



## Zoo und Safari Park „Parco Natura Viva” (Italy)

The zoo and safari park „Parco Natura Viva“, which is located at Lake Garda, 15 minutes by car from Lazise, offers exciting adventures for zoo enthusiasts, safari fans and friends of dinosaurs. Parco Natura Viva was opened 1969 and has since been a natural zoological garden that is committed to the protection of endangered animal species. About 1.500 animals and more than 250 different species live in an area of over 40 hectare. The zoo is the home of tigers, leopards and small pandas, as well as native animals such as wisents and wolves.

The zoo is divided into two parts: On the one hand, the Flora Park, in which visitors can admire the animals on foot, and on the other hand, the adjacent Safari Park. In this one, visitors drive a fixed path in a car. In addition, there is also an attached Dinosaur Park. About 40.000 students and almost half a million daily visitors visit the zoo and safari park every year.





## Customer

Zoo und Safari Park  
„Parco Natura Viva“

## Task

- Effective management and reduction of ticket fraud
- Shorter waiting times for visitors
- Interface to the zoo-owned accounting system

## Solution

- Central SKIDATA access management system
- 2 ticketing solutions: web-based and POS
- Specially defined interface to save data in the system
- Handshake.Logic to analyze data

## Faster entry to the animal paradise on Lake Garda

The customer's requirements were a well-functioning cash register system in combination with access systems for both parts of the zoo. Effective and fast access controls were needed to replace manual controls and also reduce waiting times for visitors and ticket fraud.

SKIDATA implemented these requirements using the Vario.Gate access readers, as well as two ticketing solutions. On the one hand, visitors can enjoy the quickest access thanks to the web-based access systems. The subscription campaign, which has been running since 2013, runs with the help of Coder Unlimited via this solution. On the other hand, tickets with permits for individual areas can also be issued at the altogether five staffed cash registers. For this, SKIDATA cooperates with its partner Gateway. Hence, the visitor does not have to queue up at a cash register again. Groups and seasonal ticket holders can take advantage of a separate entrance using the SKIDATA solution Keydetector. Further sales channels can be integrated anytime. A high level of convenience and quick access for visitors, as well as a huge work simplification for all staff!

In addition to access controls, the zoo was also looking for an opportunity to save visitors' data in order to use them for marketing activities. Data that was generated by the system was to be directly imported into the accounting software. SKIDATA solved this task using an interface that was specifically defined for it. In this way, all data including sales and entries can be saved and prepared as tables and graphics for analysis and after-sales marketing via the SKIDATA solution Handshake.Logic.

## Features

- Individual and flexible solution from a single source using Handshake.Logic and Vario.Gate
- 2 ticketing solutions: web-based and POS
- Option to integrate other sales channels
- Interface to the zoo's ERP system
- Monitoring of sales and entries