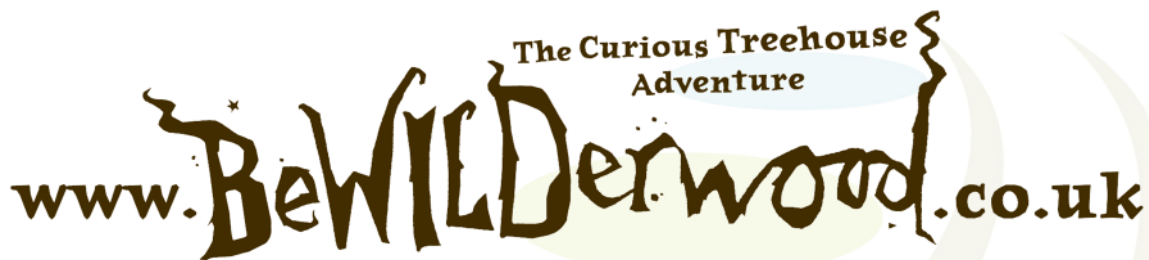


## Case Study

### Meet the Boggles, Twiggles and Crocklebogs



Norfolk based BeWILDerwood is an imaginative and wild outdoor tree house Adventure Park. Built for children of all ages and encompassing tree houses, zip wires, jungle bridges, Crocklebogs, Twiggles, Boggles and boat trips, BeWILDerwood has proven to be hugely successful.



Its recent accolades include the Themed Entertainment Award (TEA) for “best attraction (on a limited budget)” and “Best UK Tourism Project” from the British Guild of Travel Writers in 2009.

To support their expansion plans, BeWILDerwood sought a single online end-to-end software solution that would neatly integrate the introduction of advance online bookings with their gate admissions.

To service these requirements, Open Frontiers further developed Time Pursuit, adding gate admissions management to its proven online multi-channel activity booking technology. Moreover, to support the smart management of advance bookings, we delivered fast-track control using Motorola MC70 handheld wireless scanners; these scan emailed e-tickets, helping to reduce queues and improve customer service.

We also added TimePOS, our speedy one-stop integrated EPoS solution, to hook the site’s tills and retail stock management with Time Pursuit; BeWILDerwood also use Time Pursuit to sell their book range and gift vouchers online. And its large group management capability has proved invaluable for managing their numerous children’s birthday party bookings.

Using Time Pursuit, BeWILDerwood has enjoyed a rise of 17% in online sales and a 5% increase in visitor numbers over the course of 2010 and has been able to handle their biggest ever numbers of visitors with ease.

*“We loved the fact that Time Pursuit was designed from the start to be an online end-to-end solution”* Simon Egan, CEO BeWILDerwood