

Press Release

Time Pursuit to power Rope Runners

Outdoor activity specialist, Rope Runners, has appointed Open Frontiers to implement Time Pursuit, their real-time ticketing, booking and customer management system, to power their business.

Situated at The Secret Nuclear Bunker at Kelvedon Hatch, Rope Runners offer an exciting menu of activities ranging from their challenging pole based High Ropes courses to Water Zorbing, Tunnel Adventures, Archery, Quad Biking and Air Rifle Target Shooting.

Husband and wife team Kevin and Jo Ellis teamed up with the other directors Mike and James Parrish to create Rope Runners. Inspired by the philosophy of encouraging full participation and maximum enjoyment for all, Rope Runners offers customers a thrilling, fun-packed experience.

Rope Runners wanted to employ a booking solution that would solidly underpin their future success. As an end-to-end solution built specifically to sell time based leisure activities, Time Pursuit will help Rope Runners drive up growth whilst containing their costs, increasing their team productivity and placing customers at the heart of their enterprise.

Rope Runners were also keen to maximise their opportunity to sell bookings and extras online, Time Pursuit's Shopping Basket technology, which spans not just online but also telephone and on-site sales channels, gives Rope Runners the ideal multi-channel platform.

Oliver Wigdahl, Managing Director of Open Frontiers says: *"We are delighted to be able to play such an integral part in Rope Runners' exciting plans. I am confident that Rope Runners will take full advantage of Time Pursuit to power their business growth."*

Notes to Editor:

- Owned by husband and wife team, Oliver and Katy Wigdahl, Open Frontiers is the driving force behind Time Pursuit, the web based leisure activity booking system. Time Pursuit allows leisure operators to sell admissions and activities in advance online, by phone or on-site. Best in class for time and capacity based activities Time Pursuit is packed with state-of-the-art functionality.
- Rope Runners is the premier high ropes adventure park in Essex. Open all year round to the general public, they also cater for schools, youth groups and corporate clients. Additional activities on offer include Archery, Air Rifle Target Shooting, Tunnelling, Water Zorbing and Paintball Target Shooting. Quad Biking is offered by Essex Outdoor Activities. Visit www.roperunners.co.uk for more information.
- Clients include Go Ape, BeWILDerwood, Xtreme.ie and FunForest. Go Ape is listed in the 2009 Sunday Times Fast Track 100 and won the Small to Medium Size Business of The Year Award at The National Business Awards 2009. BeWILDerwood was awarded the Themed Entertainment Award (TEA) for best budget website and "Best UK Tourism Project" from the British Guild of Travel Writers in 2009.
- Time Pursuit has recently been used in study projects by the Judge Business School at Cambridge University, Judge Business School and the University of East Anglia Business School.

Contact cathy.gibbon@openfrontiers.co.uk on 07810 656457 for more information, extended biographies, images and interviews, technical details and case studies, including details of Go Ape's franchise operation at Woburn Safari Park, are available on request.