

Good vibes and high tides: surf beach feeling in Munich



O₂ Surftown
MUC

Germany

For Bavarian surfers happiness is right on their doorstep. With the O₂ SURFTOWN MUC, perfect, glassy surf waves are coming to Munich's suburb of Hallbergmoos for the first time. What is the mission of this exciting project? Giving Bavaria a true surf beach! Axess equipped Europe's largest surf park with a tailor-made access management system to guarantee smooth operations for guests and staff.

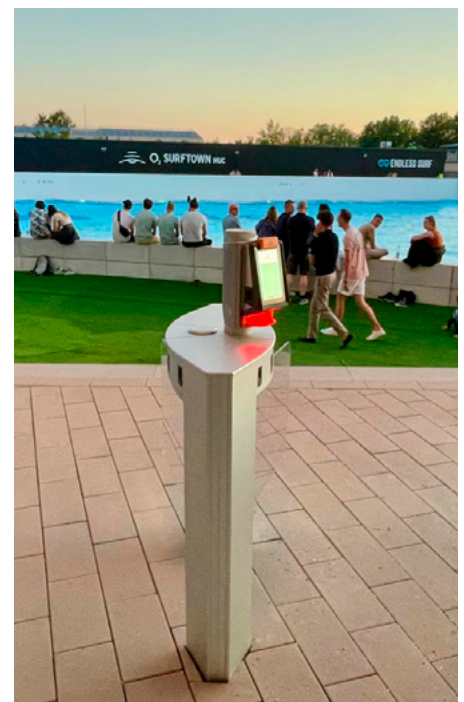
A touch of Hawaii in Munich

Since construction began in 2022, the surfing scene has been looking to Munich with excitement. This is because a piece of surfer's paradise is coming to southern Germany, giving surf fans far from the coast the opportunity to indulge in their favorite sport at home. Up to 60 people can share the line-up and the waves in the gigantic wave pool at the same time. 10,000 waves break per day with a height of 0.3 to 2.5 meters - as point breaks, A-frames, tubes and wedges. No wonder the community had been eagerly awaiting the opening day. Energy comes from almost entirely local and renewable sources. The O₂ SURFTOWN is supplied with groundwater from a specially designed system, which means that no drinking water is used. To ensure that the booking

process is as smooth as the sporting experience at the O₂ SURFTOWN MUC, Axess took a close look at the needs of the surf park and the lifestyle of the surf community and developed a holistic tailor-made system solution.

The Challenge

The goal was ambitious. "O₂ SURFTOWN MUC wanted to cover the entire customer journey with one provider - i.e. web store, cash desk, access, rental, course booking, catering and parking," project managers Stephan Kramberger and Mario Pilz say. A welcome challenge for Axess, which had already provided reliable access for the "URBNSURF" surf parks in Melbourne and Sydney, Australia. The particular challenge was to make the customer journey as simple and



intuitive as possible. Whether beginner, advanced or professional, with or without a guide or rental items such as wetsuits and surfboards: the customer should be able to select and book the right product in just a few steps. To achieve this, an 8-person Axess team developed the entire online booking process from scratch in cooperation with O₂ SURFTOWN MUC.

Customized system solutions

Within a year the booking route for the O₂ SURFTOWN MUC was ready to go LIVE for the first time. "The surf park can now rely on perfect system solutions and analyze and maintain all of its data from different software applications in one database," Christian Müller, Head of Business Unit Leisure explains. The surf park now offers its guests a booking process that is as easy and smooth as a ride on the perfect wave. With this project, Axess successfully entered the European surfing market and established its holistic system solution, which will simplify everyday operations for everyone.

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