



# ATTRACTION

TESTIMONIAL



Guildford, Surrey, UK

Guildford Spectrum is owned by Guildford Borough Council and managed in partnership by Freedom Leisure. It was the first of its kind in the UK and still today it is unrivalled in the facilities it houses all under one roof. With an Olympic size Ice Rink, 32 lane Bowling Alley, 2 main Arena's, Rock Climbing wall, multipurpose Gym as well as 4 swimming pools, one of which is a Leisure Fun Pool that has 6 slides, wave pool and a capacity of 420.

## Challenge

In school holiday periods and wet weekends, the Leisure Pool can see in excess of 2000 visitors per day, with a capacity of 420 it was often full for long periods of time with the only solution to ask customers to queue in a 1 in 1 out scenario. This left customers queuing for often 45 minutes, with the queue regularly making its way outside and down into the car park on what was almost certainly to be a wet miserable day. We hired marquees at a cost of £2000 per week to at least provide some shelter to these customers but inevitable the customer experience was not what we pride ourselves in providing and we therefore looked to other options and in some respects reinvented the wheel for the traditional way of selling swimming tickets.

## Results

Since implementing SRO4, we have seen our visitor numbers and secondary spend increase. In this financial year alone the Leisure Pool has seen a increase in income by nearly £100,000 against last year. The analysis suggests that advance booking is largely accountable for this. Online booking also leads to a greater capture of customer data and allows us to communicate more directly to our users.

“In all SRO<sup>4</sup> has revolutionised our site in helping us move with the times, improve on our customer satisfaction ratings, hugely made the experience of visiting a busy site in a holiday period much more enjoyable.”

Emma Healey, Customer Service Manager

