

PRESS RELEASE: August 2009



The time is right for European expansion

Dutch forest adventure company Fun Forest selects latest generation leisure management system, Time Pursuit, as key tool for growth strategy.

Open Frontiers celebrates its first European deal this month with one of Holland's foremost outdoor leisure companies. Fun Forest needed an integrated online advanced booking and customer management system for its existing climbing activity parks. In addition, the young company required a solution for optimising operational efficiency to lay the foundations for its future expansion plans.

Members of the influential International Adventure Park Association (IAPA), Fun Forest currently has sites in Venlo, near Eindhoven and now its brand new premium city park location in central Amsterdam. The implementation of Time Pursuit is key to its growth strategy, which includes plans for roll out to a number of the country's major cities. The phased implementation of Time Pursuit has been rapid, with the successful processing of site entry going live within two weeks of Open Frontiers receiving the order. The website's e-commerce capabilities are set to follow shortly.

Time Pursuit was developed initially for launch customer Go Ape, another highly successful, fast growth leisure company. Oliver Wigdahl, MD of Open Frontiers, says: "As our first European deal, this represents a very exciting time for us. Now that we are starting to reach countries across the channel we hope to share our advanced booking technology with other key players in the leisure industry in Europe."

Managing Director, Ernst-Jan Swarte says: "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."



Time Pursuit is a latest generation web-based system, offering multi-channel, multi-site, shopping basket technology. It sells gate admissions, time based activities and services, gift vouchers, merchandise, and automates the management of pre-packaged and bespoke event days. Its gate admissions module seamlessly integrates with its proven time based activity-booking system, as well as being able to integrate with leading, best in class electronic point of sale (ePOS) system Cybertill.

Fundamentally rooted to the premise that happy customers and great customer service are crucial for business success, Open Frontiers is delighted to be able to offer Time Pursuit to worldwide leisure operators seeking to grow sales and develop profitable customer relationships.

ENDS

www.openfrontiers.co.uk

Notes to Editors

- Open Frontiers offers a white labelling facility enabling customers to make the booking system on-brand
- Time Pursuit is already successfully implemented at the highly successful forest adventure company, Go Ape operating in the UK across 22 sites
- Another company utilising Time Pursuit is children's adventure company BeWILDerwood, winner of the coveted Themed Entertainment Association (TEA) global award for best budget theme park
- Time Pursuit is currently used in study projects at Cambridge University, Judge Business School and the University of East Anglia Business School

For further information, case studies, interviews and images please contact

Honey PR Tel: 01223 241770 Email: suzie@honeypr.com