



SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Sesame Place Theme Park



EXTENSIONS USED

- [Tickets for WooCommerce](#)
- [WooCommerce Subscriptions](#)

DEVELOPER

[WAOF](#)

DESIGNER

[WAOF](#)

CATEGORY

[Destination](#)

COUNTRY

[Mexico](#)

VISIT WEBSITE

<https://parqueplazasesamo.com>

Sesame Place Theme Park – known as *Parque Plaza Sésamo* in Spanish – is a popular amusement park in Monterrey, Mexico.

The 23-year-old park opened in October 1995, and is part of the well-known Sesame Workshop non-profit organization behind Sesame Street.

One of the biggest theme parks in Latin America, Sesame Place Theme Park offers a unique mix of **fun and attractions** for both adults and children in a colorful environment where imagination has no limits.

It aims to entertain people by creating unique and memorable experiences, while encouraging interaction and family integration. There are three fun areas: Villasésamo, Aquamundo, and Isla Aventura.

Visitors can enjoy water attractions, rides, and shows, as well as interacting with **their favorite characters** from both Sesame Street and Plaza Sésamo – Elmo, Enrique, Beto, and more.

The park operates year-round, occasionally hosting celebrity events where soccer stars, mayoral candidates, and other notable personalities make appearances. Thousands of children have also **celebrated their birthdays at the park**, creating unique and memorable moments with friends and family.

Digital agency, WAOF, came on board to work closely with the Parque Plaza Sésamo team, custom-building a mobile-first website that would enhance sales conversion.

With a playful, friendly voice and on-brand design, the site “puts fun back into functionality”.

“Why make something complicated when you can make it simple and joyful?”
– WAOF

Customers visiting the Sesame Place Theme Park site are able to **purchase tickets**, annual passes, and souvenirs, reducing waiting times at the box office. Tickets can also be downloaded to a mobile phone or printed at home.