

Wi-Fi Helps Theme Park Better Understand Visitors



PortAventura improves mobile experience and insight into customer movements and behaviors

EXECUTIVE SUMMARY

Customer Name: PortAventura

Industry: Entertainment

Location: Spain

Number of Employees: 2000 to 3000

Challenge

- Make visitor experience better and more interactive
- Grow park attendance, customer loyalty, and revenue
- Improve insight into what visitors like to do

Solution

- Cisco Wi-Fi network
- Cisco Connected Mobile Experiences solution

Results

- Made it simple for people to share experiences
- Had 1500 users a day even before official launch
- Able to collect visitor data, such as dwell time, crowding, and path choice

Challenge

Amusement parks are fun. But running them is serious business. Competition is fierce. It pays to offer an experience that visitors will talk about and come back to. PortAventura, Spain's top theme park, understands this better than most. It's always looking for new ways to make visits more memorable. And doing that is the best way of growing attendance, loyalty, and revenue.

PortAventura attracts four million visitors a year, many of whom stay at its hotels. So, its managers hatched a clever plan. They had seen how hotel guests would use free Wi-Fi to share photos and videos of their trip. If visitors to the theme park could do the same, the company thought they would share more details with friends and family. And they might share some basic information as well, providing PortAventura with greater insight into what visitors liked.

Solution

PortAventura chose a Cisco® Wi-Fi network because it could support a high number of users in places where people were queuing for rides. The Wi-Fi is enabled by 802.11ac, the latest standard for situations where wireless must perform in densely crowded areas with high demand for video and other bandwidth-hungry apps.

The business also thought a Cisco Connected Mobile Experiences (CMX) solution would let it launch a wide range of new services. Cisco experts came in and did an audit of the whole venue. In the end, the park installed 180 indoor and outdoor access points. The wireless solution was installed by T-Systems Iberia.

"Adopting 802.11ac means we can connect more users," says Juan Carlos Delgado, manager of communications and hardware. "And that means we can make better use of CMX to inform visitors what's going on around them."

Results

PortAventura could see the project would be a success even before it was finished. As access points went live, people started using the network without being told. About 1500 users a day were using Wi-Fi before the actual launch. In time, the park's managers think that number could soar. About 80 percent of visitors have a mobile device. And those coming from abroad no longer have to worry about big roaming charges.



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Robert Magi
Chief Information Officer
PortAventura

This wireless platform means the park is well placed to grow attendance, customer loyalty, and revenue. When people first use the Wi-Fi network, they’re asked for their email address, age, and gender. This gives the park more data about its visitors. It also offers a way to stay in touch with customers. And to offer them reasons to return.

CMX provides insight into customer movements such as dwell time, crowding, and path choice. This data can be used to increase customer satisfaction, for example by ensuring sufficient staffing during peak times.

It’s much easier now to improve marketing. PortAventura can send visitors surveys about planned new attractions, for instance. The park hopes to use Wi-Fi to improve the visitor experience as well. One way might be to use CMX to manage crowds around the venue. “CMX has the power to offer personalized marketing campaigns,” says Delgado. “So if we have too many people in one area, we can send them a food and drink promotion for another area, to encourage some of them to move.”

In the long run, the park sees Wi-Fi as part of its mid-term plan to get an extra million visitors a year. “The customer experience is improving with Wi-Fi,” says CIO Robert Magi. “It makes it easier to share messages and photos. That increases our presence in social networks. And we can get better quality data about our customers. The possibilities are so great I can’t even imagine what else we might be able to do.”

For More Information

To learn more about the Cisco solutions in this case study, go to:

www.cisco.com/go/wireless

www.cisco.com/go/80211ac

www.cisco.com/go/cmz

Product List

Wireless

- Cisco Connected Mobile Experiences Solution
- Cisco Aironet® 3700 Series Access Points
- Cisco Aironet 1530 Series Access Points
- Cisco Wireless LAN Controllers

Routing and Switching

- Cisco Catalyst® 2960 Series Switches
- Cisco ASR 1000 Series Aggregation Services Routers



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