RUCKUS®
COMMSCOPE

BEST OF THE BEST ATTRACTIONS, BACKED WITH BEST OF THE BEST RUCKUS WI-FI CONNECTIVITY

Blackpool Pleasure Beach is a family amusement park located in the northwest of the UK. The park is a 44-acre site that houses more rollercoasters per square foot than any other park in the UK. It is composed of the park, multiple theatre venues, and two hotels: the Big Blue Hotel and the newly built Boulevard Hotel, which offers 120 chic guest rooms and exceptional conference and meeting facilities featuring cutting-edge technology.

PLEASURE BEACH
RESORT

Customer
Blackpool Pleasure Beach

Location
UK

Requirements
- To provide a robust Wi-Fi® network to support up to 15,000 guests
- To provide reliable and secure isolated Wi-Fi connectivity to improve business operations
- To make customers' stay more enjoyable
- Scalability
- Easy management

Solution
- RUCKUS® indoor and outdoor Wi-Fi 6 access points (APs)
- RUCKUS ICX® switches
- RUCKUS SmartZone™
- RUCKUS Analytics™

Key outcomes
- Improved operational efficiency by:
  – Reducing the number of onsite tickets
  – Replacing all physical reporting
  – Doing safety checks on all the rides
  – Doing temperature F&B checks via app
- Elevated guests' experience
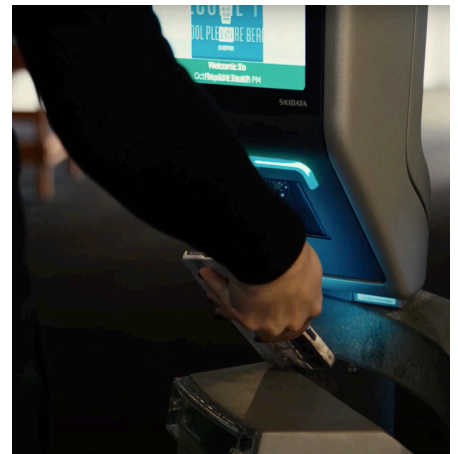- Able to scale as the business grows

Pleasure Beach is full of world firsts, like Revolution, the world's first looping rollercoaster. Recently, Pleasure Beach was voted eighth and fourth best amusement and water park—in the world and Europe, respectively—in the Traveler's Choice awards.

The park also plays home to the spectacular Hot Ice Show from the Pleasure Beach Arena. Families are guaranteed a thrilling and memorable experience with plenty of entertainment to keep all ages engaged.

Challenges

In today's digital era, Wi-Fi connectivity has become a key asset. This is more relevant in large venues such as amusement parks, hotels and stadiums that host thousands of people who require fast and secure internet access.

Delivering consistent Wi-Fi connectivity in such venues poses a multitude of challenges, like high user density, security, management and control.

For more information, visit ruckusnetworks.com

Even in the most enjoyable setting, poor connectivity can lead to an unremarkable user experience.

The previous Wi-Fi system installed in the park became unreliable and slow, with coverage and blackspot issues. It failed to meet the requirements of Blackpool Park, which aimed to expand Wi-Fi use to other business areas.

The new network was required to support up to 15,000 visitors and provide them with the ability to roam freely around the park and hotels using a single login. Additionally, it needed to support new applications and business operations to enhance Blackpool's customer service.

Before the Covid pandemic, entry to the park was made via the physical ticket system using wristbands. There were 60 ticket kiosks at the entrance. However, due to social distancing and safety measures enforced post-Covid, a new eticket system needs to be supported by the new system.

The solution

Despite these challenges, the new RUCKUS network has overcome these obstacles, providing visitors and Blackpool staff with the seamless connectivity they expect.

With the new network in place, it is easy to trace and manage coverage issues and avoid the blackspots suffered before.

A range of RUCKUS APs—both indoors and outdoors, from T350SE to R750s—has been deployed covering the whole park and the two hotels, being able to support the number of simultaneous expected access.

APs incorporate various proprietary technologies to deliver outstanding performance. BeamFlex+® antenna technology enhances the coverage area of each AP and, in conjunction with ChannelFly™ dynamic channel management technology, it enables more simultaneous users—selecting the best RF channel based on capacity. This is key for a high-user-density venue like this.

Through the virtual RUCKUS SmartZone network controller, the APs are centrally fully monitored, simplifying network setup and management while enhancing security and minimising troubleshooting. The controller also offers effortless AP upgrades.

RUCKUS Analytics was also included in the project to provide full network visibility, helping Blackpool Pleasure

"Park visitors enjoy a plethora of thrilling rides and amusements at one of the UK's foremost leisure destinations, all while staying seamlessly connected thanks to our reliable Wi-Fi service".

Beach prevent any network incidents or service disruptions.

A team of professional services experts from RUCKUS conducted a thorough assessment of the equipment, ensuring that all park requirements and challenges were addressed. They dimensioned, configured, and tested the equipment to confirm its suitability for use.

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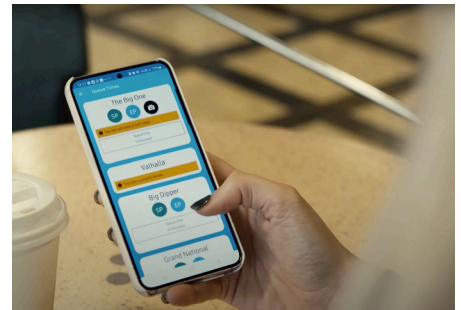
Improving operational efficiency, elevating guests' experience with a future-proof Wi-Fi network

There have been huge benefits in terms of driving operational efficiencies. Today's Wi-Fi network is successfully supporting customers' access as well as business operations. Park visitors and hotel guests enjoy secure and reliable access through a single login.

New applications were implemented to enhance the guest experience and ensure their comfort with ubiquitous Wi-Fi access across the park and hotel sites in addition to corporate deals such as an eticketing system. Following its installation, the number of onsite ticket kiosks was trimmed down from 60 to just six.

Via an app, F&B staff can now do temperature checks while connected to Wi-Fi. The engineering team undertakes safety checks on all the rides. They were also able to introduce a new risk assessment and incident reporting platform. Again, using the new Wi-Fi network, this has replaced all physical reporting.

Due to RUCKUS future-ready technology, Blackpool plans to continue enhancing and implementing new applications to ensure top-tier guest experiences and superior park and hotel performance— today and well into the future.

Blackpool Pleasure Beach. Blackpool Pleasure Beach is an amusement park situated on Blackpool's South Shore, in the county of Lancashire, northwest England. Blackpool is the quintessentially British holiday destination, and the town welcomes over 6 million visitors every year. Blackpool boomed in popularity between 1900 and 1950, when it became widely affordable to the working man. The park was founded in 1896 by A. W. G. Bean and his partner John Outhwaite.

The journey from the opening of Blackpool Pleasure Beach in 1896 to the present day has been an incredible ride. www.blackpoolpleasurebeach.com/

RUCKUS Networks. RUCKUS Networks designs and builds truly purpose-driven network infrastructure that meets the strictest requirements of all kinds of enterprise environments. Together with our dedicated go-to-market partners, we enable customers to deliver exceptional network experiences, making RUCKUS Networks one of the most trusted brands in the business—a loyal companion ready to help get the job done, whatever it takes.

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