

PRESS RELEASE: December 2009



Building Business

*Open Frontiers welcomes new Business Development Manager
Simon Nicholson.*

After an exciting 2009, booking and ticketing systems expert, Open Frontiers, is growing its team further to prepare for the myriad opportunities in the new year. Industry veteran, Simon Nicholson is now leading the charge and spreading the gospel on latest generation leisure booking system; **Time Pursuit**, to the UK and European attractions industry.

Simon graduated in Business Decision Science, then kick started his fitting and impressive leisure, hospitality and tourism career in the cruise and travel sector. His business development achievements in the leisure industry at his most recent role with Picsolve (market leader in ride and activity photography for the attractions sector), speak for themselves, having won many high profile contracts, and developed big players in the industry such as the Merlin Entertainment Group.

Simon is now selling **Time Pursuit**, the highly acclaimed web based booking and customer management system, developed originally for launch customer Go Ape. With leisure operators fast understanding the benefits of a fully integrated multi-channel selling tool, and realising the benefits of locking-in advanced sales, the product is making industry bosses sit up and take notice. Simon's role will be to expand on the success of recent client wins, such as BeWILDerwood and Fun Forest.

Open Frontiers is a company fundamentally rooted to the premise that happy customers and great customer service are crucial ingredients for business success. Simon Nicholson says: *"This is a great time for me. I'm joining a friendly team with a strong customer ethos. Taking up the*

challenge of expanding the footprint of the Time Pursuit booking system across the global leisure sector is a great thrill."

Oliver Wigdahl, MD of Open Frontiers, says: *"We are delighted to welcome Simon to our team. His top notch experience means he will hit the ground running and build on our success as we power into 2010, taking on new contracts in both the UK and international markets"*

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www.openfrontiers.co.uk

Notes to Editor

- Time Pursuit offers 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.
- Time Pursuit is already successfully implemented at the highly successful forest adventure company, Go Ape operating in the UK across 22 sites. **Go Ape** is listed in the 2008 Sunday Times Fast Track 100 and recently won. Project case studies, including details of the franchise operation at **Woburn Safari Park** are available on request.
- Other key clients include popular Norfolk children's treetop adventure attraction, **BeWILDerwood** (winner of the coveted Themed Entertainment Association (TEA) global award for best budget theme park and **Fun Forest**, a tree adventure company in The Netherlands.
- 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 contact

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