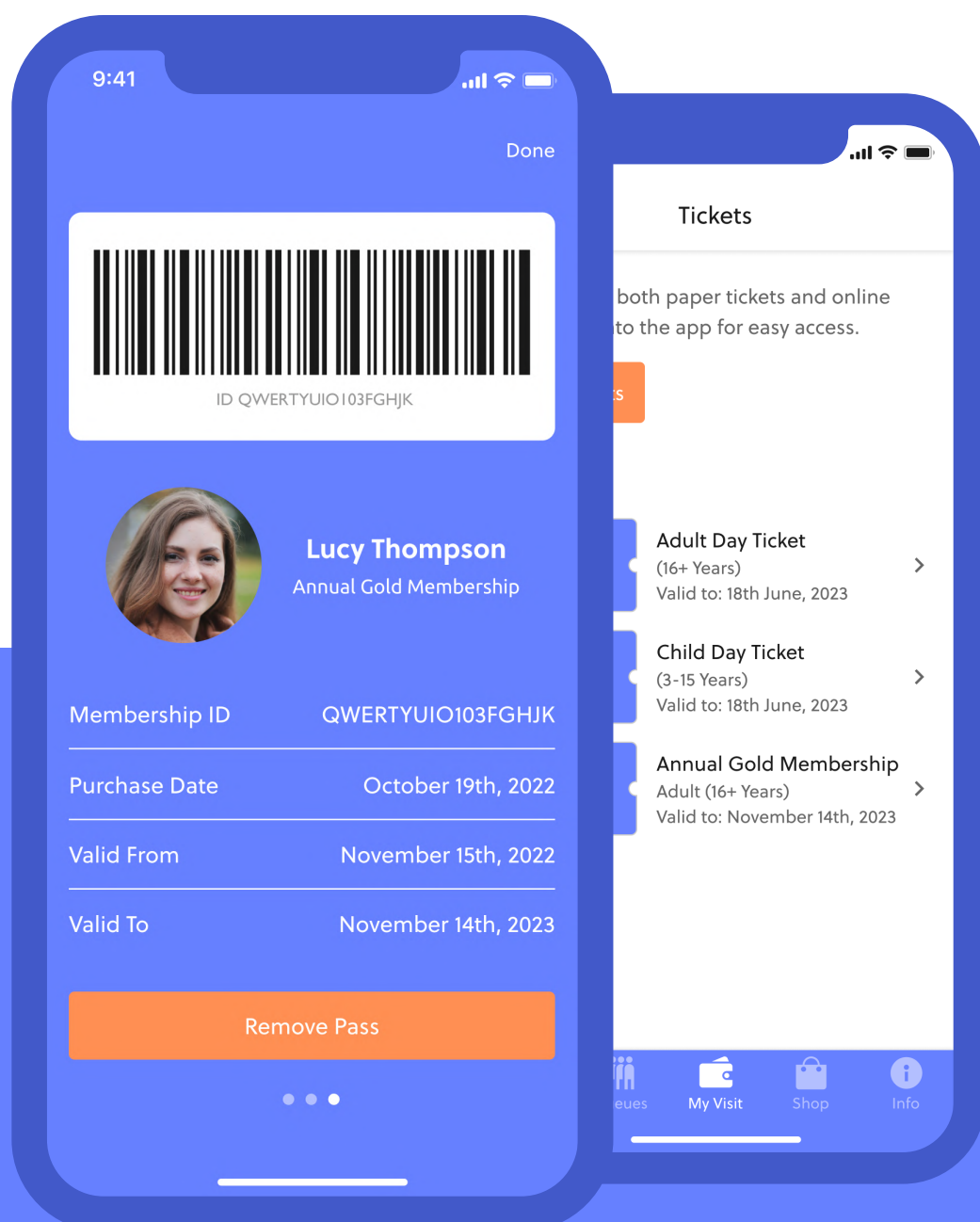# Attractions.io

Mobile Wallet.

Don't make guests wait for the fun to start! Give them instant access to your attraction and ditch entry lines for good with a convenient in-app wallet for tickets, fast passes and memberships.

The Attractions.io mobile wallet integrates with leading ticketing providers to offer maximum flexibility. Remove one of the leading causes of fiction for guests and help them start their adventure immediately, and join the many attractions already using our mobile wallet solution:

San Diego Zoo & Safari Park   Alton Towers   Butlin's   LEGOLAND

9:41

Done

ID QWERTYUIO103FGHJK

Lucy Thompson
Annual Gold Membership

Membership ID   QWERTYUIO103FGHJK

Purchase Date   October 19th, 2022

Valid From   November 15th, 2022

Valid To   November 14th, 2023

Remove Pass

Tickets

...both paper tickets and online ...to the app for easy access.

Adult Day Ticket
(16+ Years)
Valid to: 18th June, 2023

Child Day Ticket
(3-15 Years)
Valid to: 18th June, 2023

Annual Gold Membership
Adult (16+ Years)
Valid to: November 14th, 2023

...eues   My Visit   Shop   Info

attractions.io/feature-library/mobile-wallet

Just a few of the benefits:

Effortless entry.

Import tickets and season passes so guests can scan and go upon arrival.

Minimise queues at entry points, so those first memories aren't of waiting in queues while improving security by adding season pass photos for guest identification and preventing misuse or sharing.

Increase revenue.

Send guests convenient in-app ticket upgrades and offers for return visits targeted by location, demographic and behaviour.

Promote individual fast passes and discounts for buying later in the day.

Promote your green agenda.

Go green and save thousands every year in printing fees by replacing paper tickets and season passes with paperless alternatives.

We've seen customers reduce paper usage by up to 95% using our mobile wallet and digital maps.

So how does it work?

Using our mobile wallet couldn't be simpler. Setup in 5 quick steps.

1

Add pricing and embed links to your website's ticketing page in your app so all guests need to do is click and pay.

2

Guests purchase tickets via the app and receive a booking confirmation to their registered email address.

3

Our ticketing integration connects with your provider's database, enabling users to import tickets using their email.

4

Guests enjoy a friction-free experience at your attraction, knowing all their tickets, shows, activities, and fast passes are secure in the app.

5

Target guests as they leave for the day with compelling offers to rebook or extend the fun by upgrading to a season pass.

San Diego Zoo & Safari Park

San Diego Zoo is drastically reducing their paper waste.

San Diego Zoo is careful to minimise its impact on the environment. They've slashed their printing volume and costs by replacing paper tickets with our mobile wallet feature.

This means they're not only reducing their environmental footprint but releasing additional funds to invest in green initiatives at the same time.

"We recognise the importance of technology in future-proofing the guest experience. These apps will be an integral part of our vision for a connected, on-brand digital offering that adds more value and creates a better experience for day visitors and members alike."

Damien Lasater, Director of Creative Services, San Diego Zoo and Safari Park.

Book a discovery call to see our mobile wallet in action:

Book a call

attractions.io/feature-library/mobile-wallet