

Santa Cruz Beach Boardwalk Installing Boon Edam Entrances



Santa Cruz Beach Boardwalk is in the process of installing Boon Edam turnstiles at a number of their rides to improve crowd management, ensure accurate customer counts, and improve revenue collection.

The Santa Cruz Beach Boardwalk is the only major seaside amusement park remaining on the US West Coast. The Boardwalk is located along a scenic, mile-long public beach bordering the Monterey Bay National Marine Sanctuary. The entertainment complex features 36 rides and attractions; 26 midway games, 2 large video game arcades; an 18-hole indoor mini-golf course; a laser tag arena; 31 restaurant and food outlets; and much more.

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Monty Matteson, Senior Supervisor of Revenue Systems Technology



BOON EDAM



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CASE STUDY



Challenge

Implement a new turnstile system that would provide confirmation of customer payment, as well as serve as a better means of controlling access to certain rides.

Solution

Install Boon Edam tripod turnstiles to provide improved crowd control, ensure payments and cut costs.

Benefits

- Quality construction for durability in outdoor, public environment
- Meets high throughput needs
- Reallocation of staff allowing for cost cuts & reduction in shrinkage
- Automated, accurate customer counting
- Improved crowd management
- Exceptional customer service

Prior to deciding on Boon Edam for an upgrade, the Boardwalk had installed standard turnstiles at some of their rides to automate the count of customers taking the rides. As the facility improved its technology to a cashless card system, the opportunity arose to improve ride entrance technology as well.

"We needed to have confirmation that each of our customers has paid in order to enjoy a ride or attraction," explained Monty Matteson, Senior Supervisor of Revenue Systems Technology. "We now use stored value cards for our arcades, the midway, and all of our rides."

Matteson continued, "For some of the rides, we needed to better control access, and we looked to Boon Edam since they provide a product with more intelligent, effective control." Thus far, the Santa Cruz Beach Boardwalk has purchased 21 Trilock 60 turnstiles, some are installed on rides, some are held in reserve for future use, and one is used as a test model.

The next phase of installation will be on some of the Boardwalk's attractions, like

Laser Tag. "When paying for an attraction such as Laser Tag, each customer gets a receipt," said Matteson. "But now we need one employee to take the money and a second employee to confirm the receipt. With the Boon Edam turnstile, we need only one employee, so we're able to cut costs and reduce shrinkage from revenue loss." Matteson plans to install Boon Edam turnstiles at four attractions—Laser Tag, Lazer Maze, Mini Golf, and Fright Walk.

"We're always looking for new, future deployments, as we switch out rides. Our overall experience has been that this is a great product," said Matteson.

"It's well built and because of a number of unique installations we've had to do I know first-hand the quality of construction and how well Boon Edam's customer service has performed. We're achieving the desired level of throughput and we've had zero operational issues. We have one unit that is out in the salt air 24/7 and after a year in that harsh environment you know whether something is built well. I'm impressed."

