

Mvix | Case Study: Morey's Piers

Summary

- Morey's Piers, Beachfront Water Parks and Hotels wanted to dynamically manage admissions pricing and concession menu boards.
- The screens display ticket pricing, ads for special promotions and digital menus for concession stands.
- The project included 27 Xhibit signage systems, 7 Video Wall systems, content management software (CMS) and Signature Care support.
- The park noted faster ordering and more ticket sales as a direct result of implementing digital signage.

Introduction

[Morey's Piers, Beachfront Water Parks and Hotels](#), located along the Wildwood boardwalk on the Jersey Shore, has implemented a digital signage network of more than 34 networked screens across its ticket booths and restaurant facilities.

The digital signs are primarily used at the ticket booths and at the concession stands and restaurants on the piers.

The screens are centrally managed by the Marketing Director and display ticket pricing as well as menu boards with food and drink options that change periodically.

| Morey's Piers, Beachfront Water Parks and Hotels

Morey's Pier is one of the largest seaside amusement parks in the Western Hemisphere.

The amusement park in Wildwood, New Jersey, has been family owned and operated for 50 years and serves an estimated 5 million guests annually. The park is listed as one of the largest recreational beaches in the United States and offers guests more than 100 rides and attractions across three piers and four parks. Some of the most popular rides include the Great Nor'Easter roller coaster, the Giant Ferris Wheel, and the Serpentine water slides.

The beach space is also used for a variety of public events, such as concerts, charity walks/runs, and sports tournaments in sand soccer, flag football, and more.

Additionally, Morey's Piers has dozens of unique beachfront retail, restaurant, and lodging amenities available for guests during its peak summer season, including a brand new open-air beer garden.

| The Challenge

Morey's Piers wanted a way to simplify and explain their different ticket packages so their guests could quickly and easily find the best value option.

The boardwalk space throughout Morey's Piers is free and publicly accessible, but the park operates 36 ticket booths located throughout the piers in order to sell access to its privately owned rides.

Managing the pricing displays and maintaining marketing materials for the 36 different locations was taking up too many resources for the park's marketing department. This led them to seek out a communications network that was able to be managed remotely and could be updated instantly.

The park also provides dozens of different ticket packages for guests, and the sales staff often found that they spent more time explaining the various pricing options to visitors than they were actually selling tickets. Therefore, the solution also required a simple and effective way to convey the best deals for the customers.

As Morey's Piers began rolling out more dining options throughout the park, they wanted to have a display show when popular food and beverage items were out of stock or when new items were added to the menu. This would require coordination with their current inventory management system as well as automatic updates to the screens.

Essentially, the display network would require an overarching content management system that could easily scale to the needs of the amusement park in real-time.



What needed to be done:

- *Ability to push targeted promotions to different areas of the amusement park instantly*
- *Simplify and speed up transactions at ticket booths*
- *Display automated inventory for popular park food items*

| The Solution

Mvix implemented networked digital signage screens and video walls at the ticket booths, concessions and dining facilities, all managed from the same platform.

The rollout was completed in 36 ticket booths and concessions throughout the park and it included both single screen displays and video walls.



"We knew Mvix was there to assist, but we really got a lot done right out of the box," said Tim Samson, Director of Marketing for Morey's Piers. "The equipment is incredibly easy to use, the user interface improves with every fix, and, most importantly, Mvix listened to our needs."

The [Mvix platform](#) offered remote management for the marketing team to manage the displays and pricing information from the central office. The platform also provided advanced scheduling so the pricing and promotions on each of the displays could be changed for different days of the week or for different promotional events.

In addition to the regular ticketing information, the marketing team experimented with more content features available through the Mvix platform and began adding scrolling news tickers with park updates, promotional videos for upcoming events and targeted advertisements for special park promotions.

"Once we put the displays up, everyone wanted everything to be on it," said Tim. "There was lots of excitement about the marketing potential, and eventually we phased out our traditional marketing literature in favor of the digital signs."

With the instant popularity of the digital sign displays, plans were made to bring digital menu boards into the dining facilities. Each of the restaurants has a different theme associated with it, so the marketing team ordered custom template designs for the menu boards.



The Morey's Piers implementation also included Mvix's [Signature Care support](#) which provides an entire library of premium content widgets, free device upgrades every 3 years and a lifetime warranty on all signage devices, among other exclusive benefits.

"Signature Care was huge for us and well worth the money," said Tim. "We haven't needed to replace any devices because of this support and the turnaround on the few issues that have come up is fantastic."

Components used:

- ***27 Xhibit HD signage players and 7 video walls***
- ***Content management software - XhibitSignage***
- ***Content integrations - video, inventory and menu displays, weather, scrolling news feeds, custom restaurant templates***
- ***Professional services - education & training, implementation assistance***

| The Results

As a direct result of the digital signage network, average transaction times decreased by almost 50% while overall revenue continued to grow.

By using the digital signs to display ticket price and menus, the Morey's Piers staff calculated that average transaction times decreased while overall revenue continued to grow.

Instead of prolonging every transaction with an explanation of the different ticket options, customers were now getting the information they needed to make a purchasing decision directly from the signs - a clear indication that the sales process had become more efficient.

Morey's Piers realized there was an underserved market in the evenings that would be receptive to a new admission option. The Mvix platform allowed them to quickly test a late-night admission option without the commitment or expenses of producing standard signage. Using only small, scheduled messages on the digital signs indicating the late night special, the team was able to effectively double sales during that same time period of the evening.

The same proved to be true with the signage in the dining facilities - the menu boards simplify the decisions for the customer, so overall sales happen at a faster pace.

Traditionally, Morey's Piers used printed menus at each food stand. They were costly and time consuming to produce and update with limited ability to make adjustments during the summer season. By implementing digital menu boards, they are able to quickly modify pricing and add new items, saving time and money across the board.

With the solution exceeding the goals that Morey's Piers initially had set out for the project, the marketing team plans to continue expansion into other areas of the park while also experimenting with the potential of the technology.



"The digital signs are increasing incremental revenue, while decreasing expenses. It's really become a significant revenue center for us."

Tim Samson, Director of Marketing at Morey's Piers

About the Companies



About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform, [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications.



About Morey's Piers

Morey's Piers, located on the boardwalk in the Wildwoods, New Jersey is a classic seaside amusement park, family owned and operated since 1969.

Voted the 2015 best seaside amusement park in the world by Amusement Today and #1 Best Beach Boardwalk by Family Vacation Critic in 2015, Morey's Piers has over 100 rides and attractions spanning over eighteen acres along six beach blocks and includes three amusement piers and two beachfront water parks. Convenient to the major population centers of the Northeast, yet a world apart, Morey's Piers along with Morey Hotels & Resorts combines the pure joy of an amusement park, the sights and sounds of a classic boardwalk, outstanding accommodations, together with the rhythm of beach life.

For more information, visit www.moreyspiers.com