

## Case Study

### Monkey Business

Go Ape is one of the fastest growing leisure companies in the country with plans to grow to 40 courses by 2012.

Its first tree-top adventure course opened in 2001 at Thetford Forest, Suffolk and over the course of the next eight years, its network has grown to 26 locations across the UK; 2010 has seen the start of the next chapter for this success story with overseas expansion into the US.



Go Ape gave us our starting point for the creation of Time Pursuit. Open Frontiers was commissioned by Go Ape to design and to build a latest generation software package. This had to deliver a robust solution for the ever increasing and complex demands of real-time, online bookings across multiple channels, for multiple sites. Go Ape also wanted to reduce their cost of sale significantly whilst driving up productivity.

With our considerable depth of experience in airline reservation and revenue management systems, this challenge proved a natural progression for Open Frontiers. Time Pursuit launched early in 2008.

Using Time Pursuit, Go Ape has grown meteorically from four to twenty-seven sites, including franchising (Woburn) and overseas (Lake Needwood, Washington DC). It generates tourism, employs a workforce of over 350 and lets lots people discover their “inner monkey” by enjoying high-wire forest adventure! Go Ape was listed in the 2008 and 2009 Sunday Times Virgin Fast Track 100 and won the Small to Medium Size Business of The Year Award at The National Business Awards 2009.

Go Ape uses Time Pursuit to sell multi-site bookings and ancillary sales (like gift vouchers and merchandise) online, by telephone and on site; customers can book advance or on the day. To date, Time Pursuit has taken activity related bookings to the value of more than £60 million and has managed more than 2.5 million customers through Go Ape’s gates. Moreover, with 91% of Go Ape’s bookings taken in advance, Time Pursuit has been instrumental in cementing their awesome growth, giving the management team a powerful real-time overview across their multi-site organisation.

**“It would be impossible to have done what we have done without having Time Pursuit guiding us through”** Tristram Mayhew, Chief Gorilla, Go Ape!