



Open Frontiers celebrates a woodland triumph for Time Pursuit

Forest based adventure company BeWILDerwood chooses latest generation leisure management system, Time Pursuit, to power their future growth.

Looking to implement an integrated online advanced booking and gate admissions system, award winning leisure company BeWILDerwood, needed to develop automation for its highly successful Norfolk based children's treehouse adventure park.

Simon Egan, CEO of BeWILDerwood, says: "Our business and dream goes from strength to strength, and we have ambitious growth plans for the future. To achieve these ends, we know we need the expertise, which Open Frontiers brings, as well as the horsepower, which Time Pursuit offers as a latest generation leisure management system. We loved the fact that Time Pursuit was designed from the start to be an online end-to-end solution".

Oliver Wigdahl, MD of Open Frontiers, says: "We are thrilled to be working with the Boggles and Twiggles of BeWILDerwood, together with our ePOS partners at Cybertill. Our Time Pursuit solution really raises the bar in the field of leisure management. It is flexible, easy to use, scalable to the largest of enterprises, and has low cost of ownership. It will allow BeWILDerwood to lock-in and grow sales and drive productivity by simplifying the lives of their staff, so that they can focus on delivering their wonderful dream".

Time Pursuit was developed initially for launch customer, Go Ape, another highly successful forest based leisure company. This 'new kid on the block' technology is owned and developed by Cambridge based Open Frontiers and has only recently hit the market and been offered to other high growth leisure operators.

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 new gate admissions module seamlessly integrates with its proven time based activity-booking system, as well as integrating with electronic point of sale (ePOS) system Cybertill, who provide the on-site till hardware and retail stock management capability.

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 leisure operators seeking to grow their sales and develop profitable customer relationships.

Notes to Editors

- For further information, visit www.openfrontiers.co.uk and www.timepursuit.com
- Open Frontiers offers a white labelling facility enabling customers to make the booking system on-brand
- Time Pursuit is currently used in study projects at Cambridge University, Judge Business School and the University of East Anglia Business School
- The Go Ape project case study and extended biographies available on request
- Further technical details are available on request.
- BeWILDerwood has just won the coveted Themed Entertainment Association (TEA) global award for best budget theme park, and picked up the award at a glittering awards ceremony in Los Angeles two weeks ago.
- Existing Open frontiers customer, Go Ape – a Sunday Times fast-track 100 company, now sells & operates 21 Go Ape sites across the UK, using the Time Pursuit system. Having recently processed their millionth customer, and approaching £25 million worth of business in just two seasons.

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For further information, interviews and images please contact Honey PR

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