



Customer Story

Goldau Nature and Animal Park

Goldau Nature and Animal Park is a scientific zoo that supports the rearing and reintroduction of endangered animal species. The site covers 42 hectares, where you can observe deer, wolves, bears, lynx, birds of prey and many other animals up close.

The introduction of the e-guma voucher system in November 2014 allowed visitors to the Goldau Nature and Animal Park to choose whether to redeem their vouchers on entry, in the restaurant, or at the shop. Of course, partial voucher payments are also possible in all these places. Thanks to the interface to the TCPOS till system, staff can redeem and sell vouchers

directly at the till. The automated daily and monthly reports mean the animal park, and particularly the accounts team, can always see how many vouchers are being sold and redeemed in each location. The annual financial statement is available at the click of a button, which is another popular feature. Since the autumn of 2017, Goldau Nature and Animal Park has also been marketing all its events and workshops using the e-guma ticketing system. Adventurous summer camps or courses offering tips on nature photography and nature watching can now be booked quickly and easily via the online shop on the animal park's website. The e-guma bonus: recipients of animal park vouchers can now use their vouchers directly in the ticket shop for one of these fabulous events.



The e-guma voucher and ticketing system is well-designed, easy to use, offers professional support and is simply fantastic. Thanks to e-guma, we have been able to significantly reduce our administrative effort while also increasing sales.

Rahel Keller, Head of Marketing and Sales