

— ATTRACTIEPARK —

TOVERLAND

Cashless Smart Lockers Transform this Amusement Park's Guest Flow

Industry
Sports & Recreation

Solution
Pay & Store

Location
Netherlands

↑ €100k

Annual cost savings
in staff

12

ROI payback period
(in months)

€2

Cost per rental locker

3,000

Locker rentals
per month



Amusement Park Locker Solution for Cashless Guest Storage

Toverland is a leading Dutch theme park in the Benelux leisure market, welcoming more than one-million visitors in 2024. Known for immersive themed attractions, it competes on guest experience, speed, and operational reliability.

As volumes and cashless behavior grew, its coin-operated lockers constrained performance with payment friction, malfunctions, and higher staff load.



Toverland's Challenges

Coin Lock Failures

Frequent coin-lock malfunctions disrupted guest flow and increased manual intervention by onsite service teams.

Cash-Only Payments

Guests increasingly preferred card and smartphone payments, reducing usage whenever cash was unavailable.

Staff Time Drain

Manual exception handling and lock resets consumed team capacity during high-footfall operating hours.

Revenue Conversion Limits

Legacy payment flows limited transaction completion and constrained storage revenue growth potential.

A Smarter Solution

Discovery

Keynius and Olssen assessed guest behavior, payment patterns, weather exposure, and operational workflows with IT and guest services.

Solution & Recommendation

Deployed galvanized outdoor-ready lockers with digital locks and contactless touchscreen payment for card and smartphone use.

Customization & Collaboration

Custom rust-colored finish matched park theming, with heating elements protecting outdoor electronics in low temperatures.

Why Keynius

Keynius combined resilient hardware, cashless UX, and workflow-aligned rollout planning for measurable operational and commercial gains.

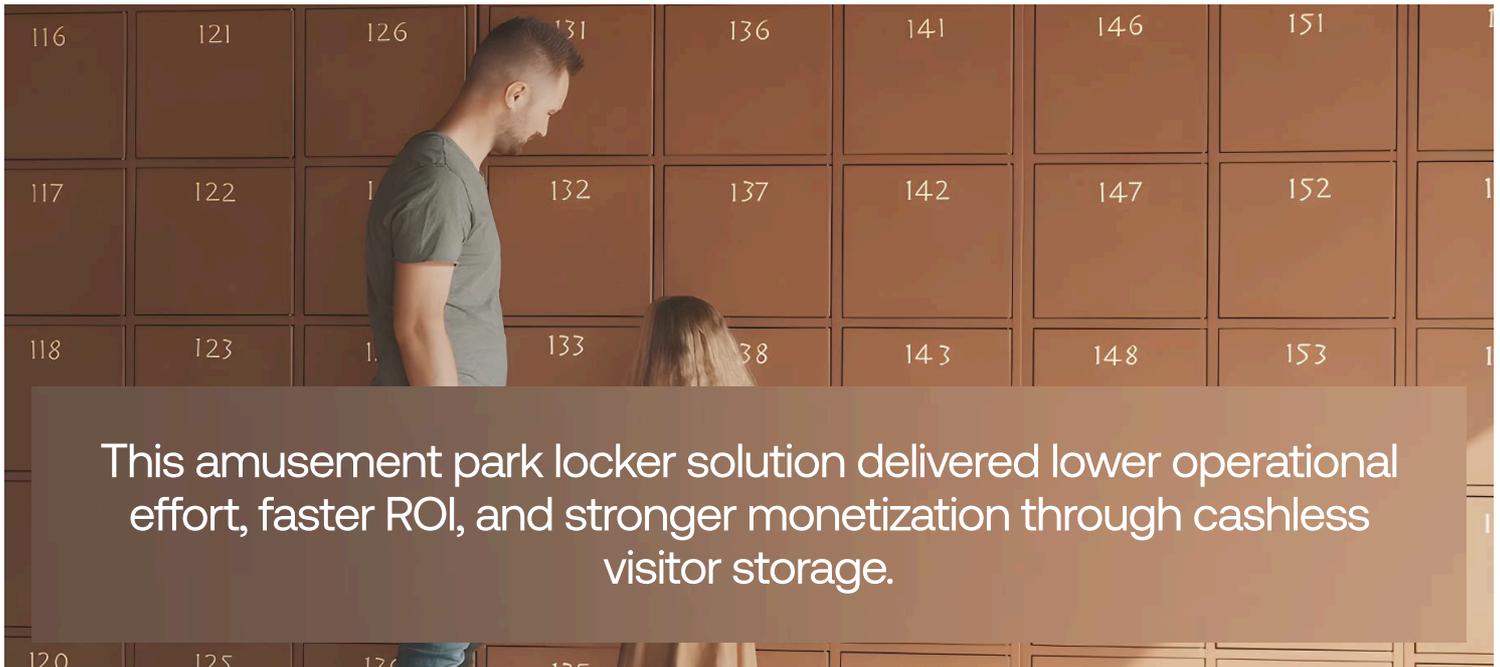


“We are delighted with the digital lockers, which make it easy for our guests to use our lockers.”

Anne-Chris Janssen

Manager Gastenservice & Parkeerplaats

The Results: Theme Park Locker ROI and Revenue Growth



€100k annual staff cost savings through fewer manual interventions and more efficient locker operations.

12-month ROI payback period from improved operating efficiency and sustained rental utilization.

€2 cost per rental locker, supporting scalable and repeatable day-to-day monetization.

3,000 locker rentals per month, reflecting strong guest adoption of the cashless flow.

Conclusion

Toverland's transition to cashless smart lockers shows how operational infrastructure can directly improve both guest satisfaction and commercial performance in a theme park environment. By replacing unreliable coin-based processes with digital access and contactless payments, the team reduced manual support workload, improved transaction conversion, and created a more consistent end-to-end visitor experience.

The phased deployment across outdoor and indoor zones also proved that modern locker systems can be scaled effectively, with measurable impact on staff efficiency, ROI speed, and storage revenue growth.

Smart lockers for every solution

Contact us now to learn how Keynius can turn your storage problems into practical, profitable solutions.

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