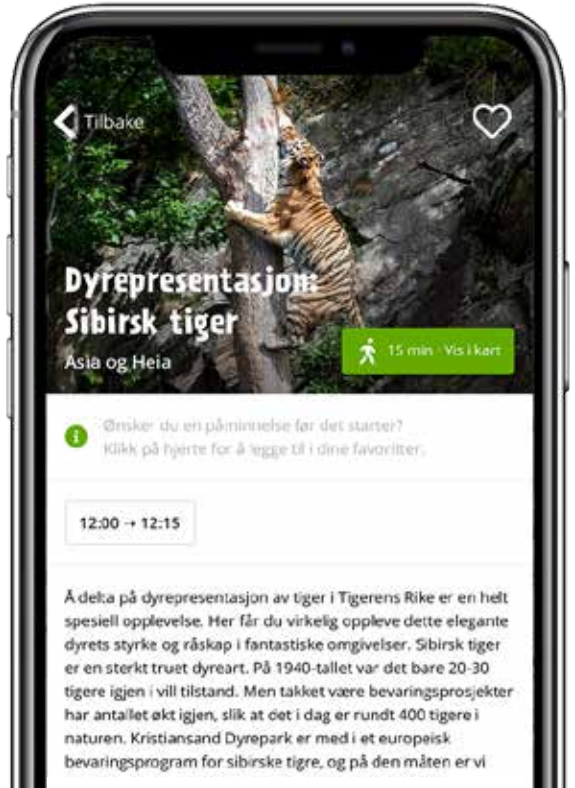
Through Yonoton's research, purchases via mobile application are 25% higher compared to regular purchases.

Dyreparken can see key performance indicators from Powered by Yonoton platform's customer management system. Such as:

- Revenue via app
- What was purchased
- Purchases by individual visitors
- Average purchase
- What bundles worked
- Number of pre-orders
- Discount vouchers used
- Promotion codes used
- What time did people buy things
- How did marketing campaigns work out
- Success of targeted marketing

Keeping information relevant

As the park is open year-round, keeping the information up-to-date regarding opening times, seasonal events, routes with no winter access and so forth is crucial. The digital map in the app has been integrated directly to Dyreparken's own databases, making most of the maintenance work automatic. If any aspects of the app do need manual changes, those can be carried out without any programming skills through a web interface. Most changes require no updates to the mobile application itself. For example, when the new Captain Sabertooth's World theme park area was opened in summer 2019, it was automatically added to the mobile application by simply adding it as a location to Dyreparken's own backend.

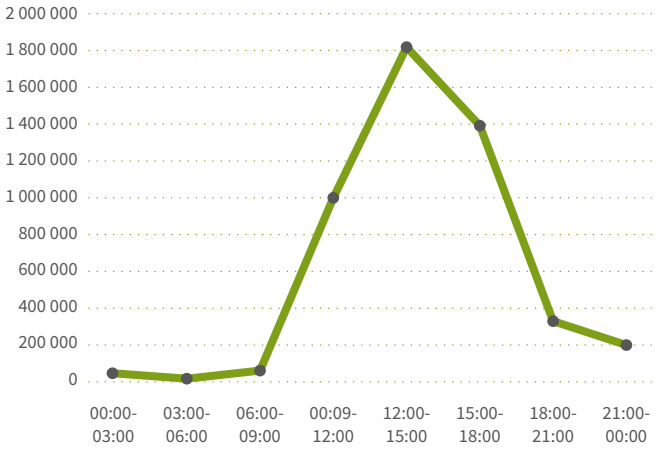


More data than ever before

Previously, all the data Dyreparken had was from the daily ticket sales and feedback collected at the end of the visits. Everything happening in-between was in the darkness. In the background, the mobile application now collects analytics about how people move throughout the day across the entire park area. All location data is collected and processed in a GDPR-compatible manner.

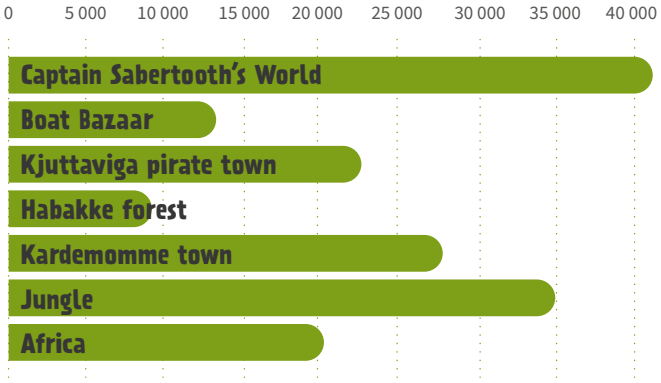
With the help of the data collected, Dyreparken can analyze the intent and action of the visitors more profoundly than ever before. The data reveals that there is movement within the park around the clock, with people enjoying the nighttime shows and staying overnight at the on-site accommodation walking around even during the wee hours.

Movement in the park at different times of the day in the month of July



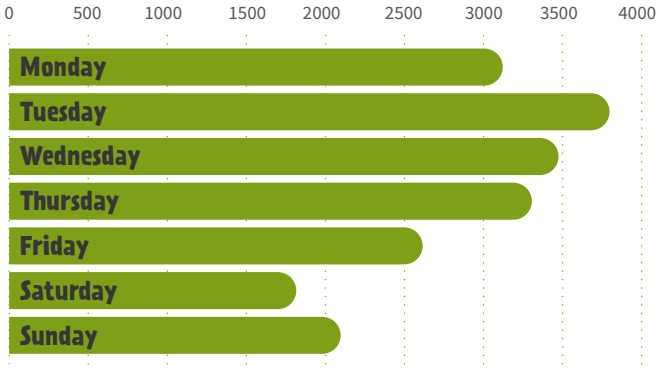
Popularity of different area can be assessed from heatmaps and the amount of geofence enter and exit events. Geofences are virtual fences or perimeters around physical locations. At Dyreparken, the area is covered with 97 overlapping geofences of different sizes and shapes. The largest ones are used to determine the whole area of Kristiansand and destination Dyreparken. Medium-sized fences area used to divide the park into the various themed areas, such as waterpark, Africa and Jungle. The smallest geofences are covering individual animal enclosures or amusement park rides. Every time a visitor with the mobile application walks into or out of one of these regions, that is recorded for future analytics. The time spent in the area, dwell time, is also stored for analyzing how long people spend queuing or enjoying the attraction. For example, the area “Africa”, which features lions, gepards, a train ride through the jungle and a log ride on “river Nile”, attracted 20 313 recorded visit with an average visit duration of 20 minutes and 42 seconds.

Visit amounts in different parts of the park



We can even dig deeper into the analytics and see that the most popular dates in Africa in July are Tuesdays, with least visitors coming during the weekends.

Visits in Africa by weekday



This data will be vital information for Dyreparken for planning upcoming seasons and the planned expansion of the park. Per Arnstein Aamot, managing director of Dyreparken, explains: “There’s a lot of established truths about how we think people are moving around in the park. When we investigated this more thoroughly, we found that it was actually quite different.”

Elisabeth Drange Tønnessen, sales and data analyst at Dyreparken, summarizes that Dyreparken now has “more data than ever before”. In addition to knowing how people move around in the park, it is possible to connect this information to other data like server data, ticket data and profile data to see what type of visitors visit different parts of the park at which times.

Some of the questions this data helps to answer:

- Is the staff divided in the optimal manner across the park?
- Are the opening times of restaurants and shops matching the demand?
- Is the event programme reflecting visitor needs?
- What has been the outcome of investments made, e.g. opening of the Captain Sabertooth’s World in summer 2019?
- Which areas are less popular and would need updating?
- How could products be bundled together for more lucrative offering?
- What kind of paths do certain visitor groups typically take in the park?
- Do local and international tourists explore the park differently?
- How long do certain visitor groups stay at different attractions?
- Are families with small children using the park differently to young couples?
- How does the weather affect people’s movement and purchases?

Hypertargeted messaging

The mobile application is also one of Dyreparken’s main communication channels. It is an unparalleled tool for reaching visitors moving around the park with relevant messaging. Dyreparken has customized the communication through push messages based on where they are, what kind of visitor they are, what kind of tickets they have and other data at hand.

Location plays an important role in the messaging. Geofences, in addition to their use in data collection, can also act as virtual borders to trigger location-based messages. The message could be anything from greeting a visitor once they arrive to the park to targeting them with a discount when they are passing by an ice cream stand. The messages can be set to be sent only during a certain time of the day; like sending out a push notification near a café before its closing time to sell out all the ready-made produce.

Notifications can also be used to inform about upcoming events that are taking place close by to give everyone interested the opportunity to attend. By looking at the visitor type and where they have been at the park, it is possible to give visitors tips on what to do next. For example, for visitors who spent a lot of time in the pirate theme park area, Dyreparken could recommend a pirate-themed evening show.

After the visit, the application provides an excellent opportunity to attract visitors back to the park. Especially for local visitors, a message about special programme happening later on in the year can be a good bait to come back to the park. In the future, through Facebook login, it will be also possible to target users through social media after their visit.

Future endeavours

A great aspect of a mobile application in comparison to a printed book is the fact that it can be edited and updated. Even though the Dyreparken app is now released, it can be always improved to reach new levels of customer experience.

Using live data

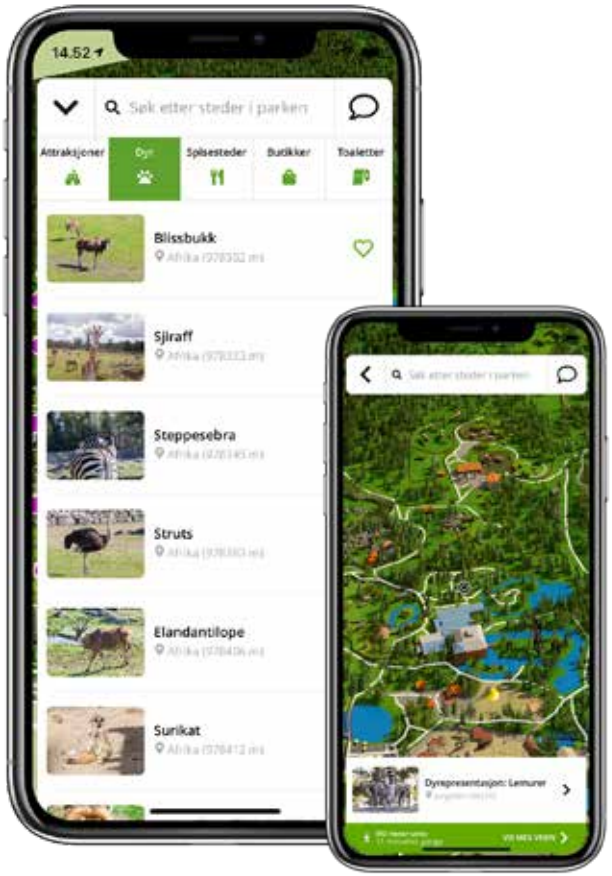
While the first summer was about collecting historical data about the park, in the upcoming seasons, Dyreparken wants to take this to real-time. "We want to get to the point where we have live data, so we could see during the day how the customers are moving around," explains Elisabeth Drange Tønnessen, sales and data analyst at Dyreparken. "Queues are one of our largest problems. When we notice a large number of people in one part of the park, we could use push campaigns to encourage them to spread around. We also want to be able to customize content and experience even more based on knowing our visitors better."

Real visiting and behavioral data also enables creative testing of marketing efforts. Dyreparken can start testing different marketing messages and analyse the effectiveness of them in real-life. The testing can be as granular as checking how many people have visited the Tiger Tunnel after an extensive marketing campaign. By accumulating historical location data from a long period, it is possible to see the peak of traffic brought by the campaign. It is also possible to gain insight on how design changes have made a change in how easily visitors find to a specific area, and how long they stay there.

New features

With the success of the initial release of the mobile application, Dyreparken is eager to expand the project for upcoming seasons.

Some of the features already on the discussion board:



Utilizing
RFID wristbands
for purchases together with the app

- Especially useful in waterpark lockers and kiosks

Adding
recommended tours
for visitors (e.g. “Big Cats Tour”)

Splitting bills:
family accounts

Indoor wayfinding
to Dyreparken hotels and other large indoor venues

Taking application to use in
Dyreparken hotels

- Digital room keys
- Fast check-in & check-out
- Digital room service
- Reservations

Displaying
accessibility information
in the navigation views and separating accessible vs. non-accessible routes

alternative routes
based on visitor ticket type (some areas can only be accessed with certain tickets)

Displaying
information about route difficulty
in the navigation view (e.g. routes that require climbing up a hill)

Additional
payment methods

digital vouchers and gift cards

translations
to other languages

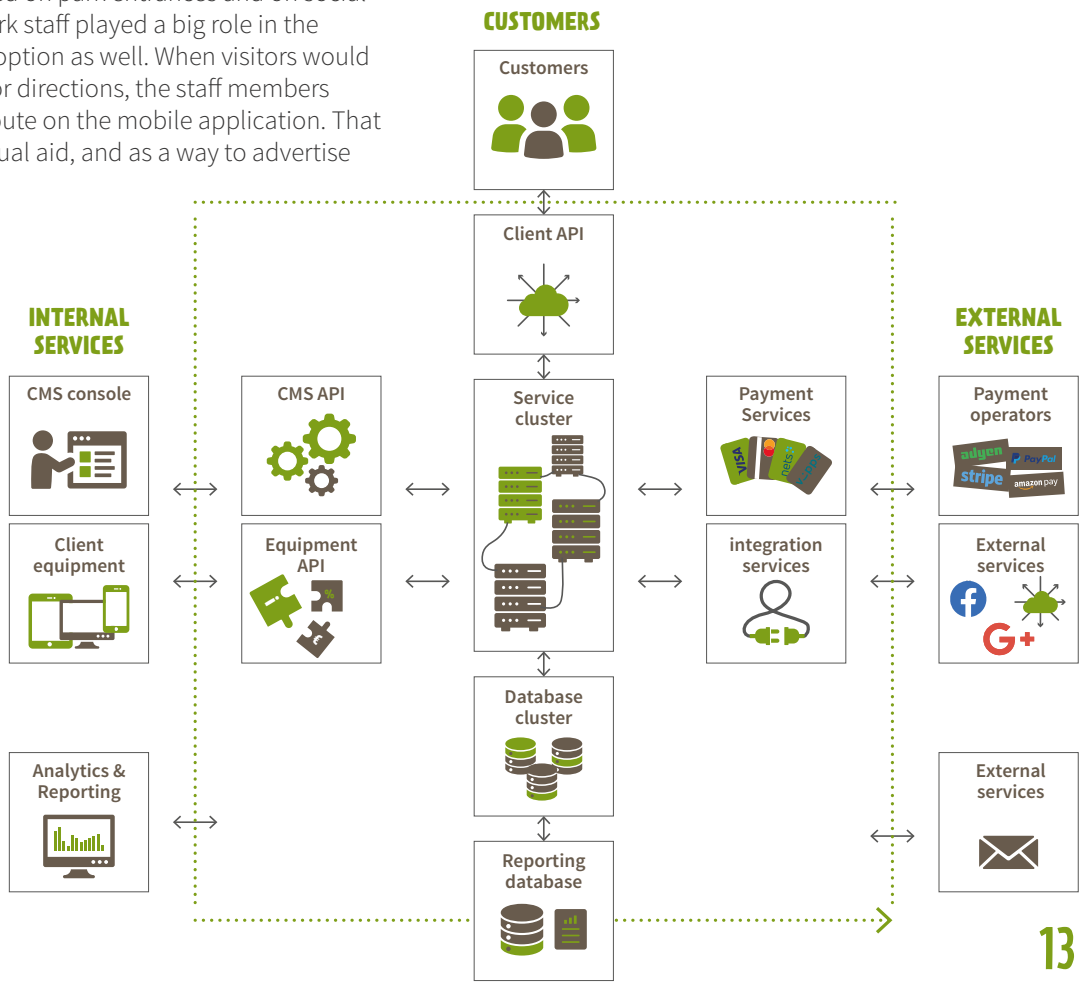
Segmenting and triggering of
campaigns

How was the solution created

The Dyreparken mobile application was developed by Yonoton on top of their versatile "Powered by Yonoton"-platform. The platform is a readymade toolbox of different features aimed for ultimate visitor satisfaction and increased loyalty. The functionality on offer spans over mobile payments, user engagement, data collection, targeted marketing and unique experiences like fast lanes & personalized benefits. Dyreparken could take their pick from these puzzle pieces to include in their own tailored whitelabel application. The visualization and user experience of the mobile application, including the outlook of the maps and navigation functionality, was built to match precisely the wishes of Dyreparken and their graphic design team used in this project. Yonoton executed several integrations to essential services related to Dyreparken's daily business such as VIPPS and Nets Netaxept payment API's and collecting ticket data from Reztic.

The location-based services in the Dyreparken application are provided by the Proximi.io platform. The core of Proximi.io is their capability of utilizing a combination of multiple positioning technologies in a single project, allowing for smooth positioning across different indoor and outdoor areas. The Dyreparken project utilizes both native positioning (GPS/ Wi-Fi information) and Bluetooth beacons. A total of 105 Bluetooth Low Energy beacons were installed at Dyreparken, ensuring key areas were covered with accurate location data. The Proximi.io platform automatically prioritizes between different positioning technologies, ensuring accuracy and optimized use of mobile phone's battery. Features provided by Proximi.io in the app are indoor-to-outdoor positioning (blue dot), navigation, geofencing and location-based analytics gathering.

Important part of the mobile application's success was the rollout. The mobile application was launched just in time before the busiest month of the year - July. The application was released both to the App Store and Google Play store, and advertised on park entrances and on social media channels. The park staff played a big role in the mobile application's adoption as well. When visitors would approach them to ask for directions, the staff members would show them the route on the mobile application. That functioned both as a visual aid, and as a way to advertise the app to the visitors.



The Success

The Dyreparken mobile application has been in the pockets of the visitors since the end of June 2019, guiding visitors around the park and making payments easier. You could summarize the Dyreparken app as a digital all-you-can-do pass for all the fun in the 600 000 m² (6.5 million square feet) amusement park and zoo. The app has been immensely popular since the release, with 50 000 installations during the first full month (more than previous app had in 2 years). It was ranked as the #1 most installed travel application and overall #5 most installed application in Norway in July on Google Play.

Out of the total visitor number in July, installations represent 10% of the park's visitors. Considering the average size of a family or group visiting Dyreparken, at least a third of Dyreparken visitors had access to the mobile application during their visit. Dyreparken mobile application was used for navigating across the park for over 835 000 times, and over 150 000 transactions were processed by Powered by Yonoton platform.

If we want to grow, we need to be stronger on gathering information on our guests and learn more about them. We need to know who they are, how they are acting and where they are moving. This is the key aim of our digitalization, and the collaboration with Yonoton and Proximi.io is an important tool for reaching that," sums Per Arnstein Aamot, managing director of Dyreparken.

The collaboration so far has been very good. It was a new experience for us to work with two young companies, but the experience has been very good. We are very happy with the results so far!

Per Arnstein Aamot,
managing director of Dyreparken

About Yonoton

Yonoton is a digital forerunner dedicated to providing the ultimate customer experience to maximize revenue in restaurant and nightclub chains, mass events and theme parks. Yonoton currently operates in over 3500 events per year.

Yonoton is known for its built-in ability to manage in-event mobile purchasing which can be utilized to maximize revenues, to cut queues and combining mobile application with smart wristbands etc. The ability to provide seamless mobile purchasing acts as a basis for all monetization features related to direct sales or sponsorship opportunities, which are naturally enhanced with a customizable set of features to offer the ultimate customer experience. Yonoton is experienced to support all types of complex multi-merchant environments of modern venues.

Yonoton technology is designed to be truly flexible and scalable to provide the perfect fit for various needs within the scope of different venues. Its most visible part is the mobile application supporting iOS and Android natively together with web-based interfaces to provide ease of use when applicable. Public interfaces are supported with a highly scalable cloud-based server infrastructure. The infrastructure is accessible using ready-made, easy-to-use user interfaces or via the documented APIs for any additional integration or development needs.

Yonoton is based in Helsinki, Finland. Yonoton is well connected and has built a significant network of partners such as fintech, IT companies and several innovative Scandinavian startups offering services ranging from augmented and virtual reality to positioning technologies. To mention a few: Nordea bank, Nets and Arvato Bertelsmann Group are the main partners of Yonoton.

In 09/2019 Yonoton was selected to Business Finland's (YIC) Young Innovative Companies -programme and was granted 1,25 million Euros by the Finnish government organization. The programme is aimed at supporting the most promising Finnish companies in global expansion.

About Proximi.io

Proximi.io's expertise lies in tailormade mobile positioning solutions for complex indoor and outdoor venues. Since GPS doesn't work indoors, a combination of multiple sensor sources is used for calculating indoor and outdoor location. Proximi.io has created unique positioning engine, which is able to position a user with the accuracy of up to 1-2 meters.

With a technology-agnostic -approach it is possible to utilize any sensor that is available in a standard smartphone. Those include currently Bluetooth, WiFi, GPS, cellular data, gyroscope (geomagnetic data), accelerometer, barometer, LiFi and ultrasound. Proximi.io offers the world's most comprehensive positioning tools for any indoor or outdoor location, ensuring the best-in-market technologies are used, ultimately future-proofing indoor positioning.

The Proximi.io software currently operates in tracking visitors in 10,000+ locations. With each location being unique, the Proximi.io software is customizable to match the requirements and ensure seamless visitor tracking in each of them. With the extensive know-how of 5 years in the industry, Proximi.io is trusted by industry-leading IT and software houses and Fortune 500 companies in providing positioning services.

Proximi.io was founded in 2014, with headquarters in Helsinki, Finland. Their versatile technology is used in locating and guiding people indoors and outdoors in shopping malls, public transport stations, office buildings, tourist attractions and across cities. Proximi.io operates globally, with customers ranging from Aruba to Australia.

Want to reach the same success?

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