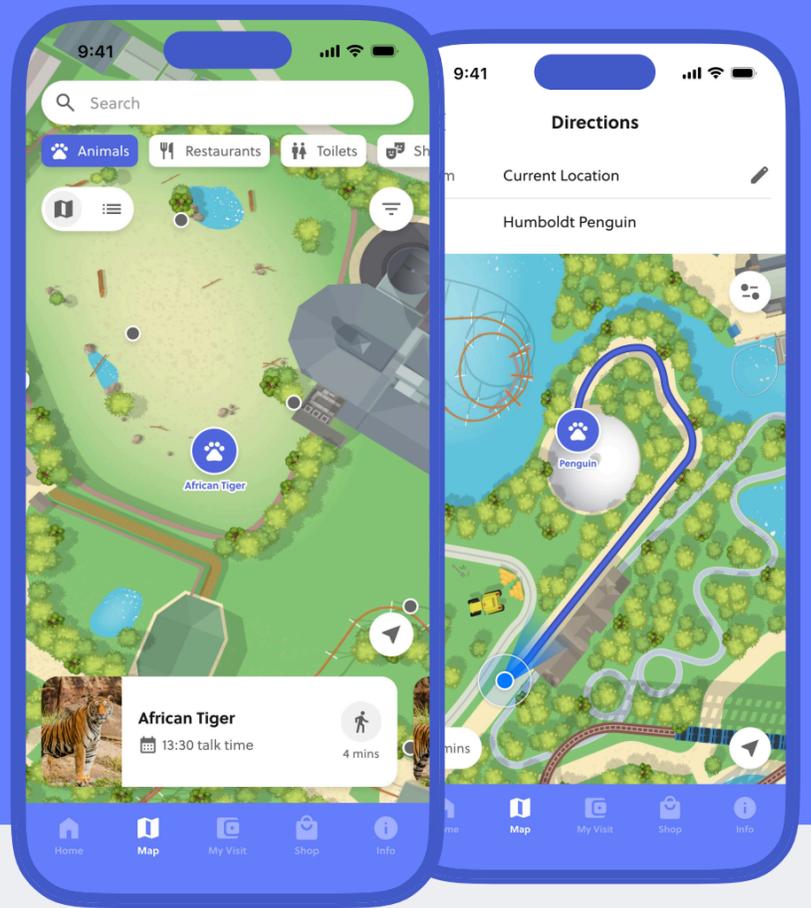


# Maps & Wayfinding

Ditch the paper maps and provide real-time navigation that helps guests make the most of their visit. Using our GPS-enabled interactive wayfinding, guests can find the quickest routes to all their favourite attractions from anywhere on-site and view wheelchair and stroller-friendly routes.



## Help guests plan their day

Create a friction-free, streamlined experience by adding must-see attractions, talks and events as points of interest on your interactive map.



## Tailored directions

Provide real-time directions to anywhere on-site, so guests can save time hunting for their favourite attractions.



## Mark accessible routes

Flag uneven terrain so guests can choose the best route for their access requirements, including marking one-way systems.



ZooTampa at Lowry Park chose the Attractions.io platform due to its level of flexibility. Being able to update their map's content with every new baby animal and directional change, ZooTampa is saving thousands on print costs.

It's never been easier for guests to navigate this 56-acre site with wayfinding that takes guests straight to their favourite animal.

"We no longer have to throw away old resources because they're outdated. Instead, we can adapt our map content instantly, which keeps it fresh for guests and helps us save money and resources. This year, we're expecting to reduce our printing costs by around \$50,000."

**Steve Marsicano, Digital Marketing Manager at ZooTampa at Lowry Park, Florida**



Book a discovery call to see interactive wayfinding in action:

Book a call