

Finland's largest amusement park improved navigation to services and decreased the need for printed maps with Proximi.io



PowerPark

Location: Alahärmä, Finland
Annual Visitors: 500 000
Size: park 26 hectares, attractions spread over 160 hectares

- PowerPark is the largest amusement park in Finland.
- Over 40 rides, including 8 roller coasters and the largest selection of children's rides in Finland.
- Plenty of other activities on offer, such as karting tracks, a 5D movie theatre, the wonderous troll village, numerous accommodation options, large food and beverage selection, and diverse shopping opportunities.
- PowerPark has received numerous recognitions, such as the title of the best leisure centre in Finland in a total of six different years.

Why Proximi.io?

PowerPark had discovered that their old map was hard to use through digital channels, as it was produced with print in mind. Their hope was to reduce the need for printed maps, by producing a web-optimized digital version of the map. PowerPark selected Proximi.io as the provider, due to their track record of working with other amusement parks and the quality of their previous projects.

Solution

Proximi.io team delivered the project in 4 weeks. The delivery included a custom-made isometric map of the park, created based on photographs and drone imagery of the site. The illustration was then converted into map tiles and overlaid on top of the park's real-world coordinates, in order to enable GPS positioning on-site.

The map was embedded into the PowerPark website, making it easy to access. Translations were added for Finnish, English and Swedish.

After the initial onboarding by Proximi.io team, PowerPark staff handled the adding of final details and carrying out any changes taking place during the summer independently on the Proximi.io management portal.



Results

PowerPark's Development Director, Antti Saarikoski, has been very satisfied with the Proximi.io map solution. The delivery was seamless and collaboration with the Proximi.io team has been flexible and agile throughout the process.

Map was taken into use in spring 2022. During the first summer season, the map attracted thousands of route searches, making it one of the most popular pages on the PowerPark website.

With the GPS-based positioning, users have been able to find the services available at the park easier. Visitors have been using the map both beforehand at home to familiarize themselves with the area, and also actively during their stay. The map scales to both mobile and desktop screens, making it easy to use on-the-go.

Both PowerPark and Proximi.io are looking forward to continuing the collaboration during the following years.

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Proximi.io map has functioned well in its use case. The map page was one of the most popular web sites during the summer, and visitors used it actively during their visit.

I can warmly recommend Proximi.io solutions to other amusement parks. The map has been a great way to showcase the wide offering at the park in one simple view.



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