



CASE STUDY

Meridian in a Visitor Attraction

Mr. Tayto, one of the nation's most iconic figures, opened Tayto Park in November 2010, a new and exciting attraction for young and old, in Co. Meath. A blend of Native American culture, animals and play areas has made it a resounding hit with families and visitor numbers continue to rise.



"The Eagle Sky Adventure Zone"

With over 100 attractions on 55 acres, Tayto Park provides endless entertainment for families. Children can play in one of the many play areas, visit some of the exotic animals, check out the Native American Village or, for thrills, experience the 'Eagle Sky Adventure Zone'

"During the planning phase, we soon realised that a modern and flexible IT system was critical to the success, one that was capable of handling all aspects of the business, Admissions, Retail Shop and Restaurant", says Charles Coyle, Purchasing Manager. "When we spoke to Retail Integration, it was clear that not only they handle all this, but that they had successfully installed their meridian system in other major attractions."



"The Retail Outlet"

Charles continues, "One of the keys to any business success these days is the ability to be flexible and utilize staff where and when they are needed. With the meridian system installed in all areas of the business we can have additional staff in the admissions area when we are busiest in the mornings, move some to the restaurant during the

peak lunch time and then into the retail shop later in the day. They require no additional training as the systems are consistent in look and feel throughout the business".

Prior to opening, the team from Retail Integration worked with the management of Tayto Park to configure the system and train the users. On opening day support staff were on site to ensure that everything operated smoothly. "Even with the much higher than anticipated visitor numbers on the first day, everything went so well that we felt that no further on site support was required", says Charles.



"Charles Coyle and Gráinne Reynolds of Tayto Park with Paul Doyle of Retail Integration"

Building on their success, Tayto Park launched an annual membership scheme. Retail Integration worked with management to design and integrate an efficient system into the admissions area. Meridian membership provides the advantage of a photo ID without relying on the traditional method of printing the member's photograph on the card, which is expensive, time consuming and difficult to keep up to date. Meridian allows a set of photographs to be electronically attached to each membership card. These can be captured and updated via the integrated camera or added from an external source. When members visit, their photo is displayed for verification before the system automatically produces the ticket that they are entitled to and can even alert users that their renewal date is approaching.

"meridian from Retail Integration has enabled us to rapidly progress from opening to becoming one of the top visitor attractions in the country".

Charles Coyle, Purchasing Manager.