



**Raising revenue
through ticketing**

Online ticketing – why bother



Why do we want people to book tickets online?

- **Commitment** – we've got the cash
- **Avoid distractions** that interrupt bookings
– weather, other attractions, change of heart
- **Data** – we all know that marketing, perceptions of the brand and scene setting all begin well before the visitor actually arrives and continues long after
- **Planning** – capacity, staffing, resources
- **Greater secondary spend** on pre-booked tickets
- **Resell no-show tickets** – an interesting option for capacity limited attractions, events, tours or venues



2016 and beyond ...



Latest online purchasing trends



- **Mobile**

- Always with the visitor

- 85% of international travellers have a mobile phone with them.**

- plus size phone

- Proximity and immediacy

- 69% of searches were for businesses within a 5 mile radius and more than half wanted to purchase within the hour.**

2016 and beyond ...



Latest online purchasing trends



- **Social Purchasing**

- Adding book now buttons on social media post
- Riding off the back of a recommendation culture
- Being where your visitors are – on social channels
- Adding to the consumer need for frictionless purchasing

2016 and beyond ...



Latest online purchasing trends

- **Frictionless purchasing**

- Making it as easy as possible for people to buy
- Fewest details required and fewest clicks



Who's doing it well?

Uber, Starbucks, Square, Amazon, iTunes

In 2013 10% of all Starbucks transactions were via mobile

2016 and beyond ...



Latest online purchasing trends

trainline

- **Dynamic pricing**

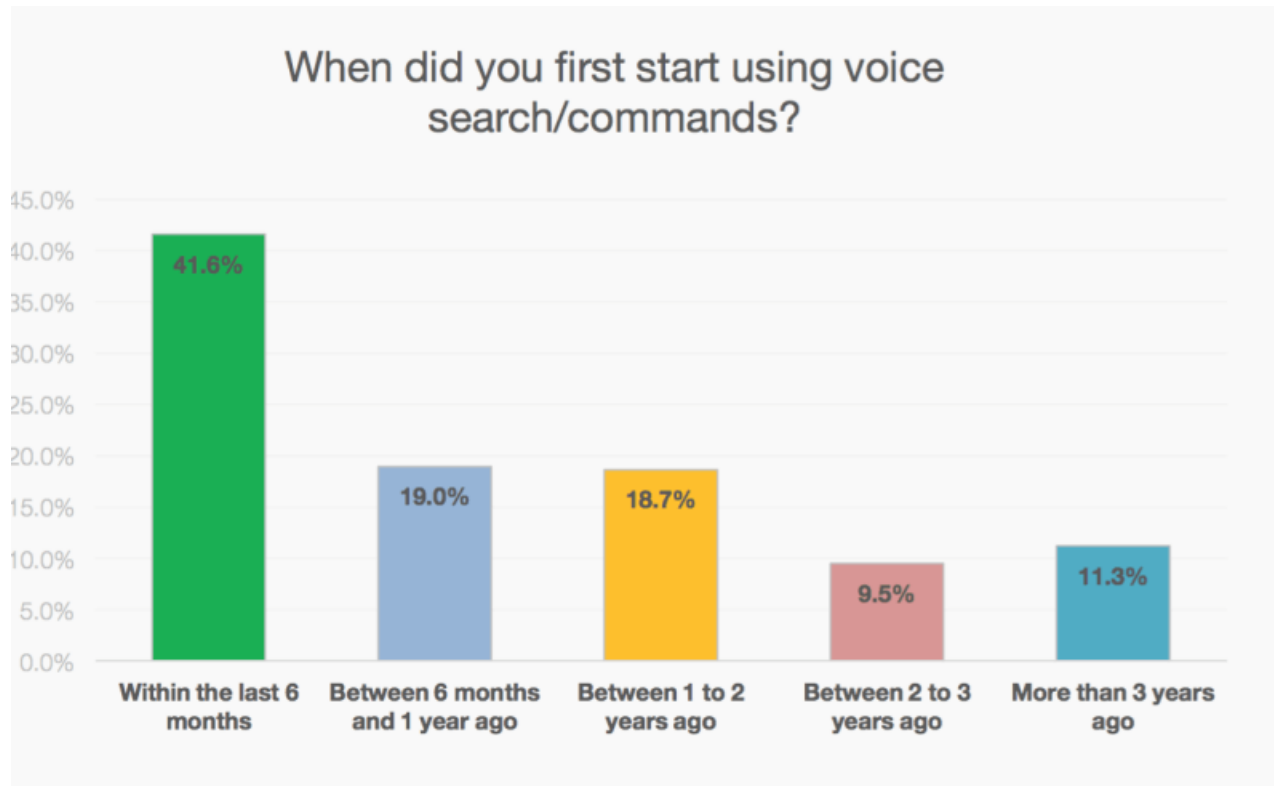
- Travel and accommodation already all over this
- Cheaper in advance (great for planning, marketing, secondary spend on the day)
- Cheaper last minute (fill spare capacity)
- Attractions have been slower to adopt this approach

2016 and beyond ...



Latest online purchasing trends

- **Voice Search – “near me”**



2016 and beyond ...



Latest online purchasing trends



- **Voice Search – “near me”**

Voice search has risen from a statically zero to 10% of all searches globally – that’s 50 billion searches a month

- Where Google goes the world will follow
- Visitors are asking what’s near me or what’s on now
- Siri. Cortana. Google Now. Alexa
- Partnership forming based on location

Mobile searches are 3x more likely to be local

Impact on the visitor economy



More people are booking in advance. More people are looking and wanting to book via their mobile and via social channels. Attractions are responding and looking at frictionless purchasing ... but it's not as simple as that.

Booking in advance for right now.

Impact onsite



How will visitor attractions have to adapt?

- Understand how to take advantage of changing technology
- Greater pricing manipulation
- Fast tracking and mobile scanning
- Encouraging in-queue purchase
- Kiosks
- Changing role of front of house staff



Although all of this seems more complex, that complexity must happen behind the scenes.

The visitor experience is all about speed and simplicity

Bookable Tourism



Why have the accommodation and travel industries lead the field in bookable tourism?

45% of connected travellers use mobile to book travel activities pre-trip.

However ...

They are only booking with a very small proportion of companies.

The issue for attractions, tours, events, venues etc. is the huge proportion of SME's in the sector.

83% of whom don't offer online purchasing.

But I'm a DMO



You need to raise revenue and you can easily do this via ticketing

The European tour and activity sector in 2015 was worth 37,000 million – almost half the market for hotel reservations

Your Location

- The what's on is the essence of your location
- Your 90% of the way there with listings and links out – you just need to close the gap

Your members and local businesses

- You can offer everyone large and small a level playing field to promote and sell their tickets
- It's about a growing connection to the attractions in your area and helping them be successful

Tour and activity bookers get between 30-40% more bookings once they get online.

Your Visitors

- Its important to understand how visitors to your area search and book things to do. Remember proximity and immediacy
- They want a quick, simple place to book tickets for now/today.

The opportunity



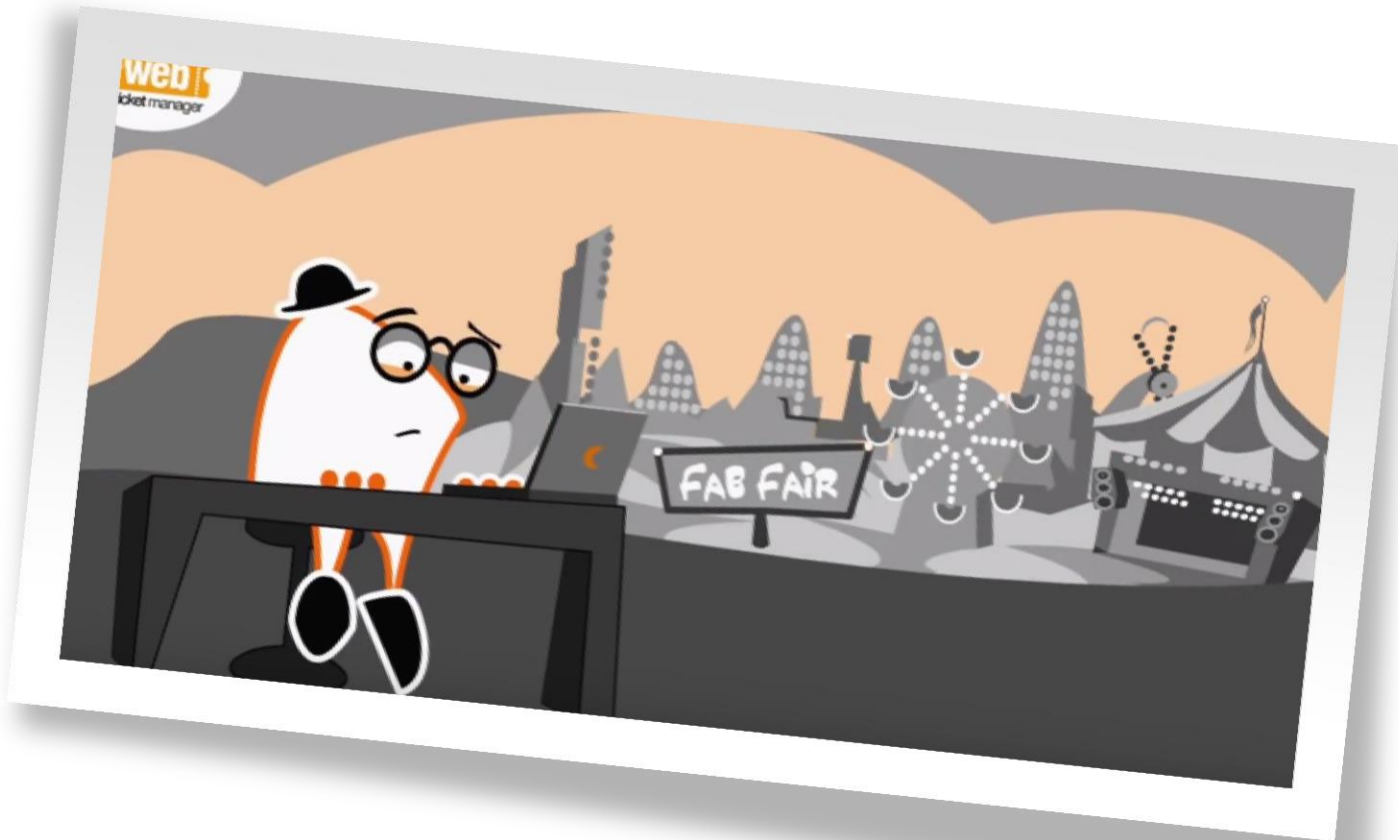
DMO's can position themselves as a trusted, impartial source of tickets.

- Visitors are looking for impartiality, advice and a safe place to transact online.

Then they want to quickly and simply book now.

- It's a growing but currently fragmented market with no or few "Big Boys" to compete with (yet)
- The real step change will come through offering a country wide network of ticketing

WebTicketManager



The BoxOfficeNetwork



The BoxOfficeNetwork Top 10

1. It's **FREE** for your DMO
2. Your DMO is not buying or selling tickets
3. WebTicketManager will help you get your attractions, events and venues on board
4. You don't need to worry about payment providers, merchant accounts etc.
5. The BoxOfficeNetwork and ticketing widget fit seamlessly into your existing website
6. You can promote and sell tickets via social media
7. You'll receive full management reporting
8. It will only cost your attractions, events and venues 20% of the face value of the ticket
9. There is a built in referral scheme for neighbouring attractions helping them earn commission too
10. Visitors will be able to book tickets without leaving your DMO website and will get a mobile or print at home ticket

The future



Could we create a UK wide DMO
BoxOfficeNetwork where the local
visit becomes 'the' place to find
everything the visitor wants to do
all in one place?