



Parks and Recreation

How is Smart WiFi being used in parks and recreation?

Marketing4WiFi™

- ▶ Provide WiFi access vouchers for day use or overnight guests
- ▶ Survey visitors and aggregate data with existing databases
- ▶ Control usage with content filtering, unique access levels and session limits

Analytics4WiFi™

- ▶ Analyze traffic flows to improve site layout and efficiency
- ▶ Monitor and enforce social distancing protocols with real-time density alerts
- ▶ Communicate with travelers based on dwell time and terminal location

Ads4WiFi™

- ▶ Promote third-party sponsors with rotating, interactive ads on the guest WiFi network
- ▶ Provide sponsor attribution with detailed impression metrics
- ▶ Encourage specific visitor behavior with customized landing pages

READY TO GET STARTED?

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How is Smart WiFi being used in parks and recreation?

Improve the camping experience.

Provide simple WiFi login flows to travelers using tools like social login, payments and vouchers.

Aggregate traveler insight.

Integrate with existing databases to create uniquely personalized recreational experiences.

Monitor traffic density.

Collect insight on dwell times, traffic flow and density and send real-time triggered alerts to control crowds.

Increase rebook rate.

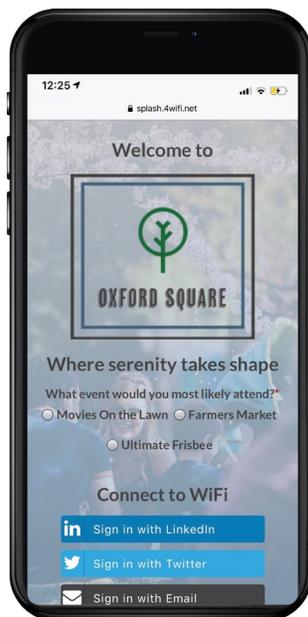
Turn first-time visitors into raving fans. Use targeted communication tools to remarket to guests and build loyalty.

Offer wayfinding solutions.

Greet visitors with maps of onsite amenities, and offer location-based directional tools over guest WiFi.

Collect payments and vouchers.

Treat your VIPs with unique access codes, or charge for premium WiFi access. Leverage multiple payment integrations.



Transform your guest WiFi network into a marketing machine through customer insights, targeted marketing and social engagement.

- ▶ Send automated SMS, email, and social campaigns
- ▶ Collect customer demographics and build guest list
- ▶ Customize WiFi login and landing pages
- ▶ Increase security, limit bandwidth, and filter content
- ▶ Create, track and redeem coupons
- ▶ Build on in-house systems through API integrations
- ▶ Offer WiFi access through payments or vouchers
- ▶ Collect guest insights with surveys and forms

