

Holiday World Grows Mobile Revenue and Expands the Digital Guest Journey with *accesso*

Mobile now drives 74% of online revenue, while digital merchandising and mobile ordering create new opportunities for growth.

About Holiday World & Splashin' Safari

Holiday World & Splashin' Safari is a family-owned theme park and water park in Santa Claus, Indiana. Celebrating 80 years of family fun, the destination offers rides, water attractions, seasonal events and premium experiences designed to help families make the most of their visit.

As guest expectations have shifted toward mobile purchasing, digital tickets and online planning, Holiday World has continued to evolve how guests prepare for and experience their day at the park.

The Opportunity

Holiday World uses *accesso Passport®* to support online ticketing and help guests plan more of their visit before arrival.

Building on that digital foundation, the park introduced *accesso Freedom®* to evolve its mobile food and beverage experience. The pilot began with cabana and lounge delivery before expanding to Santa's Merry Marketplace, one of Holiday World's largest restaurants.

Together, *Passport* and *Freedom* are helping Holiday World increase transaction value, give guests more ways to purchase digitally and provide operational teams with greater day-to-day control.

Results at a glance

16.2%

increase in mobile revenue over the past two years

74%

of online revenue generated through mobile

75%

of online tickets sold through mobile

26%

year-over-year growth in digital-wallet revenue

13.4%

increase in total add-on revenue

62.2%

increase in cross-sell revenue

~60%

year-over-year growth in cabana and lounge mobile food-ordering sales

60%+

mobile order value vs. onsite orders

The guest purchase journey is increasingly consolidating on mobile, with the value of each mobile order rising season over season.

Moving more of the guest journey online

Passport allows Holiday World guests to compare admission products, reserve cabanas, purchase tours and special experiences, upload season-pass photos and add relevant upgrades before arriving.

Mobile has become the dominant channel within Holiday World's eCommerce business. Mobile revenue increased **16.2%** over the past two years. In the latest season, revenue grew another **9.5% year over year**, compared with a **3% increase in mobile tickets sold**.

Mobile now accounts for approximately **74% of online revenue** and **75% of online tickets sold**. Digital-wallet revenue also increased **26% year over year**, including **39% growth** in Google Pay™ revenue and **19.1% growth** in Apple Pay® revenue.

Passport also helps Holiday World increase the value of each purchase by introducing relevant upgrades and experiences during checkout.

Total add-on revenue increased **13.4% year over year**. Cross-sell revenue grew **62.2%**, supported by an expanded catalog that included the Games Playbook, Guide to Ride Tour and Summer Wine'd Down Tasting Pass. Upsell revenue increased **8.6%**, led by demand for the Two-Day Flex Ticket.

“The fewer clicks our guests have to make, the better. The quicker we can add value to what is already in their cart, the better the experience is for them.”

Samantha Seckinger

Program Administrator · Holiday World & Splashin' Safari

Moving more planning online creates operational benefits as well. Dated ticketing provides earlier visibility into expected attendance, season-pass photo uploads reduce onsite processing and specific cabana selection helps limit exchanges before and during the visit.

Expanding mobile ordering with *Freedom*

Holiday World introduced *Freedom* for food and beverage delivery to cabana and lounge guests. After seeing the platform in action, the food operations team expanded the pilot to Santa's Merry Marketplace.

Early results include approximately **60%** year-over-year growth in cabana and lounge mobile food-ordering sales. Mobile order values were approximately **60%** higher than onsite orders across May and June.

The mobile ordering experience gives guests an alternative to waiting in line during busy periods while supporting Holicash, Holiday World's cashless payment system, eligible passholder discounts and food and beverage delivery.

“Guests can see the line, scan the QR code and place a mobile order. It gives them a convenient alternative, and they can get seated with their food faster than if they had stayed in line.”

Samantha Seckinger

Program Administrator · Holiday World & Splashin' Safari

Freedom also gives food operations employees more control over day-to-day changes. Teams can update product availability, close ordering windows when staffing is limited and make other routine adjustments directly in the portal. Faster reporting provides greater visibility into sales, product performance and operational needs while reducing reliance on IT.

Following the pilot, Holiday World is already considering where mobile ordering could expand next.

Digital convenience that delivers measurable value

By expanding digital purchasing across the guest journey, Holiday World is making it easier for guests to plan ahead, add experiences and order during their visit.

The results extend across the business: stronger mobile revenue, higher add-on sales, growing digital-wallet use, increased mobile food-ordering sales and greater operational control.

For guests, it means more opportunities to plan and purchase on their own terms, and more time to enjoy the park once they arrive.