

Creating Summer's Best Memories

VLOCKER USER STORY | 2026

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HOW WATER WORLD ELEVATED GUEST EXPERIENCE WITH VLOCKER

For a destination built around fun, family, and unforgettable summer memories, every detail matters. At Water World Colorado, one of the largest and most highly regarded water parks in the United States, guest experience is not confined to rides and attractions alone. It extends to every touchpoint of the visit – including something as fundamental as where guests store their belongings.

Water World has been welcoming families since 1979. Spanning 70 acres and operating during a short but high-energy summer season, the park consistently ranks among the top ten water parks in the country. Publicly owned and community-driven, Water World reinvests its success back into local youth and recreation programmes, reinforcing its mission to serve both guests and the wider community.

At the heart of this mission is a clear objective: to create “summer’s best memories” for every guest who walks through the gates.

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THE CHALLENGE: EVOLVING GUEST EXPECTATIONS

As guest expectations evolved, Water World recognised that legacy locker systems were no longer aligned with the experience they wanted to deliver. The park had relied for decades on a traditional mechanical, token-based solution that, while reliable in its time, offered limited functionality and flexibility.

With high visitor volumes and intense peak-season demand, the park required a secure, reliable locker solution that could streamline access, reduce queues, and integrate smoothly into existing systems.

With nearly 1,000 seasonal staff members employed each summer and only a short window to train teams before opening day, simplicity and ease of use were critical. Maintenance efficiency, accessibility for guests of all abilities, and seamless integration with modern park technology also became increasingly important.

“Guest expectations change, and our operations have to change with them,” explains Bob Owens, Deputy Director of Enterprise Operations at Hyland Hills, the public agency that operates Water World. “Lockers are one of the first touchpoints of a guest’s day. If that experience isn’t seamless, it affects everything that follows.”

These operational realities made it clear that any new solution would need to meet several non-negotiable requirements.



CHOOSING A PARTNER, NOT JUST A PRODUCT

When evaluating new locker solutions, Water World was not simply looking for new hardware. The park sought a long-term technology partner – one that truly understood the realities of operating a large, seasonal, outdoor water park.

Key criteria for selection included:

- Ease of use for guests and staff
- Strong safety and security features
- Visual appeal and durability in harsh weather conditions
- Accessibility and inclusivity
- Integration capabilities with existing and future systems
- Reliable, responsive support

In addition to these criteria, Water World identified several non-negotiable requirements that would ultimately guide their decision. Chief among these was seamless ticketing integration, enabling guests to purchase locker access alongside admission and other amenities in a single, streamlined transaction. At the time of evaluation, VLocker was the only vendor capable of delivering this level of integration while also meeting the park's operational, accessibility, and durability requirements.

Beyond integration, Water World needed functionality tailored to the high-traffic, wet environment of a large water park. Here too, VLocker's purpose-built capabilities were unmatched, ensuring ease of use, operational reliability, and durability in humid and aquatic conditions. These must-have capabilities aligned directly with Water World's "one-stop shop" vision – reducing queues, simplifying planning for guests, and improving operational efficiency.

"What stood out about VLocker was the willingness to walk the path with us," explains Bob Owens, Deputy Director of Enterprise Operations. "We wanted a partner who would grow with us, innovate alongside us, and support us as new technologies and guest needs emerged."



SEAMLESS INTEGRATION AND ONGOING SUPPORT

Since implementing VLocker, Water World has seen tangible improvements across both guest experience and operations. The transition from a pay-per-use mechanical system to an all-day digital locker rental created immediate value – reducing friction for guests while improving operational efficiency.

Corey Whitlock, Guest Services Manager at Water World, oversees a team of approximately 350 staff members and works closely with the locker systems daily.

“The support is always there,” says Whitlock. “From installation to seasonal upgrades, the VLocker team understands our park hours, our operational pressures, and the importance of minimizing disruption to guests.”



As an outdoor facility exposed to snow, rain, wind, and intense summer heat, Water World also benefits from VLocker’s durability and proactive maintenance approach, including winterization and seasonal recommissioning.

ENHANCING THE GUEST JOURNEY

For guests, the impact has been immediate and positive. The intuitive kiosk interface, consistent user experience across locker sizes, and clear visual cues – including color-coded doors – help guests quickly locate and reuse their lockers throughout the day.

“After seven hours in the sun, guests don’t want to struggle to remember where their locker is,” Whitlock explains. “Visual customization makes a real difference.”

VLocker’s solution also supports Water World’s ‘one-stop shop’ philosophy. As ticketing integrations continue to expand, guests can plan and upgrade their visit in advance – purchasing lockers alongside tickets and other amenities – reducing queues and allowing more time for enjoyment.

“Guests want convenience,” Whitlock adds. “If they can set everything up in one place and then just enjoy the park, that’s a win for everyone.”

OPERATIONAL AND REVENUE BENEFITS

From an operational standpoint, the shift to digital lockers has simplified staff training, reduced maintenance demands, and improved oversight. From a commercial perspective, moving to all-day locker rentals has delivered more predictable and positive revenue outcomes.

“Instead of a token system where usage varied, guests now pay once and enjoy access all day,” Whitlock notes. “That clarity benefits both guests and the park.”

Despite the park’s short operating season and reliance on favorable weather conditions, locker revenue has shown a consistent positive trend year on year.

A TRUSTED RECOMMENDATION

After years of partnership, Water World confidently recommends VLocker to other attractions and venues.

“VLocker sets the standard,” says Whitlock. “They understand park operations, they’re proactive, transparent, and they genuinely care about the guest experience. That’s not something you find with every vendor.”

As Water World continues to expand, innovate, and refine its guest journey, VLocker remains a key partner in supporting secure, seamless, and enjoyable visits.

Because at Water World, creating summer’s best memories starts with getting the details right.

