# GemaPark Benefits

**GemaPark provides the competitive edge that helps you stay ahead of your rivals in a tough marketplace. A range of simple-to-use facilities and a user-friendly online experience helps you win new customers and keep existing ones coming back.**

### Reduce administration
With one system looking after your business you can eliminate having to enter and re-enter data. Your customers enter their own data when they book online!

### Smooth your cash flow
Customers can pay deposits and balances online at any time of night or day. Balances are more regular paid on time and with less hassle.

### Rapid start-up
No equipment or software to purchase. Just sign up, let us configure your park and tariffs and away you go.

### Suits how you work
GemaPark is easy to configure to your requirements. Flexible tariff and discount structures, customised documents and reports are among some of the features that make GemaPark fit your needs exactly.

### Remove barriers to sale
GemaPark provides an easy mobile compatible booking process that allows you to get higher occupancy and increase sales of extras through online booking.

### Access from any location
The system is web based so can be accessed from the office, home, your iPad while walking round the park, or even on holiday, just via an internet connection.

### Reduce staff training
A single web browser-based system provides all of your park management facilities. GemaPark is very easy to operate.

### Information at your finger tips
GemaPark records bookings, customers, park maintenance, meter readings and much more. This information is readily available and easy to analyse through GemaPark's powerful reports.