



ValoClimb Case Study

Andreas Huber
CEO of KletterZ Climbing Gym

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Overview

KletterZ is a climbing and bouldering center located in Weyarn, Germany, that serves a diverse customer base, including climbing and fitness hobbyists, company groups, children above 4-years-of-age, as well as people with disabilities.

"The product exceeded all expectations; kids and adults alike enjoy the games and workout they experience with ValoClimb's innovative technology," says climbing center CEO Andreas Huber.

"I was fascinated, and I saw it as a way to take climbing to the next level", says Andreas Huber, CEO of KletterZ, describing his thoughts when first reading about the ValoClimb system some years ago.

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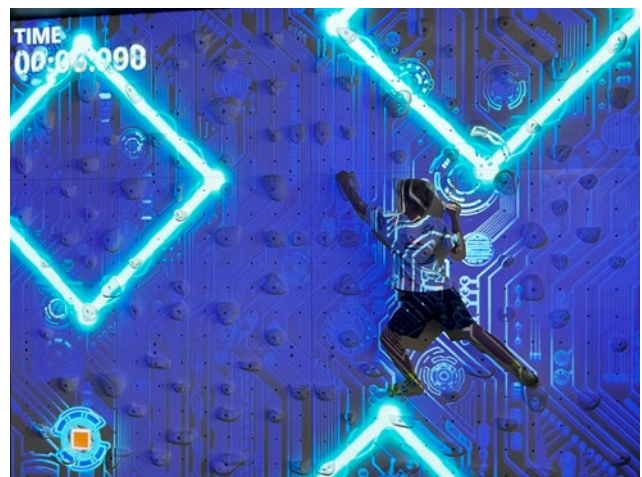
- Andreas Huber

KletterZ has had their ValoClimb system for more than 6 years now, and it seems to be something inspiring regardless of demographic. “That is cool, I want to try that!”, is often the reaction for first-timers. Especially kids love the product, and their eyes shine with excitement when they get to play with it, Huber describes. According to Huber, by bringing new technology to climbing, ValoClimb actually emphasizes what climbing is at its core: something very natural for humans, and a way to play and have fun.

Setting up ValoClimb was basically plug-and-play, explains Huber. The system was installed in the bouldering area of the KletterZ center, in a spot that can be separated by a sliding door from the rest of the room. This is optimal for the visuals and sounds, and especially convenient for customer groups, such as companies using it for team building events. Especially tech and IT companies seem to be very excited when coming together to chase virtual bats on the wall. Also, the trainers at KletterZ have discovered ValoClimb as a good tool for teaching climbing techniques for adults and children. With ValoClimb they can create routes for effectively explaining how to step right on the wall.

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Just as remarkable as the product and games themselves is the enthusiasm ValoClimb creates. KletterZ reached 60 000 people with the first marketing campaign they made with ValoClimb, and visitor numbers went up straight away. Thus, for KletterZ, it has not only been a way to get new people in, but also a way to make them come back again.

“The investment has definitely been worth it”, says Huber, “It exceeded all expectations” Especially in the future, Huber sees more and more people taking up climbing as a hobby.

Climbing is a huge trend among 4-6-year-olds, and it's gathering increasing interest by becoming an Olympic sport. And ValoClimb? For Huber, it's a sign of not standing still, and being innovative and at the forefront of where climbing is headed in years to come.

How ValoClimb is used at KletterZ:

- KletterZ has an all-inclusive daily ticket, so no separate fee for ValoClimb
- ValoClimb's main user groups: children and their families, climbing hobbyists, companies
- ValoClimb is located in a spot separable from the rest of the area
- ValoClimb is also separately bookable for one hour at a time

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