

# Deep River Waterpark Case Study

## Introduction

Lake County Parks and Recreation, operator of Deep River Waterpark, partnered with Gatemaster Technology to modernize operations and elevate the guest experience. According to Superintendent of Park Operations, Chris Nawracaj, “The team at Gatemaster has been phenomenal to work with over the years... We can't wait to see what they come up with next.”

## Objectives

- Simplify and streamline online ticket sales
- Consolidate operational tools into one system
- Enhance group booking and food service efficiency
- Increase revenue through eCommerce
- Improve customer service and reporting

## Solution

Gatemaster provided an all-in-one system that replaced multiple platforms, making day-to-day operations more efficient. Key features included:

- Seamless online ticket sales
- Integrated POS with kitchen screens and mobile food ordering
- Easy group booking and capacity management
- Robust reporting and transaction lookup tools



## RESULT

- **Increased revenue** by offering online packages and combos
- **Reduced costs** through better reporting and fewer cashiers
- **Improved customer** service with faster lookups and shorter lines
- **Simplified group** bookings, allowing deposits and automated itineraries

*“It’s helped us increase revenue by allowing us to sell more items than ever before.” - Chris Nawracaj, Superintendent of Park Operations*



## Conclusion

Gatemaster Technology empowered Deep River Waterpark to operate more efficiently, serve guests better, and grow revenue—all within one unified platform. As Chris noted, “They are always implementing new features and helping customers take full advantage.”