



THEME PARK ANALYTICS

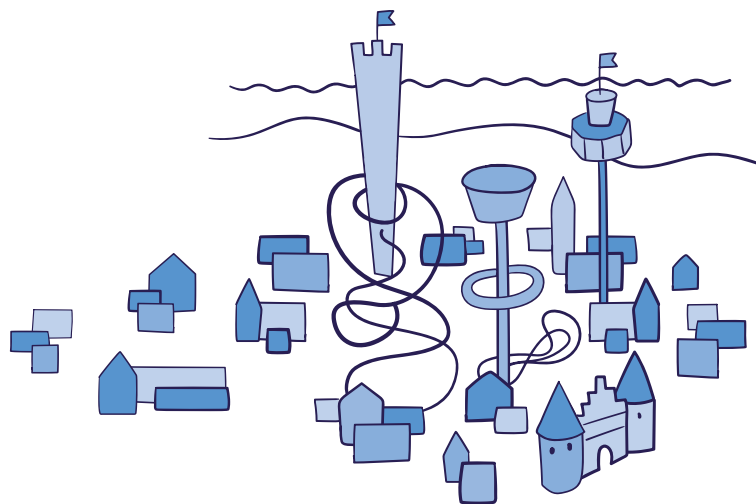
*Determine waiting times
in real-time*





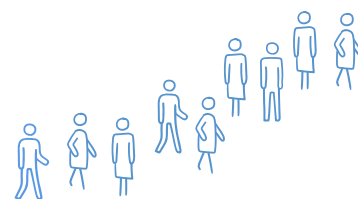
THE CLIENT

HANSA-PARK is a seasonal amusement park in northern Germany, 30 kilometers north of the World Heritage City of Lübeck. Located on the Baltic Sea, the 46-hectare maritime park is divided into more than ten themed areas, in which roller coasters, water rides, and numerous hands-on attractions are harmoniously integrated under the HANSEATIC theme. Since opening in 1977, the park has continued to develop and invest in many innovative new attractions. Parallel to the numerous attractions, the HANSE theme has been consistently developed and HANSA-PARK has established itself as one of the top family destinations in Germany.



THE TASK

As part of a professional visitor management system, all visitors should be counted automatically and with high precision as they enter and leave the park. The park management should always have an overview of how many people are currently in HANSA-PARK. In addition to being able to adjust operations in real-time, the data collected will also be analyzed historically in order to research **CHANGES IN VISITOR BEHAVIOR**. In addition, the system will automatically record the flow of visitors to the most popular attractions in real-time, in order to derive a **PREDICTED WAITING TIME FOR EACH ATTRACTION**. This information will be displayed live on digital information boards and in the HANSA-PARK app. The aim is to help guests plan their park visits and **IMPROVE THE CUSTOMER JOURNEY**.



"The real-time calculation of waiting times at our attractions helps us in our daily operations. At the same time, our visitors appreciate the transparent information policy and enjoy their time at HANSA-PARK that much more."

THE SOLUTION

sensalytics installed 3D sensors at all entrances to the park. These count all people in real time, allowing the park's **VISITOR AND OCCUPANCY FIGURES TO BE CALCULATED**. In addition, sensalytics has installed weatherproof 3D sensors at the entrances and exits of the rides to determine the current waiting times at the individual attractions. These are integrated into the theme design and installed unobtrusively. The system determines in real time how many visitors use an attraction in a given period of time. The predicted waiting time is calculated in real-time from this key figure and the number of people currently waiting.

"The comprehensive offer, the close cooperation and the open communication convinced us and only made such a project possible in the first place. We will continue to rely on sensalytics' expertise and technology in the future."

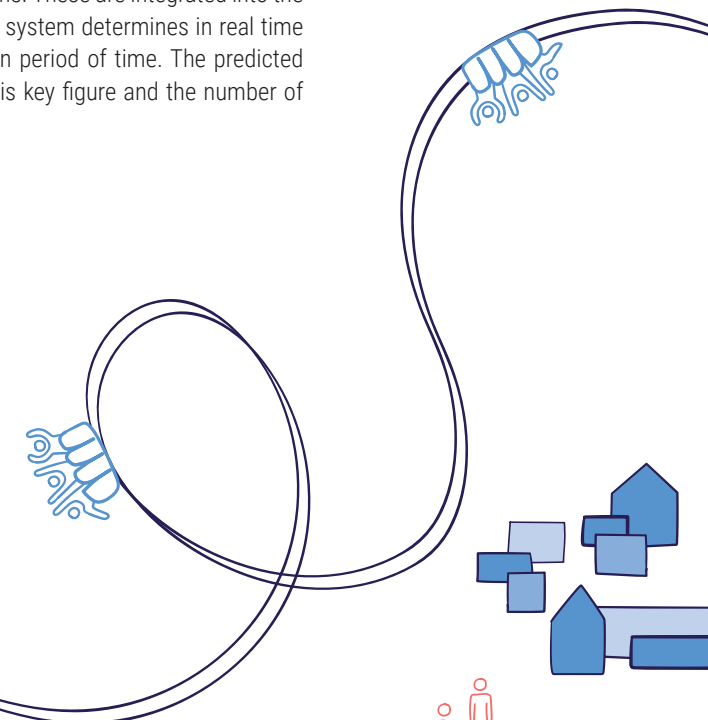
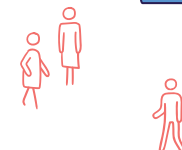


Tim Neben
Head of Central Purchasing, HANSA-PARK

THE RESULT

All sensor data is transmitted in real-time to the sensalytics cloud, where it is processed and made available to park management. In order to display the current waiting time, the real-time data is retrieved via the API (Application Programming Interfaces), integrated into the HANSA-PARK app and uploaded to the information monitors distributed throughout the park. The HANSA-PARK management can use the sensalytics app to view the relevant key figures at any time to **OPTIMIZE VISITOR MANAGEMENT**. The sensalytics portal is

used for historical evaluation and analytical observation of visitor flows in the park. All collected KPIs are available in **INTUITIVE COCKPITS** and easy-to-understand reports. With the dynamic and unique report designer, any specific question can be answered in no time at all. This provides HANSA-PARK management with a **DETAILED DATABASE** for operational and strategic decisions. This not only makes operators, management and staff happy but also the park's visitors, who can enjoy a **PLEASANT STAY WITHOUT WAITING TOO LONG**.





sensalytics is the partner for retail analytics.

sensalytics provides offline retailers with an analytics tool that the online world has benefited from for a long time.

Retail Analytics – In-Store-Tracking –
Customer Experience – Predictive Analytics



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