



MAXIMIZE PRODUCT YIELD & PROFITABILITY, WHILE OFFERING MORE OPTIONS FOR GUESTS

A Better Way to Run your Resort

RTPIONE helps resorts and attractions GET more visitors, MANAGE how they connect the right visitors with the right offerings, and BUILD a loyal community and memorable experience.

GET Better Insights

- + Atlantis is getting more customers by more effectively allocating ticket inventory to partners.

MANAGE Time Efficiently

- + Managing inventory yield and pricing strategy allows Atlantis to achieve revenue targets.

BUILD Lasting Relationships

- + Atlantis is building a community by offering a variety of ticketing options that are easy for customers to use.

BACKGROUND

Atlantis Paradise Island is a resort and waterpark located in The Bahamas that originally opened in 1998 and has expanded since.

Part of the famous resort's appeal is the dolphin experience, marina, and other waterbased activities for people of all ages. The marine and water park operations are in high demand from guests and visitors.

The integrated platform for growing revenue and loyalty:

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WHAT'S YOUR ACTIVE?

ATLANTIS PARADISE ISLAND RESORT

CHALLENGES

With limited supply and high demand, Atlantis needed a way to reach revenue targets in an efficient way. On top of that, the resort wanted to tie online booking, call center sales, and point-of-sale ticketing into one seamless system for guests.

SOLUTION

Atlantis is maximizing product yield and profitability using advanced inventory controls with the implementation of an integrated electronic inventory management and reservation system.



It targeted an enterprise-wide approach to more effectively manage inventory and allocate and balance higher-yield internal sales with high-volume, lower-yield third-party sales.

Atlantis also focused on improving the reservation process for easier access and more accurate information for staff, third-party partners and guests. This approach was enabled by RTPIONE enterprise POS-ticketing system coupled with integrated custom reservation and inventory systems.

“ RTPIONE provides a seamless booking and POS solution for resort guests via the Internet, through our call center operations, and customer direct at our resort sales centers. This technology is a vital component of the Atlantis marine and water park operation and provides advanced controls to support inventory, yield and revenue targets. The entire solution was developed based on a detailed analysis of our business and system integration requirements and was delivered on time, on budget, and to our specifications. ”

Mark R. Gsellman, Senior Vice President/General Manager,
Marine & Water Park Operations, Atlantis, Paradise Island



RESULTS

With RTPIONE enterprise ticketing and reservation and inventory system, Atlantis started to consistently achieve its target inventory yield. With access to key information, the water operations implemented a pricing strategy to maximize peaks and low-demand time periods.

Also, Atlantis started to allocate inventory to partners like cruise ships and tour operators more efficiently. Most importantly, it is easier for guests to book with options in many different, convenient places.

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