



Build Better Relationships With Memberships & CRM

Ensure you never lose touch with your guests and turn them into loyal members using our membership software with a built-in customer relationship management (CRM). Get all the features needed to provide great experiences and encourage renewals for members and season pass holders. Our solutions capture the guest data you need to stay competitive and offer a simple online form that allows guests to become members quickly.



Memberships & CRM Built for Attractions



Member & Guest Data

Collect data on member or season pass holder activity to help you understand their behaviors and preferences. You'll also be able to collect data from the guests that purchase items from your online webstore. More guest data means better marketing and personalization capabilities, ultimately increasing your guest experience.



Automatic Discounts

Offer your members or season pass holders automatically applied discounts on purchases they make at the gift shop, concession stand, or tickets to incentivize and enhance their experience. Guests can scan their membership cards or season passes, or your team can search by a variety of user fields right at the POS.

Why You'll Love Our Membership & CRM Solutions

- ✓ Reward and incentivize members with special promotions or event privileges
- ✓ Gain a deeper understanding of your guests by capturing behavioral trends
- ✓ Improve marketing efforts with more robust guest data
- ✓ Review and load member benefits from the POS with pop-up alerts to notify staff of VIP members
- ✓ Design and print cards for different membership levels
- ✓ Load cashless value to membership cards and cap spending for child accounts



Exclusive Events & Special Rates

Ensure your most loyal guests have access to special events and benefits designed specifically for them. Use membership cards, with or without member photos, as identity validation and admission to exclusive gatherings. Additionally, if rates apply, our solution helps you charge those VIP guests accurately.



Frictionless Payments

Give your members, season pass holders, and day visitors the option to create stored-value accounts. Much like a gift card account that guests can reload, a stored-value account allows guests to make payments throughout your attraction without having to worry about carrying cash or credit cards.



Self-Service Membership Sign-up & Renewals

Simplify the membership process with a convenient online form that only takes a few taps to complete. Reach out to members or season pass holders and send them a renewal link along with a description of the extra value they receive with their membership. Take this process one step further by integrating with email marketing software for automated renewal emails.

Additional Membership & CRM Features

- Physical photo ID membership cards
- Photo validation and pop-up member notes with each scan
- Member activity and usage tracking
- Guest package management
- Option for unlimited ride, attractions, or decremented access control
- Third-party loyalty software integration
- Built-in reporting for member and guest data
- Household memberships with individual identities
- Donation acceptance at the POS, kiosks, or online
- Marketing and customer engagement
- List export for email campaigns and communications
- Optional integration with email marketing software



We strive to ensure our software helps customers deliver a better guest experience and operate more effectively from the onset with a dedicated project manager and 24/7 support team. Our out-of-the-box solution is loaded with powerful features, and our scalable solution has the flexibility for custom development and integrations.

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