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Open Frontiers roars with success at Woburn Safari Park

Time Pursuit, the powerful online, real-time booking system is unleashed at Woburn

Suffolk based leisure systems specialists, Open Frontiers, has bagged some big game business at Go Ape's first ever franchise operation, Woburn Safari Park.

Open Frontier's sophisticated customer management system, Time Pursuit, already powers Go Ape's 21 existing UK sites, call centre, online bookings and back-office. The system is now accessed by Woburn Safari Park and their customers to book combined Go Ape and Woburn Safari Park packages, using the impressive new franchise management module.

The pioneering leisure activity booking software, originally built as a bespoke project for the award-winning High Wire Forest Adventure Company, has been enhanced to meet the rapid business growth challenges presented by franchise operations. The new module encompasses all the rich features enjoyed by the parent organisation, yet with complete financial and operating autonomy for the franchise partner.

Oliver Wigdahl of Open Frontiers says, *"Now Time Pursuit has been launched to the wider leisure industry, enterprises seeking to grow through franchising, who offer time-based activities and/or gate admission based attractions, can realize their potential by streamlining booking and customer management processes, and thereby maximise sales."*

Jo Hoffman of Woburn Safari Park agrees; *"Time Pursuit clearly has a great track record with Go Ape and now we're using it, we can see why"*

More.....

Open Frontiers continues to increase its customer base, expand its unique business offering and build on the close relationship it enjoys with the Go Ape tribe.

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Notes to Editors

- For further information, visit www.openfrontiers.co.uk and www.timepursuit.com
- Open Frontiers offers a white labeling 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
- Open Frontiers is currently implementing Time Pursuit at the popular Norfolk children's treetop adventure attraction, BeWILDerwood
- Further technical details are available on request.

For further information, interviews and images please contact Honey PR
T: 01223 241770 E: suzie@honeypr.com