

Poland's amusement park giant adopts Proximi.io wayfinding with sky-high popularity



Energylandia

Location: Zator, Poland

Annual Visitors: 1,8M

Size: 70 hectares

- Largest amusement park in Poland.
- World's second highest count of roller coasters in a single park.
- The 123 attractions at the park are divided into 6 themed areas: Fairytale Land, Family zone, Extreme zone, Water Park, Dragon Town and Aqualantis.
- There are numerous traditional and interactive games, 9 performance stages, a 7D cinema, and numerous restaurants and souvenir shops.
- In 2021, Energylandia was listed as one of Google's TOP 10 most searched tourist attractions in Europe alongside the Eiffel Tower, and the Colosseum.

Why Proximi.io?

In the spring of 2022, Energylandia and their mobile app development partner, Skygate, started developing a new mobile app for the amusement park. One of the main challenges that they faced, was to find a way to provide great navigation throughout the amusement park that is located quite remotely in the Polish countryside. The core of the application was to allow users to navigate from their current position to the attractions, events, cafeterias and pubs. As the app was developed in ReactNative, compatibility with the framework was crucial.

Solution

Energylandia utilizes Proximi.io map and wayfinding SDKs integrated into the park's own app. Energylandia already had a beautiful map illustration of the site, that was converted into map tiles by Proximi.io team. The tiles, along with the Point of Interests and pathways were onboarded to the Proximi.io portal. The park's app development partner, Skygate, then took over, and integrated the solution to the Energylandia mobile application with Proximi.io ReactNative SDKs.

The map utilizes GSP location information, so no installations were required at the park. Users can see their real-time location as they move, and get wayfinding instructions to the different attractions and services available at the park.



Results

As wayfinding is a core functionality in the app, Skygate and Energylandia explored the market for the best possible solution. After hours of researching and tests, they were relieved to discover Proximi.io high-quality navigation platform. After a few on-site tests, and small tweaks on the routing setup, the park was happy to go ahead with the platform.

The wayfinding feature, released for summer 2022, has proven to be a hit among park visitors. During the

summer season, the wayfinding was used over 170 000 times. During the most popular days, wayfinding requests were triggered over 6 000 times.

When it was time to close down part of the site for the summer, the park staff could independently mark off areas as inaccessible in the Proximi.io management portal. This makes the maintenance of the map very easy, and ensures that the information in the mobile app is always up-to-date.

171 884

Total wayfinding searches during the summer

34 635

Unique visitors using the wayfinding

Most searched location: Hyperion coaster with **9 483** searches

Average searches per user

4,96



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