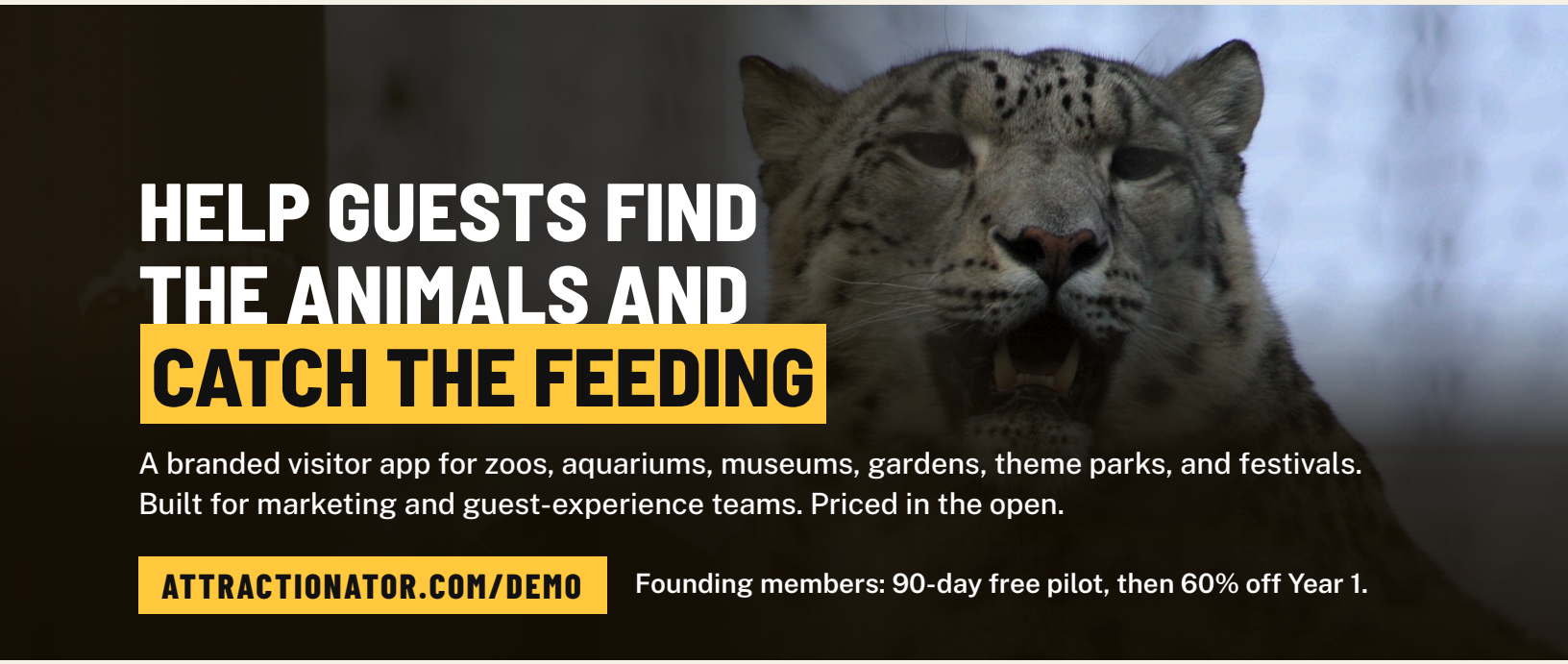
ATTRACTIONATOR

THE ATTRACTIONS NAVIGATOR



HELP GUESTS FIND THE ANIMALS AND CATCH THE FEEDING

A branded visitor app for zoos, aquariums, museums, gardens, theme parks, and festivals. Built for marketing and guest-experience teams. Priced in the open.

ATTRACTIONATOR.COM/DEMO Founding members: 90-day free pilot, then 60% off Year 1.

THE VISIT TODAY

WHAT GUESTS MISS

- Guests miss feedings and keeper talks. They get lost between habitats and leave without a clear path through the visit.
- Your team waits on a developer to change a map or a schedule.
- Custom builds and enterprise-only platforms can be slow, costly, or hard to price.

YOUR OWN APP

LIVE IN ABOUT 8 WEEKS

Your zoo gets its own branded iOS and Android app, with maps, feeding and keeper talk schedules, and animal profiles for your conservation stories. Your staff run it from a simple dashboard, with no developer needed for day-to-day updates.

WHITE-LABEL APP

iOS and Android, fully branded to your attraction.

MAPS AND WAYFINDING

Custom illustrated maps, GPS wayfinding, and offline maps.

EVENT AND SHOW SCHEDULES

Real-time changes, special programs, and visitor reminders.

DASHBOARD AND CMS

Multi-user, with role-based permissions for your team.

PUSH AND ANALYTICS IN PRO

Push notifications and an analytics dashboard.

CUSTOM DESIGN SERVICES

Illustrated maps, branded icons, and map graphics.

FOR ZOOS

FROM HABITAT TO KEEPER TALK

- Animal profiles
- Conservation stories
- Encounter reminders
- Custom illustrated zoo map
- Feeding times and keeper talks
- Staff-announced special events

FOUNDING MEMBERS · 5 SPOTS

90-DAY FREE PILOT, THEN 60% OFF YEAR 1

Setup fee waived. We are selecting 5 attractions to help shape the roadmap.

01 WHAT YOU GET

- 90-day free pilot with real visitors
- A fully configured, branded app
- Setup fee waived
- Year 1: Starter $200/mo, Pro $400/mo
- Quarterly roadmap sessions

02 WHAT WE ASK

- An internal project champion
- Bi-weekly 30-minute feedback sessions
- Willingness to be a reference
- Launch within 60 days of kickoff

PLANS AND PRICING

PLAN	STANDARD	FOUNDING, YEAR 1	VISITORS A YEAR	ADMIN USERS
STARTER	$499/mo plus $2,500 setup	$200/mo setup fee waived	Up to 50K	3
PRO	$999/mo plus $5,000 setup	$400/mo setup fee waived	Up to 250K	10
ENTERPRISE	Custom	Ask us	Unlimited	Unlimited

STARTER INCLUDES

White-label app, basic map, event scheduling, exhibit directory, email support.

PRO ADDS

Custom illustrated map, push notifications, analytics dashboard, member benefits integration, priority support.

ENTERPRISE ADDS

Multiple locations, API access, custom integrations, white-glove onboarding, dedicated success manager.

Prices in USD. All plans include app store publishing under your own account, updates, security patches, and a 99.9% uptime SLA. No long-term contract required. Annual billing gets 2 months free. A 2-year agreement waives setup.



WHY ATTRACTIONATOR

NOT A GENERIC APP BUILDER

Built for visitor attractions from the start, and a reachable alternative to enterprise-only attraction platforms.

PURPOSE-BUILT
Maps, schedules, and exhibit guides are the product, not add-ons.

PRICED IN THE OPEN
Plan prices and setup fees are published.

LIVE IN ABOUT 8 WEEKS
The typical time from kickoff to launch.

YOUR STAFF UPDATE IT
No technical team needed for day-to-day changes.

CUSTOM MAPS
Illustrated to match your grounds and galleries.

YOU OWN THE LISTING
Published under your own app store account.

WHO IS BEHIND IT

Attractionator is made by Avenue.io, the team that built a zoo visitor app with maps, animal info, and visitor guides.

YOUR SYSTEMS

Designed to connect with common ticketing, payment, and membership systems.

FOUNDING MEMBER

APPLY FOR A FOUNDING PILOT

5 spots. 90-day free pilot, then 60% off Year 1, setup fee waived. Or book a short call first. No commitment required to apply.

ATTRACTIONATOR.COM/DEMO

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