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## Opinion

### 5 Ways Theme Parks Could Embrace Blockchain (And Why They Should)

Leisure Team is a statistician, data scientists and bloggers with a background in complex systems analysis.

In this opinion piece, Leisure Team takes a tour of potential blockchain applications in the theme park industry, presenting five ways the summer entertainment staple could improve by using the tech.



The theme park world has been known to embrace all forms of new technology, from virtual reality in rides to recommendation systems on mobile apps and the touchless payment technology that now pervades all major theme parks globally.

But while the methods of delivering the theme park experience are as advanced as they come in any industry, the systems behind all of it are sorely lacking. The experience of booking tickets and organizing the visit is often a lot more stressful than it needs to be, and anything that minimizes this process is likely to be well received.

Meanwhile, the digital world is undergoing a change in the way it stores information and makes financial transactions. A technology known broadly as 'blockchain' is gaining more and more attention amongst development circles, and it promises a new way of interacting with data altogether free of server costs or security issues.

You've probably heard of the first major application of the blockchain known as bitcoin – an entirely digital currency given value by those who use it.

But for all the hype you've heard about bitcoin, this is only the very pointy tip of a continent-sized iceberg. The next iteration of cryptocurrency is called ethereum, and its applications to the theme park world are far ranging.



## 1. Ticketing

Ticketing is probably the most obvious application of the blockchain to the operations of theme parks. There are already a range of interesting ethereum-based 'dapps' that promise ticketing services for music festivals and concerts at a fraction of the price.

Because the blockchain only ever allows one copy of a digital property (such as a ticket to a theme park), users can have a password-protected wallet on their phone that contains the digital tickets signed by the park which are scanned at the gate, at which time the payment transfer is finalized between the guest's wallet and the theme park's.

No ID, no paper tickets, just a secure decentralized system approved by consensus.

What's more, these digital tickets don't have to be bought all at once or even by the same person. A guest who knows they want to go to the park a year out can make a promise to buy a ticket, which they can then pay off at their will over the remaining time they have. The blockchain can easily store the payment history of the guest without any specific human approval or oversight.

Now that your tickets are digital assets that you don't need to keep an eye on, you can pretty much allow people to do whatever they want with them.

Ethereum has the ability to run 'smart contracts' (executable code with instructions to carry out actions based on specific triggers), so any time someone sells on your park's tickets at a profit you can get a cut. Say you take 50% of any resales as part of the contract when you sell the ticket. On popular days that ticket might go through any number of hands, and you are making money each time without any effort, while also allowing others to make money from their good predictions.

## 2. Fastpass tracking and swaps

Similar to theme park ticketing, fastpass tickets for ride queues like this one at Universal, or the equivalent at Walt Disney World can be entirely controlled through smart contracts, giving them much more flexibility than the current systems.

The current system has a whole range of books and forums dedicated to how to game it, with people spending hours trying to get the best ride times and cover the rest of their favorite rides through careful planning. It surely doesn't need to be so stressful.

What if everything switched over to a bidding system with every guest given equal opportunity to start with?

You could provide guests with some tokens to spend on fastpasses when they buy a ticket, then use a demand-based system for the token cost of each ride in the park. The hardcore fans can spend all their tokens on the newest ride at the most popular times, while the kids can spend theirs on riding the Jungle Cruise for the five-millionth time.

Now that you've established a within-park market for ride times, there's nothing stopping you from selling additional tokens to guests buying premium packages, or to their relatives wishing them a good holiday.

The cool thing about this is that you get a lot more information about which rides people really wanted to go on, because you can track the 'price' and watch them trading with each other. This would let you start improving your recommendations to them, giving them indications of rides they might like and good times to ride them that suit their intended schedule.

### 3. Create a theme park currency

You can probably see where all this is heading: a theme park currency that can be used at any of the park owner's subsidiary and affiliate businesses.

A majority of people that visit premium parks now download the app before they go so they can organize their day and use the map. It's not a great step for that app to become a digital wallet that visitors can use in your parks, stores and even online platforms. What makes this a digital currency rather than the old-school version of 'park dollars' is that these could be exchanged back into local currency anywhere someone wants to set up an exchange.

On its own, the prospect of having a future corporate currency that could be more stable than many local governments is interesting, but the immediate benefits are still compelling. Once you transfer your ticketing, fastpasses, merchandising and digital distribution payments through one channel that doesn't require a bank, your accounting suddenly becomes a lot simpler.

The concept is especially exciting for larger brands who may not have a park, but do have a store in a particular country.



The park currency can be used in all these stores without having to make special banking or business arrangements, allowing for much faster expansion into new markets. With incredibly low transfer costs between countries, theme parks that embrace blockchain would be able to capitalize on the post-visit experience much more effectively.

#### 4. Audience surveys with meaning

One of the most popular early uses of the ethereum cryptocurrency was as a voting system. Rather than a 'one person one vote' approach, The DAO (the earliest manifestation of an ethereum organisation) used a share-based system where those with more coins had more vote.

While this may not be exactly what you want for your theme park, having a good knowledge of what the highest spenders in your park are looking for is a useful thing.

On top of that, you might also see a groundswell of grassroots support from lower-spending guests (like Universal saw with the opening of Harry Potter worlds in Florida), which would give you an indication that you need to build a ride with high throughput that doesn't need a lot of stores nearby.

Whatever the outcome, an audience survey with the answers weighted by how much they have invested in your company is a lot more useful than standing around on corners asking people how they feel about things.

## 5. Turn everyone into an ambassador

Once you have your audience used to using your park's currency, and it's gained some value, there's more and more benefit to offering what are essentially cash rewards for advertising and information about your park.

This could be as basic as forwarding coins to a wallet linked to a Twitter account that posts lots of highly retweeted content, or as sophisticated as real-time rewards for advice about park waiting times, incident reports and events. There are already dozens of forums online vying to be the expert of one park or another, why not bring it all into your own app ecology and reward your guests for their effort?

You could create 'flashmobs' in the park with your most loyal fans by incentivizing them with tokens, as could any guest with enough tokens and approval from the park's digital protocols. There is no end to the ways people could build secondary and tertiary businesses around your brand, and with the right protocols you wouldn't need to spend a cent on protecting it.



## *„How blockchain helps amusement park?“*

Amusement parks provide entertainment for people of all ages, making them perfect places to spend time with friends, family, and loved ones. But, they are also places where people spend money. The amusement park offers the opportunity to go on adventures and be part of the fun. And most people would agree that the experience of visiting an amusement park is one of the ideal ways to spend a few hours or days at a place. Today's theme parks are getting harder and harder to maintain and operate. The maintenance cost grows every year, which means less money to create new attractions and improve existing ones.

The blockchain is a technology that can store and transfer information. The developed digital currency was the digital currency by blockchain, but it has evolved into a decentralized database. The use of the blockchain in the amusement industry is still in its early stages. However, there are already several companies that are using it to enhance their operations. Here's how blockchain can help the amusement industry.



- Better tracking and management of rides

One of the biggest problems for amusement parks is that they must deal with many issues that can affect the safety of their guests. For example, the rides may not work properly, or they could break down at any time. To resolve could create a smart contract to ensure that any issues with the rides promptly. Blockchain can generate a smart contract by itself. Blockchain would help to ensure the safety of guests.

- Smart contract

Besides storing and transferring information, can also use it to create smart contracts. A smart contract runs automatically code when met certain conditions. For example, a smart contract implementation could automate the payment of a ticket price to a customer. In this way, the blockchain can help make the experience of visiting an amusement park more enjoyable for everyone involved. Naturally, the more people who use the blockchain, the better it will be for the amusement industry.

- Better communication between parks

Blockchain technology can also use to improve communication between amusement parks. For example, if a ride malfunctions, the park that owns the ride can use the blockchain to communicate the problem to other parks in the system. Blockchain will allow other parks to fix the issue before it affects the safety of their guests.

- More accurate pricing

In the amusement industry, it is common for people to buy tickets and then decide to leave the park before the end of the day. This behavior can lead to inaccurate pricing because the park does not know how many people stay. Naturally, the more people visit an amusement park, the more money it makes.

- More efficient ride booking system

Another problem that the amusement industry faces is the inefficient way they manage their rides. They have to rely on many manual processes that take time and energy. However, with the blockchain, it would be possible to build a ride booking system that is both more efficient and more secure.

- More reliable ride reservations

The blockchain can also use to create more reliable ride reservations. In the current system, booked rides are through a central server. But, if the server crashes, the ride reservation will lose the ride reservation.

- Better guest experiences

The blockchain can also use to create better guest experiences. For example, the blockchain can track the location of each guest and ensure that they do not get lost. This way will make the experience of visiting an amusement park much more enjoyable for everyone involved.

- Better customer service

The blockchain can also improve the customer service of amusement parks. For example, it can use to create a system where customers can report issues with the rides directly to the park.

- Better guest experiences

The blockchain can also improve the guest experience of amusement parks. For example, it can track the location of the guests and the rides they are using.

- More convenient payment methods

The blockchain can also use to create more convenient payment methods. For example, it can create digital currencies to pay for park tickets.

- Better marketing

The blockchain can also use to improve the marketing strategies of amusement parks.

## Take the next step

Connect with Leisure blockchain and use it to give your amusement park a new height. Blockchain solutions are a great way to build a communication experience with amusement park guests and give them an exciting time with its secure and transparent platform. The fast and transparent platform ensures

compliance and data privacy. Amusement park security is one of the most important aspects of running the attraction; guests' data must be kept safe and secure. Our amusement park security platform provides a fast and transparent platform for managing all aspects of security, from visitor data to event management.

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