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A guide to using Low Energy Bluetooth Beacons for Attractions.
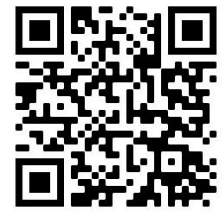
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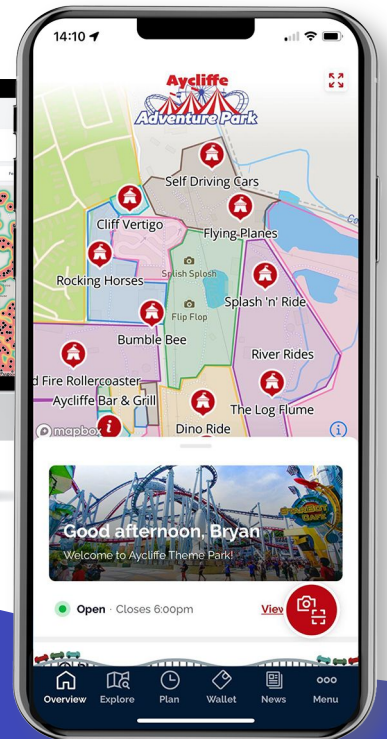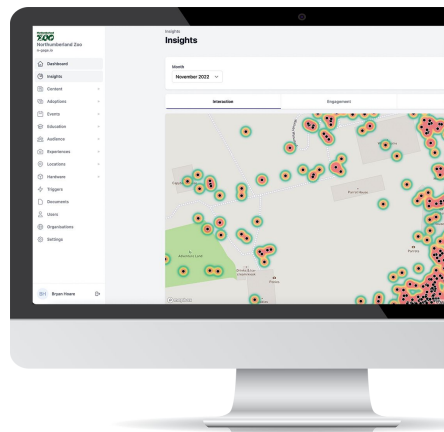
A guide to using low energy Bluetooth beacons.
Introducing the future of digital visitor engagement and tracking for **attractions and theme parks.**

Introduction

As visitor attraction operators strive to enhance visitor experiences, they are increasingly adopting technology solutions to help them better understand visitor behaviour. One such solution is the use of low-energy Bluetooth beacons to track visitor dwell time and footfall. In this guide, we explore how low-energy Bluetooth beacons work and how they can be used to track visitor behaviour at zoos, safari parks, and theme parks.

What are Low Energy Bluetooth Beacons?

Low-energy Bluetooth beacons are small, battery-operated devices that transmit a unique identifier to nearby Bluetooth enabled devices, such as smartphones and tablets.

How do Low Energy Bluetooth Beacons Work?

Low-energy Bluetooth beacons work by broadcasting a signal that is picked up by nearby devices. When a Bluetooth enabled device comes within range of a beacon, the device detects the beacon's signal and can then perform a specific action, such as displaying a notification or launching an app.

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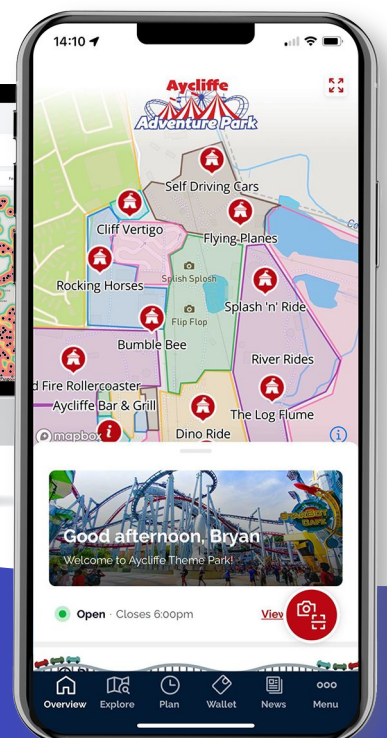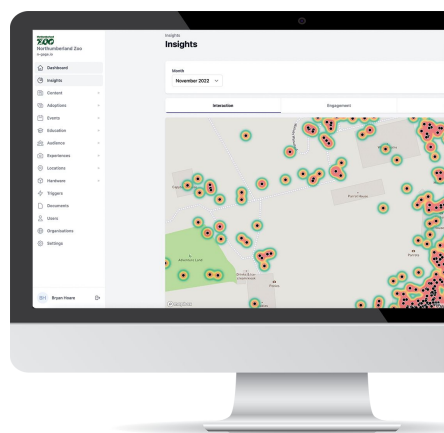
To track visitor behaviour, a network of beacons is placed strategically around the visitor attraction, such as a zoo, safari park or theme park. Each beacon has a unique identifier, and when a visitor's device comes within range of a beacon, the visitor's location can be recorded.

Tracking Dwell Time and Footfall with Low Energy Bluetooth Beacons

By tracking the location of visitors, low-energy Bluetooth beacons can be used to measure dwell time and footfall. Dwell time is the amount of time a visitor spends in a specific location, such as an exhibit or attraction, while footfall is the number of visitors that pass through a specific area, such as a park entrance or a specific exhibit.

By analysing the data collected by the beacons, visitor attraction operators can gain insights into visitor behaviour, such as which exhibits or attractions are the most popular, how long visitors spend in specific locations, and which areas of the attraction receive the most footfall.

Benefits of Using Low Energy Bluetooth Beacons

The use of low-energy Bluetooth beacons to track visitor behaviour offers several benefits to visitor attraction operators. These benefits include:

- **Improved Visitor Experience:** By understanding visitor behaviour, attraction operators can improve the visitor experience by identifying popular attractions and optimising the layout of the attraction.
- **Increased Revenue:** By identifying popular attractions, attraction operators can optimise the placement of food and merchandise stalls, increasing revenue opportunities.
- **Personalisation:** By using data collected by low-energy Bluetooth beacons, attraction operators can personalise the visitor experience by providing targeted notifications and recommendations based on a visitor's location and behaviour.
- **Cost Savings:** By optimising the layout of the attraction and improving revenue opportunities, attraction operators can reduce costs and increase profits.

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Conclusion

Low-energy Bluetooth beacons offer a powerful tool for visitor attraction operators to gain insights into visitor behaviour and improve the visitor experience. By tracking visitor dwell time and footfall, attraction operators can optimise the layout of the attraction, improve revenue opportunities, and provide a more personalised experience for visitors.

The use of low-energy Bluetooth beacons represents a significant opportunity for visitor attraction operators to embrace digital transformation and enhance the visitor experience.

> **Under their recommendation, we installed low energy Bluetooth beacon technology that can track dwell time whilst also triggering interactive app content in context to our audience.**
>
> Maxine Bradley, Founder & Curator
> Northumberland Zoo, UK

Typical technical specification of our low energy Bluetooth Beacons:
- Battery Life 2-3 years using 2 x AA
- Waterproof and Dustproof
- In-built temperature sensor
- Configured and monitored by n-gage.io software
- Rental available as part of software license

Just some of the benefits:

- **Enhance the audience experience**
  Create triggered interactive experiences on-site when connected to the highly customisable mobile app.

- **Monitor dwell time to improve engagement**
  Gain valuable insights into audience behaviour as you monitor dwell time and attraction interactions. Use this data to deliver a more personalised and interactive experience and plan operations to drive revenues.

- **Highly targeted marketing**
  Use highly targeted messaging and notifications to promote events, special offers and discounts communicating with your audience live as they spend time at your attraction.

- **Go paperless and become more sustainable**
  Embrace digital using beacons and GPS technology to replace your printed maps, and reduce the need for on-site signage.

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The all-in-one, attraction management software & customisable mobile app for **attractions & theme parks.**

Just some of our key features:

Digital Ticketing & Memberships

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

Interactive Maps & Wayfinding

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

Messaging & Notifications

Segment audiences to send personalised messages, offers & notifications.

Trigger Activations

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

Day Planning with Reminders

Promote events with event reminders, navigation & feedback tools.

Interactive Content

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

Corporate Sponsorship

Enhance corporate sponsorships with in-app offers and promotions..

Targeted Promotions

Use insights data for highly targeted promotions based on audience dwell time.

Audience Insights

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

Capture Their Day

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

Order & Pay Functionality

Use our order and pay integrations to place food orders through the app.

Promote Sustainability

Using a mobile app helps improve sustainability, and reduce paper.

Northumberland ZOO

Maxine Bradley, Founder and Zoo Curator.

"No many attractions have this kind of technology. Most current apps in the sector are basically digital maps, which have bolted on a ticketing, wallet, or pre-order API. None of them have the deep insights capability or enhanced audience experience functionality that n-gage.io offers, and I believe this app will be a gamechanger for the industry."

For more information about how n-gage.io can help your attraction transform the audience experience, request a free demo of the all in one attraction management software & mobile app at https://www.n-gage.io/request-a-demo