

Sealife London manages increase in visitors with Tensator



The need to compete

The SEA LIFE London Aquarium has one of the largest collections of global marine life in Europe. With over 600 different species spanning across three separate floors, the aquarium welcomes over a million visitors annually. As a result of increasing visitor numbers, SEA LIFE London Aquarium contacted Tensator, the global leader in queue management, to update its queuing area and reduce visitor waiting times.

Tensator provided Tensaguide® Plus, which forms part of the TensabARRIER® range. This is a highly adaptable, modular barrier system that has been developed to aid customer guidance and optimise people flow. Utilising infill media panels to promote SEA LIFE London Aquarium, the Tensaguide® Plus solution allows the aquarium to merge design with functionality.

Andrew Wallace, technical manager at SEA LIFE London Aquarium, explains the reasoning behind the installation:

Following an increase in visitors the Sea Life London Aquarium contacted Tensator to help them manage crowds in their reception area.

Tensator's solution enabled a more efficient queuing area improving waiting times and customer satisfaction.

A high-tech solution

“We wanted a new solution that showcased the true quality of SEA LIFE London Aquarium to guests, from the moment they step foot inside the venue. We needed a queuing system that was aesthetically pleasing and robust enough to handle our large visitor numbers.

“As well as being a popular tourist attraction, the aquarium is regularly used for a range of corporate events, given its close proximity to the Coca-Cola London Eye and other key landmarks in the capital. The versatility of this new queuing system will allow us to customise the graphics shown on the media panels depending on the requirements of different events that are taking place.”

Kevin Hickson, general manager at Tensator Group adds:

“With SEA LIFE London Aquarium surpassing one million visitors every year, a strategically designed queuing system is key to minimising overcrowding and maximising space.



Creating a reaction

The “Not only is this essential from a health and safety perspective, the new queuing system aims to improve waiting times and customer service levels – key performance indicators for leisure and entertainment attractions.

“The Tensabarrier® range has proven to be a great tool for dramatically improving these feedback figures at other major tourist attractions and we look forward to measuring the impact of this installation at SEA LIFE London Aquarium in the months to come.”