



Poseidon Gardens

Ischia, (Italy)

Situated on Ischia, the green „island of eternal youth“ in the gulf of Naples, are the famous Poseidon Gardens. In March 2004 SKIDATA installed an access solution in accordance with the elaborate requirements of the operator.

Several ticket formats are used, including writbands, contactless smartcards and barcoded tickets, each optimised for a different category of visitor (season pass holders, daytime and evening visitors). The solution includes the generation of customised visitor stream reports for marketing purposes.

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Project Details

Installation date	May 2004
Operated by	Giardini Poseidon
Pay Points	3
Ticketing system	370i
Access Points	14
System application	370i
Data carriers	Barcode, Key-Card, Wristband

The spa's particular location right along the seaside poses a significant challenge for an access system. The main premises border a stretch of public beach that visitors to the spa are allowed to use. One of the requirements concern the need to prevent beach guests from entering the thermal spas without permission. In the past, this caused frequent overcrowding of the spas while ticket sales figures indicated that the facilities were not being used to full capacity.

During the planning stage for the access control equipment, three different requirement profiles had to be taken into account: Long-term guests receive awristband with built-in contactless RFID technology. Day guests are provided with a contactless smart card. Ambient climatic conditions are tough and require a high level of corrosion resistance, as some of the devices are located right at the beach and are constantly exposed to intense heat, sea water and sand.

Special demands imposed:

- Resistance against corrosive ambient conditions caused by the seaside location
- Specific solutions for day/evening guests and subscribers
- Reliable distinction between thermal spa guests and beach guests

With the new access control solution in place, operators were able to create a much more relaxing atmosphere that draws a growing number of guests (currently around 2,000 per day). The Check-In/Check-Out function provides additional accuracy in preventing the illegal transfer of tickets. Also, most guests like to take advantage of other offers outside the Poseidon Gardens premises, which means the access control system must allow them to leave (and be re-admitted) while preventing tickets from being passed on (or sold) to other persons illegally. Another highlight of the SKIDATA solution are accurate visitor flow analyses and reports, which provide a solid basis for efficient marketing measures.