

# A Single Solution for Success



Uniting Parques Reunidos venues with **accesso LoQueue** to consolidate queue management - and enhance guest experience.

## Client Overview

Parques Reunidos is one of the leading global operators of regional leisure parks, creating authentic and memorable experiences for millions of guests each year across Europe and Australia. With a diverse portfolio including theme parks, water parks, aquariums and family entertainment venues across multiple countries, the group continuously looks for innovative ways to improve guest experience while enhancing operational efficiency across its parks.

## The Opportunity

Parques Reunidos wanted to create a more seamless and consistent virtual queuing experience across several parks while improving visibility, operational control, and guest communication in real time.

The group partnered with **accesso** to implement a unified digital virtual queue solution integrated with digital signage capabilities across five parks. The objective was not only to modernize queue management, but also to improve guest flow, provide more accurate ride information and enable teams to make more informed operational and pricing decisions using comparable data across venues.

## The Challenges

As with any large-scale operational transformation across multiple parks and countries, the teams identified several important considerations before implementation:

Ensuring guests could easily understand and adopt the new virtual queuing experience compared to existing paper-based systems.

Maintaining operational efficiency during rollout and building confidence in the reliability of the technology.

Ensuring guest uptake and product adoption met expectations.

Delivering a solution that could operate consistently across different parks, operational models and guest demographics.

**accesso** worked closely with Parques Reunidos teams throughout implementation, sharing operational best practices from other venues and supporting rollout planning, ride operations, pricing considerations, staff training, and go-live execution.



“ One of the biggest advantages has been creating a smoother and more informed guest journey while giving our teams better operational visibility in real time. It has helped us improve guest flow and communicate more effectively with visitors across the park experience. ”

**Jorge Martín**, Group In-Park Director - Parques Reunidos

### The Results

The biggest impact has been on the guest experience. The virtual queuing solution has enabled parks to better manage guest flow, improve throughput visibility, and communicate ride wait times and ride status updates more effectively in real time.

The system also enabled Parques Reunidos to make more proactive pricing and operational decisions based on attendance forecasts and guest mix, while expanding product accessibility to a broader range of guests. Following implementation across five parks, the group experienced significant year-on-year commercial uplift alongside operational and guest experience improvements.

#### This saw an immediate uplift of:

**65% in year one**

**86% in year two**

**82% in year three**

After adopting **accesso LoQueue**, Parques Reunidos significantly improved guest experience and operational efficiency across five of their parks, while simultaneously boosting revenue.

The **accesso** team also has a strong onsite presence at these Parques Reunidos venues, adopting a new solution, leading initial site surveys, training sessions, 'go-live' milestones, and includes a permanent account manager.



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