Attraction Management Software and Mobile App

n-gage.io®

JIMMY'S FARM & WILDLIFE PARK
Share the good life

A CASE STUDY FOR
ZOOS & WILDLIFE PARKS

Jimmy's Farm & Wildlife Park
Enhancing The Guest Experience

PAGE
Seven

Implementation and launch of platform and guest app

July Edition
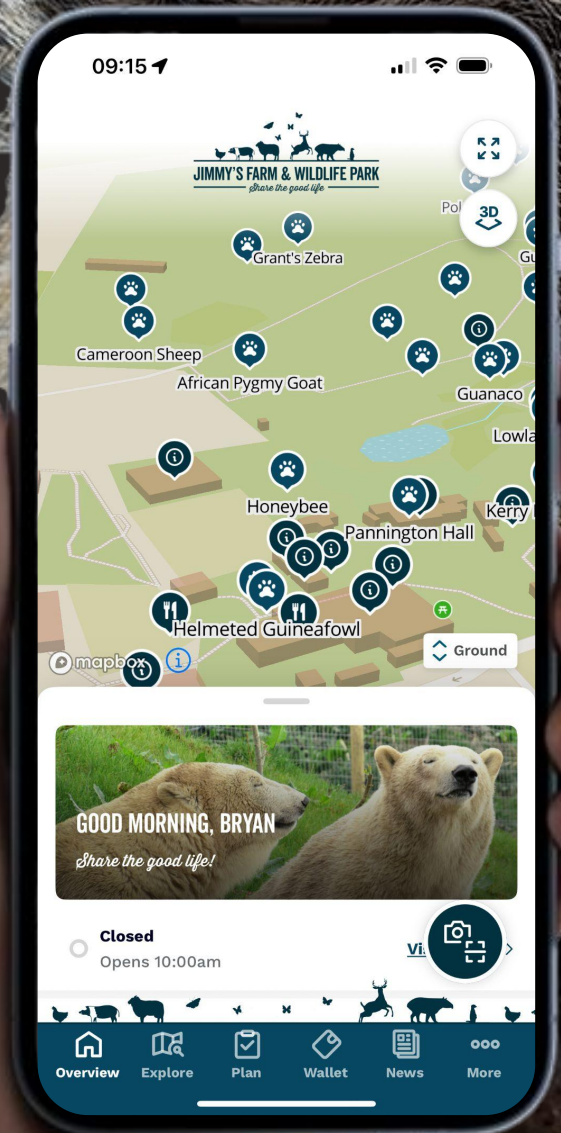
FOREWORD

Jimmy's Farm & Wildlife Park is a popular visitor destination in Suffolk, known for its unique blend of rare breed farming, exotic wildlife, and immersive educational experiences.

In a strategic move to enhance guest engagement, drive sustainability, and unlock data-driven insights, the park partnered with n-gage.io to implement the powerful digital platform. This case study explores how the introduction of a fully branded mobile app and integrated software solution helped transform the park's operations and guest experience.

Bryan Hoare
Founder and CEO
n-gage.io

n-gage.io®

n-gage.io

Overview

This case study examines how digital technology can reshape the zoo and wildlife park experience, offering actionable strategies to create meaningful connections with guests, optimise operations, and generate new revenue streams.

Overview

Jimmy's Farm & Wildlife Park, located near Ipswich in Suffolk, and is a unique and thriving visitor destination that blends traditional farming with conservation, education, and family-friendly fun. Established by TV personality and conservationist Jimmy Doherty, the park has grown to include a Rare Breeds Farm, exotic wildlife enclosures, immersive woodland walks, and Europe's largest polar bear reserve as part of its 'Lost Lands of the Tundra' exhibit. Jimmy's Farm & Wildlife Park attracts thousands of visitors annually, offering a compelling mix of entertainment and education across more than 100 species of animals, including capybaras, meerkats, tapirs, reptiles, arctic wolves and brown bears.

With its emphasis on immersive learning and sustainability, the park sought to future-proof its operations and deliver a more engaging and data-rich visitor experience.

To help achieve these goals, Jimmy's Farm & Wildlife Park partnered with n-gage.io – a leading technology provider in the global visitor attraction sector – to implement an integrated software solution designed to elevate guest engagement, provide operational insights, and boost revenue growth through digital transformation.

Associated with:

BIAZA
BRITISH & IRISH ASSOCIATION
OF ZOOS & AQUARIUMS

EAZA
EUROPEAN ASSOCIATION OF ZOOS AND AQUARIA
CORPORATE MEMBER

commercial member
ASSOCIATION
OF ZOOS &
AQUARIUMS

The Challenge

As Jimmy's Farm & Wildlife Park expanded, so too did its ambitions. The leadership team recognised several challenges:

- Enhancing the guest journey through digital interaction, from pre-arrival planning to on-site navigation and post-visit engagement.

- Capturing accurate and real-time behavioural data to understand how guests moved through the park and what content resonated most.

- Reducing reliance on traditional paper maps, signage, and printed tickets, aligning with their environmental values.

- Strengthening educational delivery through mobile-first storytelling and interactive learning.

- Empowering marketing and membership teams to deliver more timely, personalised campaigns to increase retention and return visits.

The farm needed a partner and a platform capable of seamlessly integrating with existing systems, delivering measurable impact, and enhancing the overall visitor experience.

The Solution

Jimmy's Farm & Wildlife Park adopted n-gage.io's Software-as-a-Service (SaaS) platform, a comprehensive suite of tools including a fully branded, customisable mobile app for guests powered by a robust operator system behind the scenes.

Key features included:

Custom-Branded Mobile App

Visitors use the Jimmy's Farm & Wildlife Park app to explore the park via an intuitive map, receive real-time updates on feeding times, access rich educational content, and store digital tickets and memberships. The app incorporates both GPS and Beacon-based navigation.

> **Real-time analytics provide insight into footfall patterns and dwell times**

Other elements include educational content on a range of species including polar bears, tapirs, meerkats, and capybaras, as well as interactive trails, and facts. Full ticket-wallet integration and in-app event notifications (e.g., den-building talks, polar bear feedings). Proactive push messaging for café promotions, shop offers, and breakfast deals (linked to restaurant opening info) .

Digitickets API Integration

Seamless integration with the park's ticketing system enables automated import of visitor records, purchases, and membership data for more accurate analytics and targeting. The platform dynamically imports ticket purchases, membership and visitor data—fueling personalised in-app content and post-visit marketing.

Campaign Management System (CMS)

The operator team can create, schedule, and send push notifications and promotional content based on visitor profiles and behaviour.

Analytics Dashboard

Real-time analytics provide insight into footfall patterns, dwell times, campaign performance, and in-app engagement—supporting data-led decision-making. The in-house team use a powerful dashboard to schedule targeted campaigns and automated push alerts, curate educational materials, offers, and animal talk schedules and monitor live maps, dwell times at zones, and conversion data.

GPS and Beacon Technology

As guests move through the site, location-aware content is triggered, from polar bear facts in the tundra enclosure to café offers and event reminders enhancing immersion and dwell time. Geolocation triggers deliver contextual content: e.g., polar bear feeding prompts or café offers near The Barn; and event reminders while exploring woodland areas.
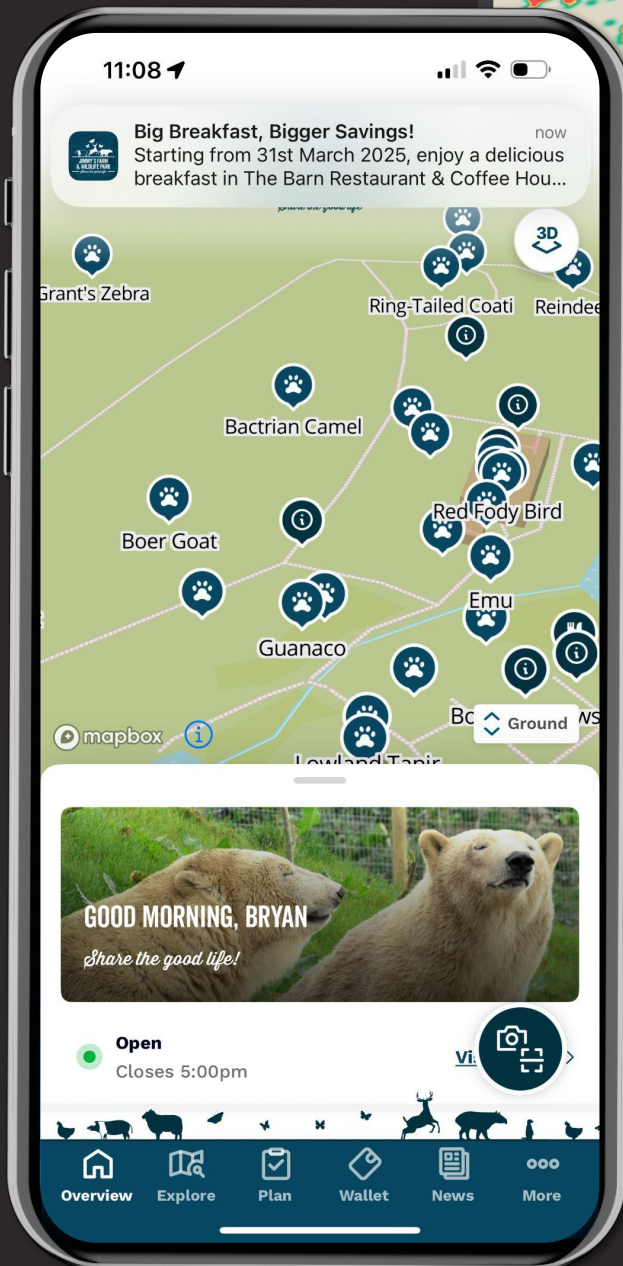
The operator team can create, schedule, and send push notifications and promotional content based on guest profiles and behaviour.

In an increasingly data-driven world, the ability to collect, analyse, and act on information is a critical asset for zoos and wildlife parks. The platform and app provide the means to gather detailed insights into guest behaviour, enabling smarter decision-making across all levels of the organisation.

# n-gage.io

Implementation and Launch

The onboarding process was smooth and collaborative. From initial planning to content creation, beacon placement, and staff training, n-gage.io supported the Jimmy's Farm & Wildlife Park team through every stage with the project taking 10 weeks to complete.

The launch generated immediate momentum:

- Over 4,000 downloads in the first few weeks.

- Real-time feedback from guests praising the ease of navigation and educational elements.

Beacon placements were strategically located throughout key zones

- Rapid staff adoption of the CMS and analytics tools to manage content and monitor engagement.

- Beacon placements were strategically located throughout key zones such as the 'Lost Lands of the Tundra', Rare Breeds Farm, and play areas to maximise engagement and storytelling opportunities.
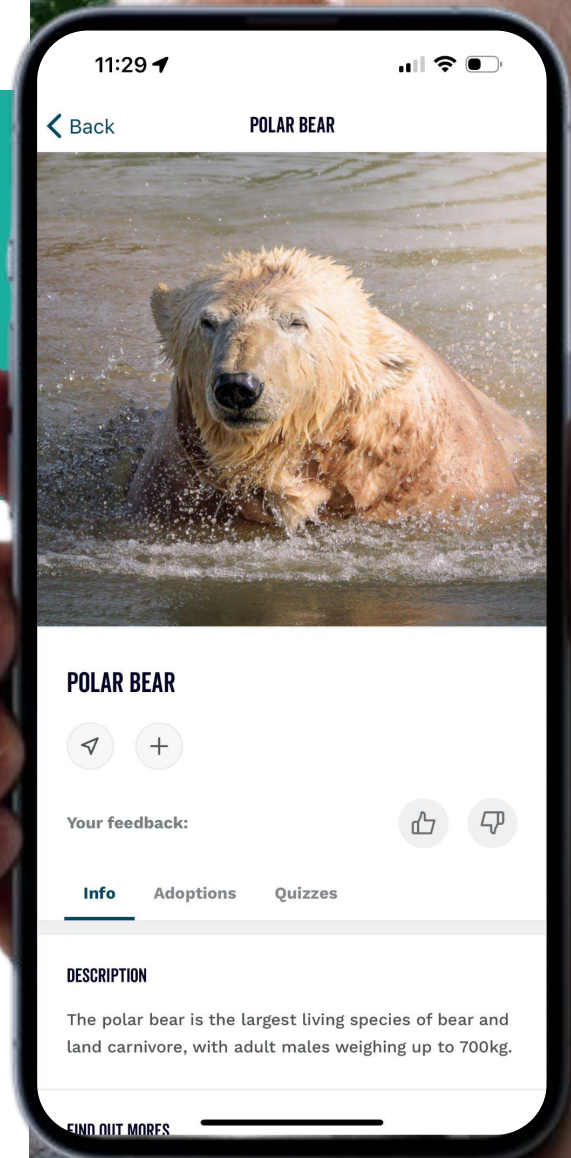
Outstanding Results

The impact of the digital transformation has been profound:

- 45,000+ app downloads to date, showing sustained uptake and relevance.

- Over 50% email opt-in rate through the app, greatly expanding the park's digital audience and marketing capability.

- Ability to calculate average visit duration which currently stands at 3 hours and 27 mins.

- Visitor satisfaction improved, with positive app reviews highlighting navigation, animal content, and real-time updates.

- Integrated API ensured smooth syncing of ticket and membership data; GPS and beacon tech delivered tailored messaging—e.g., discount offers near the restaurant or reminders of animal experiences.

- Ancillary revenue increased, with guests more likely to visit the café or shop following targeted offers.

- Membership and return visits grew, driven by data-informed re-engagement campaigns and timely reminders.

- Sustainability impact delivered, as the app replaced printed maps and schedules, aligning with the park's environmental ethos.

- Educational impact enhanced, with interactive trails and learning content deepening guest understanding of wildlife conservation.

- Benefits for other local attractions as members receive 30% in-app discount on entry.

- Seamless live app updates allowing park operations to react to any changes on site such as limiting access to enclosures and making special announcements.

45,000 app downloads with over 50% email opt-in rate from the app.

Client Testimonial

Stevie Sheppard, Park Director at Jimmy's Farm & Wildlife Park, praised the value and results of the partnership: "The mobile app has proven to be an incredibly valuable tool for our visitors, helping them to navigate the park, discover more about our animals, and really get the most from their visit. For us as a team, it's allowed us to build a stronger understanding of our visitor behaviours, communicate more effectively and reduce our reliance on paper-based materials.The integration with our existing ticketing provider, Digitickets, was a real game changer, enabling us to run more personalised and targeted marketing campaigns. We're already seeing the benefits of that through return visits, increased memberships and enhanced engagement."

"It's really important for us to ensure that when we introduce visitor technology it doesn't detract from the physical enjoyment of being with us, but enhances the overall experience, and with the new platform and app we feel we're getting that balance just right. We're also seeing a benefit from a marketing perspective, with the ability to issue offers and special discounts in the form of in-app digital vouchers, not just for our attraction, but as we partner with other attractions in the area, for them too. The software app is also helping the team with education and spreading the conservation message. With most of the younger generation being mobile first, what better way of helping reinforce our messaging than through the digital medium they use the most."

Why It Matters for Other Attractions

The success of Jimmy's Farm & Wildlife Park offers a clear blueprint for other zoos, safari parks, and wildlife attractions looking to:

- Enhance visitor experience through interactive, mobile-first technology
- Gather meaningful behavioural insights to inform operations and marketing
- Increase ancillary revenue and membership uptake through targeted messaging
- Replace paper-based processes with sustainable digital alternatives
- Deliver educational content in a dynamic, accessible format

n-gage.io's platform is robust, flexible, and scalable—suitable for both large and small attractions aiming to future-proof their operations.

Conclusion

Jimmy's Farm & Wildlife Park has embraced a forward-thinking, data-led approach to visitor engagement. By leveraging n-gage.io's digital platform and app, they have not only elevated the visitor experience but also empowered their team to make smarter decisions, reduce costs, and support their educational mission. As the visitor attraction industry continues to evolve, Jimmy's Farm & Wildlife Park stands as a compelling example of how embracing technology can deliver real-world benefits across satisfaction, sustainability, and revenue.

Next Steps

To discover how n-gage.io can help your zoo or wildlife park embrace digital transformation, book a discovery call or request a demo today at www.n-gage.io.

n-gage.io®

FEATURES

All-in-one, attraction management software & highly customisable mobile app for zoos & wildlife parks.

Just some of our key features:

Digital Ticketing & Memberships

Reduce entry congestion with tickets & memberships displayed in-app.

Interactive Maps, Trails & Wayfinding

Help audiences find their way, by navigating to places of interest or facilities.

Messaging & Notifications

Segment audiences to send personalized messages, offers & notifications.

Trigger Activations

Use the powerful trigger system combined with beacons and QR codes.

Day Planning with Reminders

Feed and talk times with event reminders, navigation & feedback tools.

Interactive Content

Create interactive & engaging content using text imagery, audio and video.

Digital Adoptions

Create individual & corporate adoptions with search and find in-app.

Learning & Education

Create fun in-app species quizzes to aid learning or use the lesson planning tools.

Audience Insights

Gain valuable insights into audience behavior, to help plan operations.

Capture Their Day

Create fun interactions using customizable photo frames to share on social.

Gamification & Achievements

Set up interactive achievements to challenge and reward visitors.

Promote Sustainability

Using a mobile app helps improve sustainability, and reduce paper.
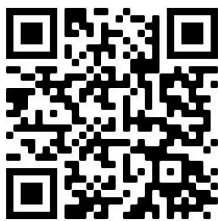
**Attraction Management Software
and Mobile App**

n-gage.io®

CONTACT

For more information about
how n-gage.io can help your zoo or
safari park to enhance the guest
the experience, gain valuable insights
and drive revenue growth, request a
free demo of the all in-one
attraction management software
and guest mobile app at:

www.n-gage.io/request-a-demo

Or simply scan below

www.n-gage.io