



# CASE STUDY: BINGEMANS BIG SPLASH

Bingemans boosts food and beverage sales while simplifying the guest experience with digital ordering.

## AT A GLANCE

With easy ordering, efficient concessions, and convenient delivery to campsites and cabanas, Bingemans maximized food and beverage sales while improving guest satisfaction and engagement.

## KEY METRICS

App8's digital ordering system simplifies the ordering process, allowing staff to focus on delivering excellent customer service and fulfilling orders more efficiently.



**87.5%**

Funworx transactions



**75%**

Funworx online ordering revenue



\*2023-2024 season data

## INTRODUCTION

For years, Bingemans has been a popular destination for families, offering a variety of camping and seasonal events. The park also features activities like mini-golf, along with dining options like Boston Pizza, providing guests with convenient meal choices during their visit. Bingemans implemented App8's digital ordering solution, allowing guests to easily place food orders from anywhere in the park.

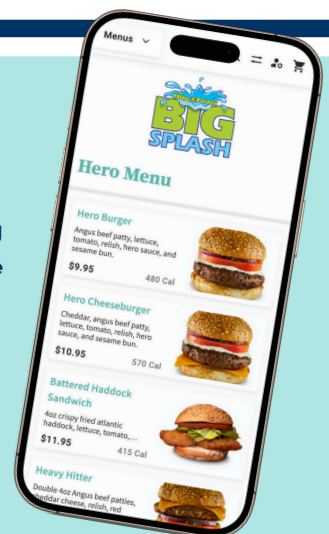
## CHALLENGES

As Bingemans grew its offerings, new challenges emerged in meeting the diverse needs of its guests. Managing a large property with multiple attractions, including the waterpark, camping resort, and event spaces, meant that guests often placed orders through third-party services, creating a different set of workflows for operators. To address this, Bingemans turned to App8 for a solution that allowed guests to order directly from the property, whether they were at the waterpark, a campsite, or attending events like Kinderfest or Canada Day celebrations.



"We discovered new ways to leverage App8 that increased our sales as well as our ability to provide a better guest experience. By shifting to a takeout focused approach, we've been able to improve our operations with less labor and reduced friction which is critical when serving thousands of guests,"

-Laura Umbrio, Assistant Director of Amusements at Bingemans



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## SOLUTIONS



To address these challenges, Bingemans implemented App8's digital ordering solution, focusing on three key areas:

### Campground and waterpark ordering

Guests can easily order food directly from their campsites, cabins, or while enjoying the waterpark, without the need for phone calls or third-party services. With a simple QR code scan, guests can place their orders for pickup or have them delivered directly to their location, mimicking a concierge-style service that improves convenience and guest satisfaction.

### Event and activity ordering

During large events like Kinderfest or Canada Day celebrations, App8 enables guests to place orders from their phones and pick them up at centralized stations. This eliminates the need for guests to wait in long lines at food stands and allows Bingemans to efficiently serve large crowds while maintaining a smooth operation with reduced labor costs.

### VIP cabanas ordering

Guests renting VIP cabanas can order food directly from their phones without leaving the comfort of their space. With App8, food is delivered straight to the cabanas, eliminating the need for guests to wait in lines and further improving their exclusive experience at the park.

**"I love how easy and quick it is to customize everything myself. Having direct control over the menu means I don't have to wait for customer support to add or remove items—I can make changes instantly,"** said Loreena Miller, Head of Culinary Operations, Amusements.

## RESULTS



With App8's solutions, Bingemans achieved measurable success in the 2023-2024 season:



- **87.5% increase in App8 transactions at Funworx:** The ease of digital ordering encouraged more guests to make purchases, significantly boosting sales.
- **75% growth in digital ordering revenue at Funworx:** The increase in transactions led to higher overall revenue, showcasing the impact of digital ordering on revenue generation.
- **Improved guest satisfaction:** Guests appreciated the convenience of ordering from their phones, leading to a better experience at Funworx.



### Key success factors

- **Guest-friendly experience:** QR codes throughout the property make it easy for guests to access the ordering platform.
- **Convenient delivery:** Orders are delivered directly to campsites, cabins, or VIP cabanas for increased convenience.
- **Operational flexibility:** App8's platform allows for easy menu updates and customization without additional support.
- **Efficient event management:** Mobile ordering and centralized pickup stations reduce wait times and minimize staffing needs during events.

## CONCLUSION



Bingemans' partnership with App8 has transformed the guest experience, driving higher satisfaction and significantly increasing food and beverage sales through efficient digital ordering across the property. Looking ahead, this collaboration presents exciting new opportunities to further improve the guest experience and increase revenue.

## ABOUT APP8

App8 is a leading omnichannel ordering solution for foodservice brands that enables guests to view digital menus, order dine-in, pickup, or delivery, and pay for their meals, all from their own smartphones. App8 works with some of the top entertainment and hospitality brands in North America to deliver value beyond contactless transactions with guest feedback, advanced reporting, and actionable insights.



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