

CASE STUDY

Walibi Holland

Aerohive Networks Offers Walibi Holland Room for the Future



Walibi Holland

Walibi Holland is a theme park located in Biddinghuizen, municipality of Dronten. Previously, this park existed under the names Walibi World, Six Flags Holland and Walibi Flevo. The park is characterised by the 'thrill rides' that give visitors the opportunity to push themselves to the limit. Its slogan is therefore "Dare to get real". Next to the theme park, Walibi Holland also has a bungalow park. Walibi Holland covers a total of 140 hectares, consisting of 40 hectares of theme park, 20 hectares of holiday park and 80 hectares of event site. On a busy summer day, between 8000 and 12,000 people visit the park. However, the peak is in the month of October, when the park has a Halloween theme and attracts 17,500 to 22,000 visitors each day. Walibi Holland targets mainly teenagers and young adults.

The Challenges

High Network Demands

The target group consists of 'digital natives'. This is already apparent, for example, from the fact that nine out of ten visitors use digital entry tickets. They approach the entrance gate with their phones already in their hands. Offering WiFi in the park is therefore a requirement. The end user has high network requirements; the home network serves as a frame of reference. Of course, this is not 'fair', because while a 50 Mbit home network is used by three people, the park network has thousands of users at the same time. The connection must be able to cope with a high density. It is also important that the user only has to log in once. This is a challenge, as he or she moves around the entire park. It is therefore crucial that the network offers sufficient coverage to be able to provide the entire park with WiFi.

Three units: theme park, bungalow park and business

Walibi Holland consists of three units that make use of the wireless connection: the theme park, the bungalow park and the business. It is important that data that is accessible to the business does not end up in the hands of park guests. Management of the WiFi network must take place to ensure this.

Using data for the business

In order to be able to make optimum use of the WiFi network, it is important to be able to connect to other software and hardware. This applies to marketing objectives, in particular. For example, Walibi Holland would like to be able to distribute vouchers for an ice cream via the network on a hot summer day. Walibi Holland is already always on the lookout for optimisations; beaconing in the shops, for example. There are also opportunities in the area of crowd management. "There are endless possibilities and that's exactly what makes this solution so great," explains Wouter Halberstadt, ICT Manager at Walibi Holland.

All of Aerohive's new features are automatically available in Walibi Holland's current solution. This ensures that the business is always up-to-date. The technology of the solution goes beyond where the needs of the park currently lie. A great deal can still be realised. As a result, you as an organisation are constantly challenged, says Wouter.

"When choosing a wireless network, Walibi Holland paid attention to the added value. We asked ourselves the following questions: how are we going to use this? What are the options? And which systems can we link to? **The possibilities of Aerohive and additional services make working with this solution a pleasure.**"

– Wouter Halberstadt, ICT Manager,

The Solution: The Best Proposition

Walibi Holland's WiFi issue was submitted to various parties. Ultimately, on the basis of references, demos and a proposition, the choice was made for Aerohive. Wouter indicates that Aerohive had the best proposition, thanks to the advantages such as easy installation, central management, scalability and integration possibilities.

Walibi Holland is currently sourcing 138 access points (APs) from Aerohive, type 130 for indoors and type 1130 for outdoors. The basis for the connection is fibre-optic cable. This has been installed throughout the park. Walibi Holland is not the owner of the APs but sources them as 'Wifi as a Service; WaaS'. The APs are managed using the HiveManager. The WiFi network is integrated with Purple WiFi, a tool that allows the user to connect to WiFi via Instagram or Facebook, for example. Further integrations will be available in the future.

"There are endless possibilities and that's exactly what makes this solution so great. This challenges you as an organisation to think further and to see a wide range of opportunities for the future. **Aerohive simply had the best proposition.**"

– Wouter Halberstadt,
ICT Manager,



The Results

Technical advantages

The Aerohive solution offers many technical advantages. Installation of the access points is very easy, for example. You mount the APs and then log them on to the HiveManager based on the serial number. Then you can carry out configuration at your desk. Walibi Holland has a map showing the locations of all the APs. These display a red signal when a fault occurs, making it very easy to detect and remedy it. Another important advantage for the business is that updates are not implemented automatically, but that the business decides when to carry them out. There was a major update in October, for example, but Walibi Holland chose to postpone it until November. This was due to the fact that October is the busiest month, and the park is closed in November. The management system can be updated separately from the APs, but also together, as desired. However, according to Wouter Halberstadt, the main advantage is that the network is stable. This is a crucial property for a wireless network. He indicates that despite the fact that you always expect this, IT equipment in practice is often a let-down.

Density not a challenge thanks to flexibility of network

It is crucial for Walibi Holland that access points can cope with a high density. A large number of users per access point must be able to connect. And the user must also be able to move through the park without losing the connection. This solution offers the possibility to quickly turn options on and off. For example, the park can easily turn off video-on-demand services to a large number of visitors. More people can connect per access point without losing quality. Guests accept that they cannot watch Netflix. However, it is important that the connection is strong for other functions.

Future integration possibilities

Aerohive makes raw data available, creating many API capabilities. This is a major advantage for marketing purposes, as it allows interconnection with other systems. The possibilities of Aerohive and additional services make working with this solution a pleasure.

Challenges and Results for Walibi Holland

✘ The Challenges

- Visitor has high network requirements
- Three units: bungalow park, business and theme park
- Coverage must be maintained while visitors move through the park
- Integration issue related to marketing tools
- High density

✔ The Results

- Easy installation and central management
- Reliable and stable network
- Good basis for further growth
- Flexibility and scalability
- Greater innovation capacity
- Integration Possibilities

