

# Making the 'wow factor' mobile for every guest

How **accesso's** customized mobile app brings the magic of Powerscourt into the hands of guests before, during and after their visit.

## Client Overview

Powerscourt's Gardens are currently listed at #3 in the World's Top 10 Gardens by National Geographic. The site includes 47 acres of beautifully landscaped gardens, surrounding the magnificent mansion house. The estate also features a distillery, hotel and golf club. With more than 500,000 visitors annually, Powerscourt features regularly in the top 10 of most-visited attractions in Ireland.

## The Opportunity

The Powerscourt team were looking to replace their visitor audio guide hardware with a solution which could be used in all weathers, and without relying on a wifi signal. After the Covid pandemic, visitors were not so keen to use shared headsets or handsets.

The Powerscourt team also wanted a solution that visitors could download in advance of visiting, and refer back to after they'd left, as well as expanding the number of languages and interactive experiences the audio tour could provide during their visit. This would all contribute to guests making the most of their experience and increase post-visit follow-up potential for repeat trips and sales.

### Existing handheld tour solution challenges

- Requirement for wifi, mobile data or Bluetooth connectivity;
- Poor UI/UX;
- Lack of Brand Identity;
- Physical Device;
- Covid cleaning;
- Charging necessity;
- Devices were not returned;
- Expensive even to rent;
- Bluetooth beacons positioned around the venue were unreliable and water damaged in the gardens;
- Difficult to update with new content and tours;
- There were no opportunities to engage with guests before and after their visit;
- Lack of sustainability - printed maps were still needed.



POWERSCOURT  
HOUSE AND GARDENS



accesso

“ We’re delighted to be able to offer visitors a wonderful range of options to enhance their experience. Alongside our regular tours, guests can also enjoy our Accessible Tour and our Biodiversity Tour, as well as explore at their own pace with our Tree Trail. For added flexibility, our audio guide can be enjoyed in whatever way suits best - on speaker, with earphones, or simply by following along with the map.

We’ve also created a Kids’ Trail, which can be safely explored within the gardens. Children can download it directly onto their own phones, giving them a fun and independent adventure—while their parents relax and fully enjoy their visit. ”

**Vivienne Nyhan** , Sales Manager - Powerscourt

**accesso’s mobile app solution now gives Powerscourt control, convenience and infinite potential.**

- All content is downloaded to the app locally via wifi before arriving or at a hotspot - saving on mobile phone data and roaming charges for international visitors, who form a large percentage of visitors annually.
- Better UI and UX.
- Investment made in content already produced wasn’t lost as it could be re-used for the app.
- The ability to personalise branding to Powerscourt.
- Multi-tour, multi-lingual content, with the option for the client to self-serve, and add more at no additional cost.
- No Bluetooth beacon dependency.
- **accesso** publishes the app to app stores on behalf of the client.
- Cost-effective and sustainable - No need for a printed map or device inventory to manage, clean – or lose.
- The venue can use the app to market Powerscourt to travel and tour companies.
- And crucially – the app provides the opportunity to communicate and engage with guests prior to their visit, and afterwards, for further engagement, visitor reviews – and increased revenue opportunities.



“ We’re absolutely delighted with our app and the fact that we’re still in contact with our project manager from **accesso**, and he’s always there for us - He and his team made the whole process so easy. They just ‘got us’ straight away. ”

**Vivienne Nyhan**

Ready to partner with us?

Email: [sales@accesso.com](mailto:sales@accesso.com) or learn more at [accesso.com](https://www.accesso.com)