



Vismaya Amusement Park drives ₹4 Cr+ sales with Meta ads partner excellence program

Challenge

Vismaya Amusement Park struggled to handle rising visitor interest, missed inquiries, and growing pressure on call centres, especially during peak seasons and promo runs.

Solution

With support from the Meta Ads Partner Excellence Program, the park implemented ads that click to WhatsApp across nine zones. This enabled instant visitor queries, faster conversions, and tracking by area managers. Personalized chats, real-time support, and faster response times led to improved sales and operational efficiency.

Results

65%

Increase in Ticket Inquiries*

35%

Ad-to-Conversion Rate*

₹2 Cr+

Sales from WhatsApp Leads*

*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.

“Ads that click to WhatsApp helped us manage overwhelming ticket demand with ease. We saw more than 1,500 chats initiated monthly, enabling personalized visitor support. Thanks to the Meta ads partner excellence program, we optimized ad spends, tracked conversions better, and even introduced a pre-booking system. It’s been a game-changer for revenue and guest experience.”

Nidhin V V
Marketing Manager,
Vismaya Amusement Park

