

Press Kit

2023

Experience
→ Better

convious

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SUMMARY

1 CONVIOUS: A SUCCESS STORY

- Who are we?
- Why Convious?
- Who is the solution designed for?
- Our industry commitments
- Key figures

p.3

p.4

p.5

p.6

p.7

p.8

2 CONVIOUS: AN ALL-IN-ONE SOLUTION

- eCommerce
- Visitor Experience
- Marketing
- Insights
- Control Panel
- Integrations
- Performance scan

p.9

p.10

p.10

p.11

p.11

p.11

p.11

p.11

3 CONVIOUS: OUR GLOBAL TEAM

p.13

4 CONVIOUS: TESTIMONIALS

- Success stories
- Client Testimonials

p.16

p.17

p.18



1

CONVIOUS: A SUCCESS STORY

Who are we?



Convious is an AI-driven eCommerce platform designed specifically for the experience economy.

The Convious software and guest experience app enables museums, zoos, aquariums, cultural and heritage destinations and visitor attractions to connect with guests, members and fundraisers throughout every step of their digital journey.

The unique platform helps enhancing the guests' experience. It converts visitors with personalised offers, delivers a frictionless buying process and streamlines all internal operations with management from a single, cloud based system.

With the Convious solution, destinations can harness the power of data to deliver intelligent AI driven solutions. This includes enhanced marketing insights that capture and optimise the complete customer journey, **before, during and after their visit.**

Convious all-in-one solution future proofs businesses for the digital age, delivering:

- ▶ Engaging marketing tools that convert web traffic into physical visitors, donors and patrons

- ▶ Improved accessibility and automated dynamic pricing
- ▶ No queues with smart timeslot and ticket redemption
- ▶ Personalised push notifications in venue
- ▶ Valuable feedback from guest activities

Within five years, Convious has become an inclusive company with over 80 employees, from 20 different nationalities and now partners with more than 140 leisure destinations across Europe and worldwide.

Convious has recently been recognised as one of the top 20 fastest-growing companies in the Netherlands for the second consecutive year by leading global consulting company Deloitte.



Why Convious?



Camiel Kraan

Convious was founded and launched by experienced entrepreneur and businessman Camiel Kraan in Amsterdam. Kraan began his career as an Account Manager with Niku Corporation and quickly progressed in the field of sales to become the VP Sales in Benelux and the Nordics of BMC Software. He then took a leap of faith and delved into entrepreneurship founding UnitedGames, Squla and Huckleberry. His final appointment was as the VP Sales for ActiveVideo Networks before launching Convious in 2016.

Kraan built 'Convious', a name which is derived from 'Conversion Taken Seriously' with the intention of developing a bespoke tool that would add significant value to the leisure industry. His goal was to bring long-term and sustainable solutions to existing challenges, allowing good ideas to turn into great projects.

This business model has been highly successful and now operates on an international scale with offices located in the United Kingdom, Germany, France, The Netherlands and Lithuania.

" We want to celebrate the creativity of the industry and acknowledge all the hard work put into delivering memorable visitor experiences. " - Camiel Kraan, Founder and CEO of Convious

There are now more than 150 leisure and cultural sites worldwide trusting Convious. On average, their online conversion rate has increased by up to 8% (when the industry average is 2%) and they observe approximately 40% revenue growth thanks to the Convious solution.

OUR SHARED VALUES



Committed. We are dedicated to deliver and we are made to stick.



Creative. We think out of the box and always find new ways.



Courageous. We are innovating, love to experiment and dare to change.



Cool. We are firestarters - we set the vibe, we have fun and enjoy the ride.



Confident. We believe there is nothing we cannot do. And so we do.

Convious







Who is the solution designed for?



Convios provides an all encompassing, turnkey solution for the leisure and attraction industry. While attractions offer unique, exciting and unforgettable experiences in the physical space, some destinations struggle to offer the same level of excellence online.

Convios supports all cultural and leisure venues in their digital evolution to offer visitors an intuitive and personalised digital experience. The Convios offering gives destinations the tools they need to reach their audiences with tailor-made offers, real-time dynamic pricing and provide a seamless end-to-end buying experience.

Convios' success is first and foremost based on its partners' success:

-  Theme parks
-  Zoos and aquariums
-  Museums and heritage sites
-  Wellness centres
-  Waterparks
-  Indoor play attractions



Convivous supports the attraction industry...



Convivous is an active member of various attraction industry associations throughout Europe and on a global scale, including IAAPA, BALPPA, Snelac, VDFU, EAZA, NFAN and the Museum Association to name a few.



And more...

Key figures



Secured 12 million euro investment in 2021 with an 8 million euro extension in 2023

4 European offices

80+ employees

30 million bookings in 2021

+100% growth in 2021

150 venues across 16 countries use Convios

500.000+ Tap App downloads

2

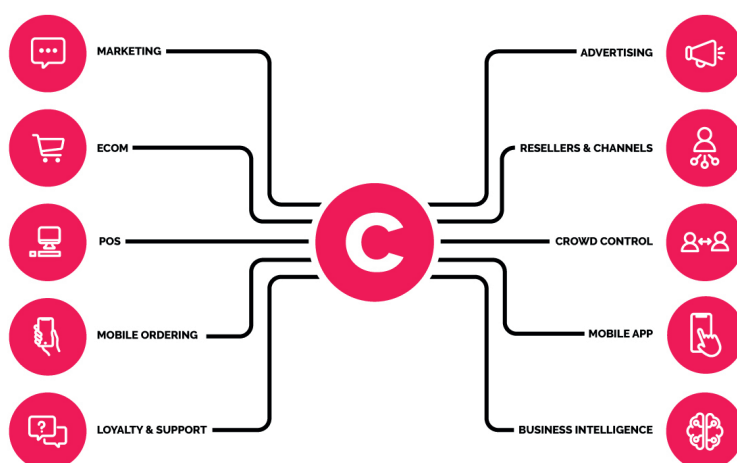
CONVIOUS: AN ALL-IN-ONE SOLUTION

Convivous offers a comprehensive range of tools to provide a seamless and connected mobile experience to help streamline all aspects of eCommerce and attraction operations and unify online and office customer experiences.

A wide range of modules make Convivous the obvious choice for the leisure industry:



**Convivous' all-in-one platform enhances your visitors' journey
Before, During and After the visit.**



And so much more...

convivous

↗ **eCom:** Convivous facilitates centralised management of financial processes online, at the venue and across all sales channels. Tickets (including those using the dynamic pricing model), passes, food and beverage, souvenir shops, vouchers, donations and gift cards are all managed from one place.

😊 **Visitor experience:** Thanks to Convivous, visitors can enjoy an unforgettable experience through optimal flow management, reduced waiting times, interactive site maps, mobile food ordering, reliable reviews and e-ticketing.

⚙️ **Marketing:** By optimising websites and creating relevant, targeted and impactful communications, Convious provides its partners with advanced communication and engagement tools to interact with guests and deliver a personalised visitor experience before, during and after the visit.

💡 **Insights:** Convious provides its partners with a dashboard that allows them to access relevant information at any time to make the best decisions. The reports provided by Convious present various traffic projections and performance analyses (including pricing, website traffic and email response rates) and allow for resource optimisation.

🔑 **Platform:** The Convious control panel allows teams to access all relevant information and to coordinate their activities in a very simple way. Centralised activities such as communications, reports, product and service management are all in one place. The Convious platform provides 100% data protection for visitors when collecting and storing sensitive information.

🌐 **Integration:** Thanks to Convious, switching between different solutions for payment, POS and supplier management is now ancient history. Everything is integrated into one ecosystem and each partner benefits from a platform entirely adapted to their needs.

🔍 **Performance Scan:** Convious offers partners and prospects a free, comprehensive analysis of their online performance. This analyses public data encompassing reputation, website, advertising, pricing strategy and competitive positioning. Everything is scrutinised to help them improve their positioning and visitor experience while optimising their resources.

The three Convios promises in a nutshell:



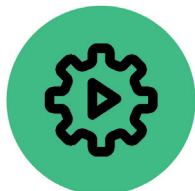
INCREASE REVENUE:

generate more sales with targeting
& personalised marketing



IMPROVE EXPERIENCE:

provide everyone with the most
relevant and exciting offers



REDUCE MANUAL WORK:

Focus on what matters - leave the
rest to Convios

3

CONVIOUS: THE GLOBAL TEAM



Andy Povey
Managing Director UK and Ireland

Andy has over 30 years of experience in the leisure industry and has held prestigious positions for operators including Merlin Entertainments and suppliers including Gateway Ticketing. He specialises in developing and implementing business intelligence and customer tracking strategies and has a proven track record of successfully growing companies into new market sectors and geographies.



Laure de Montalier
Country Director France

After more than fifteen years of experience in the tourism sector, having worked for Tripadvisor, lastminute.com and suppliers including Regiondo, Laure has an extensive knowledge of the visitor experience and is aware of the challenges faced by operators in the leisure industry. Joining Convios to launch the office in France, Laure leads the project team and continually drives quality and performance.



Hans Keijmel
Head of Sales, Customer Success
& Marketing

Hans brings with him a wealth of experience in driving the growth of start-ups and scale-ups. With his extensive background in sales, account management, and business development, Hans has a strong understanding of diverse industries, including the retail and technology sectors. His ability to drive sales within these industries has consistently delivered proven results.



Werner Dullmaier
Managing Director DACH

Werner has nearly 20 years of experience in the leisure, attractions, and theme park industry, having held various management positions at Merlin Entertainments with his expertise covering product management, sales and marketing and business strategy. After leaving Merlin, he set up his own consultancy specialising in destination optimisation covering infrastructure, product excellence and marketing to ensure high quality guest experiences and streamlined operations.



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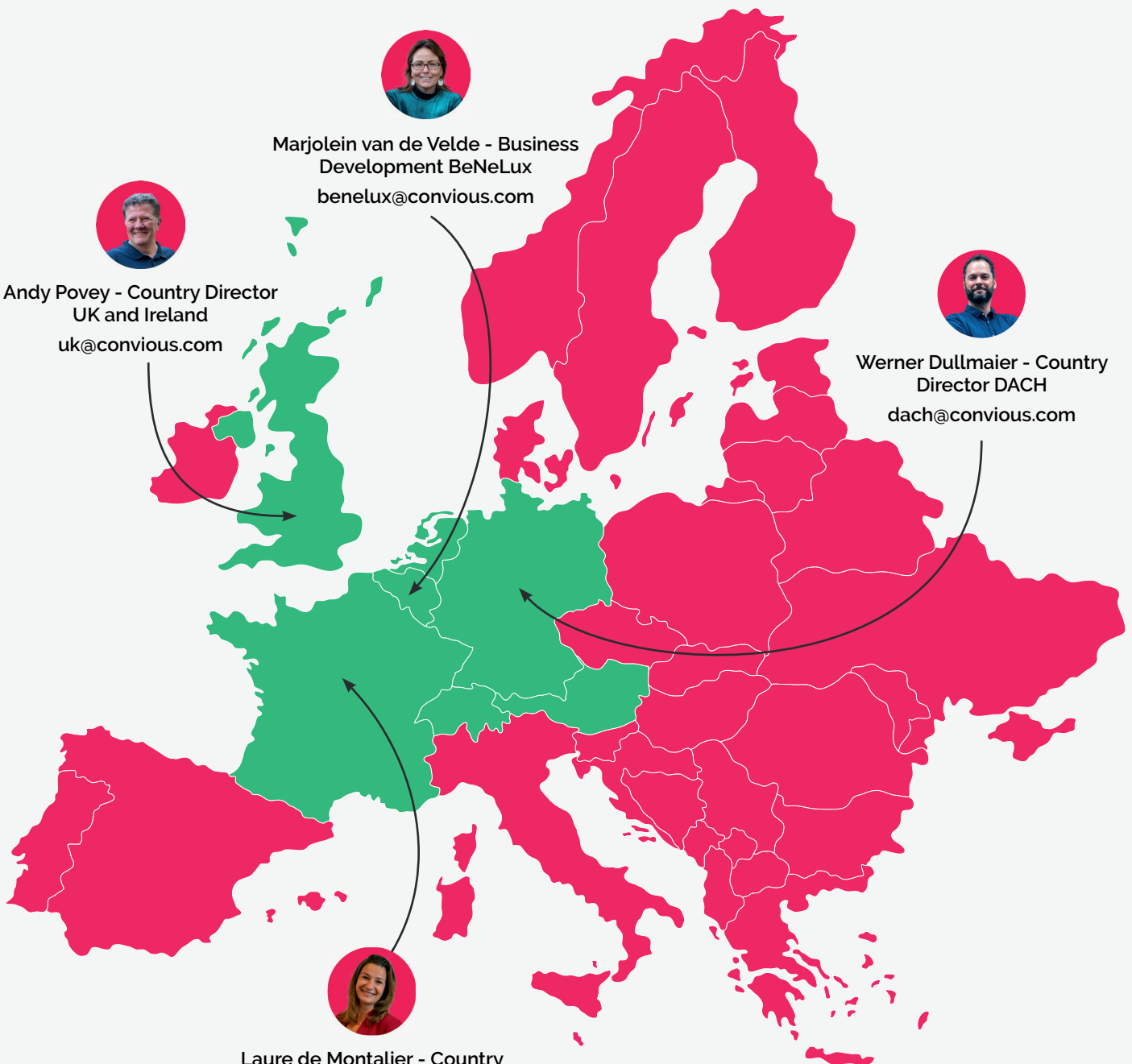
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4

CONVIOUS: TESTIMONIALS

Success stories

FORT FUN:

Revenue and conversion uplift through the implementation of the Convios AI-Powered RTP solution



“Real-time pricing is the solution we were waiting for. It’s beneficial for our customers who get fair prices along with the best quality service and buying experience directly on our website. It’s beneficial for us, as we get to keep our brand integrity and the pricing strategy under full control whilst being able to remain competitive.”



Andreas Sievering
Fort Fun Managing Director

GOALS

1. Increase overall revenue and sales volume
2. Spread demand for and optimal crowd control and an improved guest experience

Fort Fun Abenteuerland is an attraction park. With their wish to make a transition from static to dynamic prices, Convios took over its full online ticketing process. The frictionless and mobile-proof check out secured the best buying experience, while the highly personalised journey and smart engagement tools decreased lost customers.

Conversion:
+13%

**Upsell
articles
sold YoY:**
+47%

**Online
revenue:**
+22%

Success stories

PARQUE AQUATICO AMARANTE:

Amarante WaterPark continually maximises revenue throughout the season with dynamic ticket pricing



“Combined with the post-pandemic landscape and the great weather, dynamic pricing has made our revenue increase tenfold.”



Helda Silva
Director of Amarante Water Park

GOALS:

1. Spread volume more evenly throughout the entire season
2. Earn more without disappointing visitors
3. Find the right pricing strategy

How to spread volume evenly throughout the season while still maximising revenue?

That was the question for Parque Aquático Amarante, the largest mountain

waterpark in the Iberian Peninsula, as they were approaching high season. Ensuring growth in online sales without disappointing their visitors was a challenge, but they found the perfect solution: dynamic pricing.

Using the Convius eCommerce module and the dynamic pricing feature allowed them to increase their revenue by more than 80% compared with the pre-pandemic year 2019 online sales, and subsequent years dating further back.

**Increase
in visitors*:
300%**

**Increase
in average
ticket price*:
27%**

**Increase in
revenue*:
> 80%**

* Compared to pre-pandemic year 2019 online sales

Testimonials



Robin DE LANGE

Director at Ouwehands Dierenpark, chose Convios to improve the visitor experience:



"We have found a technology partner for the future, who can provide us with the necessary tools we need to grow and thrive. We have big plans we'd like to roll out this year and beyond and we're confident that Convios will deliver."

Andy FULLER

Head of Marketing, Sales and Admissions at PleasureWood Hills:



"We are always trying to enhance the visitor experience in our park, and Convios supports us to do so. The system gives us access to thorough insights, we can see real-time performance, make more informed data driven decisions and better connect with our visitors."

Katy Oram

Interim managing director from Drayton Manor Resort:



"We are always looking at ways to enhance the guest experience across the Resort and the Convios system allows us to do this. The system allows us to have access to unrivalled insights, see real-time performance and make more informed data driven decisions to enable better connections with our customers."

Testimonials



Helder Silva

Director, Amarante Water Park:



"Since introducing Dynamic Pricing we've seen a drastic uplift in ticket sales, not just through high season but during our quieter times throughout the season too. We've seen our online visitor numbers increase from 32,000 in 2019 to 128,000 this year, and our average ticket price has increased by 24%!"

"The feature has helped streamline our ticket sales process and transformed how we manage our visitor capacity. We can now analyse robust data so we can plan how many employees need to be on site for that day for the number of visitors booked in, which is incredibly helpful as seasonal staff work on a flexible schedule."

Sonja Kortz

Managing Director, Taunus Therme Spa:



"As you can imagine the first lockdown of the pandemic hit us hard as a business. Overnight we lost 100% of our guest volume, without warning. When it came to reopening, we needed to put new safety measures in place without scaring off the few guests who were allowed back in. One obvious solution for us was to digitise the entire booking process as much as possible and to offer our guests a convenient way to book their visit online, and manage re-bookings if necessary due to the ongoing uncertainty."

"Very often, guests were showing up unexpectedly, and we would have to keep them waiting, as we couldn't let anyone else in, which led to long wait times. That's when we decided to ask Convios for a complete solution that would allow us to eliminate in-person payment altogether. We have been really impressed with the results ever since"

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