

# How Rydables Uses Joyride to ‘Zoo-Percharge’ Revenue at Theme Parks

Since 2021, Rydables has used Joyride to scale fleets of animal-themed electric vehicles across zoos, aquariums and theme parks. After replacing its initial unreliable and limited software provider with Joyride, **Rydables has grown by 150% over three years** into a revenue-generating powerhouse.

## SUCCESS SNAPSHOT

Rydables vehicles inspire longer visits to popular attractions. Top amusement venues across the United States are embracing an automated experience that generates real returns.



65 Rydables are available at **Zoo Miami**—the largest zoo in Florida. Rentals generate an average of \$50 for 90 to 100 minute trips.



At **Wildlife World Zoo & Aquarium** in Litchfield Park, AZ, 55 Rydables are ready for keyless rentals, averaging around \$35 for 90 minutes.

## HOW IT WORKS

With Joyride’s intuitive rental app, app-based adventures kick off in seconds:

### SCAN TO UNLOCK A VEHICLE

After downloading the Rydables app, users select a nearby vehicle, then scan its QR code to start the rental process.

### PAYMENT PROCESSING

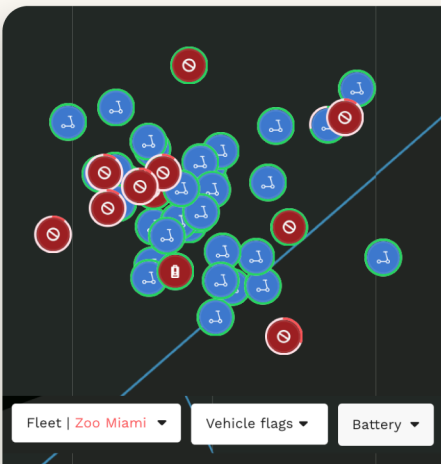
Adding a payment method is simple and pricing is transparent, showing the unlock fee and per-minute rates upfront to the user. Rydables benefits from the flexibility of fleet-based billing plans for each partner location.

### REAL-TIME GPS TRACKING

GPS tracking provides users with up-to-date information about vehicle availability. With the live map feature, it’s easy to locate nearby vehicles, check their battery levels and navigate their location for rental.

### GEOFENCING AND PARKING

Geofencing keeps adventures in approved zones. Riders can pause their trip anytime through the app and find designated parking spots, making drop-offs easy and preventing misplaced or improperly parked vehicles.



## BY THE NUMBERS

Rydables relies on Joyride’s dashboard to track ridership trends, analyze fleet performance, and streamline operations with tools like vehicle flags and customer support tickets. The data also reveals which animal designs are crowd favorites, helping Rydables to continuously fine-tune their offerings at each venue.

**150%**  
Fleet growth over three years

**\$50**  
Average revenue per ride at partner venues

**96%**  
Positive reviews in the Rydables App



Arizona + Florida, USA  
[rydables.com](https://rydables.com)

## FLEET TYPE

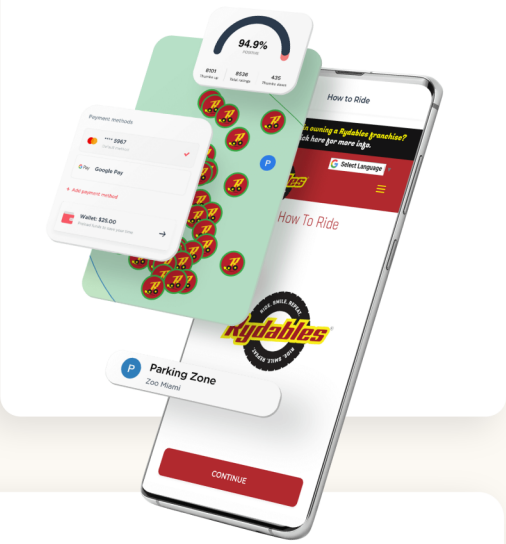
Rydables 4-wheel electric vehicles feature a furry animal exterior. Powered by Joyride’s IoT device and fleet management software, the carts offer an easy and eco-friendly way to explore large venues.

## CHALLENGE

Rydables needed a proven and smarter way to automate rentals, track revenue by fleet at partner venues and identify which themed vehicles were the most popular with specific customer segments.

## SOLUTION

Joyride’s custom rental app and fleet management dashboard take the guesswork out of running Rydables’ business. Fleet managers can instantly measure revenue, ridership, maintenance hours and share key performance metrics with stakeholders. The result is a profitable, innovative business that continues to scale.



“We chose Joyride as our initial operational software because of its ease of use and ability to specifically manage individual rental units by fleet. Three years later, we have multiple data sets to use for tracking both operational and financial metrics to simply measure performance.”