Vantage is Helping to Create the Parks of the Future

Vantage's largest installation to date, and first full water park, is now in operation at the newly opened Island H2O Live! themed water park in Kissimmee, Florida, USA. Orlando's most immersive water park uses Vantage's platform to help it stand out from the crowd in this theme and water park savvy market.

Island H20 Live! was the perfect fit for launching a disruptive product like Vantage. At Island H20 Live!, one of the major points of differentiation for the ownership was to be a technologically-advanced park; to be on the cutting edge of what was possible. The ownership felt that creating a location where a guest could share their day by easily posting to social media allowed for a way of sharing memories and creating a more viral way of spreading the word about the unique experiences at the park.

Vantage at Island H2O Live!

At Island H2O Live!, the Vantage system works through the Vantage app that guests download either before they arrive or when they get to the park. Upon arrival, guests are given a Vantage Smart Band which allows them to utilize the park's technology and engage their social networks through the app. If guests do not have smart phones, there are kiosks located throughout the park where they can tap their Smart Band to create their own in-park experiences with customizable themes and playlists while on attractions, share memorable moments on social media instantly, earn points for park perks, locate their friends, find out which attractions have shorter queue lines, and much more.

The Vantage app also allows guests to earn points that can be redeemed throughout the park. This includes loyalty points assigned to each of the rides that can be used towards prizes such as free food, beverages, and retail items.

On the operation's side, managers can see, in real-time, current attendance, including total entrances and exits, dispatch rates, guest dispersal and dwell times, and queue times, all from their phones via Vantage's Operators App. Vantage offers a rare win-win scenario for both operator and guest by creating an additional layer of insight and customization for both parties.

How Vantage is building smarter parks

The genesis of Vantage was born out of other products that WhiteWater had developed. By creating a digital layer over the physical guest experience and empowering operators to perform better, Vantage is building a differentiator for each park.

Always seeking to "entertain the possibilities" with solutions that go beyond just thrills, but also help to drive a park's gate, WhiteWater found the answer in Vantage which fills a void within the industry. On one side, it allows the park to offer their guests a more personalized experience. Guests can choose how they want the park to interact with them. From music to lights to redemption of Park Perks, guests can take the driver's seat and experience a park in a whole new way. "We offer a new layer of experiences with the ability to personalize guests' day," says Aaron Mendelson, director of customer success and product innovation at Vantage Technology Ltd. "That's almost an expectation at theme parks, and now we're bringing it to water parks."

On the other side, Vantage creates a set of operational experiences that aren't currently available within the attractions space. From creating a way for integrations to occur between disparate suppliers that creates a more seamless experience for operators to the capture of guest behavior data that is then utilized to help these operators have a more complete picture of how their park is operating, Vantage creates opportunities that haven't been available in our industry until now.

Focused as much on the operator as it is on the guest, Mendelson says that Vantage offers features new to water park operators. Explains Mendelson, "Vantage tells the operator, for example, how many wrist bands went down a ride in the last 10 minutes, along with other information related to ride usage, throughput, demographics, staffing, and maintenance."

Vantage was designed with an open architecture to take advantage of systems and products already available on the market, as well as ones not yet developed. In this way, Vantage functions as an agnostic platform, and can be programmed to work with virtually any product on the market. It can use a park's POS data to show how many burgers have been sold over the past month, then can overlay customer demographics, weather, and attendance, for a single view into how different aspects of a park are performing. It's no longer a manual process of exporting data and pasting it into spreadsheets. Operators can also use Vantage to steer people to rides with shorter queues and balance out crowds around the park.

The integrations also help to create a seamless and frictionless guest experience. For example, Vantage can also work with a park's photo service provider and send guests photos taken by on-ride cameras to their profiles (viewable in their app or on a kiosk), offering the chance to easily post those images on social media.

About Vantage

Vantage is the most progressive technology innovation in the attractions industry. For the very first time, operators have a single overview of how every facet of a park interconnects, illuminating critical park metrics and merging data silos. With unparalleled convenience, guests have a seamless experience across an entire park, from attractions and rides to in-park purchases and facilities. Vantage gives operators insights into their guests along with real-time park data empowering tactical adjustments and strategic long-term planning. Our platform allows you to discover, understand, and act. You might call all this "seeing the bigger picture". We call it Vantage.

To discover how Vantage can help modernize your park, contact WhiteWater's Executive Vice President for the Middle East and India, Mike Rigby, at mike.rigby@whitewaterwest.com. You can also visit us at vantage.co/.