

## SITE CASE STUDY

### 'Fantasy Island, Skegness'

Director of Operations: James Parker

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Fantasy Island is a family amusement park near Skegness on the East Coast of England owned by Conduit Skegness. It sits in the middle of one of the biggest spreads of holiday parks in the UK. Established in 1995, Fantasy Island boasts world and European record breaking roller coasters alongside retail opportunities with the largest 7 day market in Europe; the Eastgate and the new Tower Point mall development. The seaside theme park attracts up to 40,000 visitors a day.

**James Parker** commented: "We chose Cashzone because of the professionalism displayed plus the package and financial proposal was very good. The machines are a better grade of machine and the service seems to be better in terms of attending the site quickly. Downtime figures are very low and this was all taken into consideration when making the decision."

#### Choosing Cashzone

Cashzone has been the ATM provider for Fantasy Island since late 2013. We have installed 9 Through The Walls, one standalone and one internal on fully managed Cash in Transit service.

#### Improved availability

"With our previous supplier, we had several instances of downtime a day. We looked at existing sites and downtime figures from Cashzone and it was clear to see that the figures were lower and that Cashzone would respond quicker. The downtime was below 1%."

#### Increased spend

"I would say the transaction numbers have increased and a lot of that is down to three key factors: one - consistency of offer; two - no downtime; three - the Cashzone branding is far more professional and trustworthy than our previous supplier. I would say branding is confidence by association."

"I am really pleased with the service we have had and the individuals within the Cashzone business are very knowledgeable and helpful. I would definitely recommend Cashzone to anyone."

