

Case Study

Having Fun in the Forest

Fun Forest is one of Holland's foremost outdoor activity operators. Its tree-based "climbing parks" offer customers the chance to tackle a range of courses that vary in height and difficulty. A member of the International Adventure Park Association (IAPA), Fun Forest operates sites at Venlo (near Eindhoven) and Klimpark (central Amsterdam). It plans further expansion to a number of Holland's major cities.



Our first overseas account, Fun Forest has been putting Time Pursuit to good use since August 2009. Before appointing Open Frontiers to provide Time Pursuit as their booking and ticketing solution, customers could only purchase entrance tickets to Fun Forest's "climbing parks" on site, on the day; this made capacity management difficult to optimise.

With ambitious expansion plans, Fun Forest sought to widen its ability to sell tickets through online sales and advance bookings. Time Pursuit provided Fun Forest with a neat, integrated solution that combined ecommerce and advance bookings with a powerful customer management system. This optimized the operational efficiency of Fun Forest's existing activity sites and laid down solid foundations for the future.

Working with Fun Forest gave Open Frontiers the ideal opportunity to demonstrate Time Pursuit's innate flexibility. Not only did we deliver ecommerce and advance bookings, we also quickly configured the system for additional languages (Dutch and German), a different time zone and a new currency, in this instance, the Euro.

Quick to deploy, Time Pursuit was live and operational at Venlo and Amsterdam within two weeks of Open Frontiers having received Fun Forest's order. A subsequent deployment phase introduced online bookings, powered by Time Pursuit's ecommerce module, which in this instance integrated with iDEAL, Fun Forest's appointed secure online payment gateway.

Since Time Pursuit's launch in August 2009, Fun Forest is now able to manage its sites' capacities far more efficiently and as a direct result, Operational input has increased by 34%, making a significant difference to Fun Forest's bottom line.

"Although we've only been operating Time Pursuit for the past few weeks, we're already seeing a huge increase in productivity. The system is key to our operational efficiency but most importantly it is also going to make it really easy for people to book a Fun Forest visit."
Ernst-Jan Swarte, Managing Director, Fun Forest