



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

Energylandia

Location: Zator, Poland

Annual Visitors: 1,8M

Size: 70 hectares

General Facts

- Largest amusement park in Poland, located in Zator (Lesser Poland) and one of the fastest-growing theme parks in Europe.
- One of the highest numbers of roller coasters in Europe, with around 19-20 coasters, placing it among the top parks worldwide by coaster count.
- Over 130 attractions (approx. 133) in total, including rides, water attractions, shows, and interactive experiences.
- Attractions are divided into multiple themed areas, including Fairytale Land (Bajkolandia), Family Zone, Extreme Zone, Water Park, Dragon Town, Aqualantis, and newer areas such as Sweet Valley.
- Wide range of entertainment offerings, including traditional and interactive games, live shows and performance stages, a 7D cinema, numerous restaurants, snack points, and souvenir shops.
- Internationally recognized tourist destination, attracting around 2 million visitors annually and widely regarded as one of the leading theme parks in Central and Eastern Europe.
- Previously ranked among Google's TOP 10 most-searched tourist attractions in Europe (2021), alongside landmarks such as 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, which was converted into map tiles by the **Proximi.io team**.

The tiles, along with the Points of Interest and pathways, were onboarded to the Proximi.io portal. The park's app development partner, **Skygate**, then took over and integrated the solution into the Energylandia mobile application using **Proximi.io React Native SDKs**.

• In 2025, Energylandia remains one of the most searched and visited amusement parks in Europe, continuing to attract international attention alongside landmarks such as the **Eiffel Tower** and the **Colosseum**.

The map uses **GPS location information**, so no installations are 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 feature, Skygate and Energylandia chose Proximi.io's navigation platform after research and on-site tests. Released in summer 2022, the feature was quickly popular, with over 170,000 uses during the season and 6,000+ requests on peak days. Park staff can mark areas as inaccessible in the Proximi.io portal, making map maintenance easy and keeping the app information up-to-date.

171 884

Total summer's
wayfinding Searches

34 635

Unique visitors
using the wayfinding

Most searched
Location

**Hyperion
coaster**

Average searches
per User

4,96

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