Villa Gaiety

Case Study

How Villa Gaiety increased their online sales by 60% in the first nine months of moving to Ticketsolve and how it has impacted on the organisation as a whole.

Introduction

Based in the heart of Douglas on the Isle of Man, Villa Gaiety is a multipurpose venue split over three sites (Villa Marina, Gaiety Theatre & Villa Arcade). The venues have been providing the community with a diverse array of events featuring international and local companies presenting theatre, film, music, comedy, and dance since 1900. As a premier cultural centre for arts and entertainment, Villa Gaiety recognised the need to further develop their ticketing processes in order to improve their overall customer experience.

Gaiety Theatre

First opened in 1900, the Gaiety Theatre is steeped in history and tradition. It is one of the finest remaining examples of work from the legendary theatre architect, Frank Matcham.

Villa Marina

This prestigious venue first opened its doors in 1913 and was restored and reopened in 2004. Featuring an intimate concert hall, versatile event spaces, cinema and a children's play area, it's the ultimate entertainment experience.

Villa Arcade

Villa Arcade is a purpose-built performance area, providing audiences with one of the best settings as the home to the Isle of Man's Mighty Wurlitzer.

The Problem

Villa Gaiety needed to improve their customer journey, create a more efficient box office for their staff and find a system that could grow with them.

Villa Gaiety was faced with frustrated customers unable to complete their transactions online and a significant number of abandoned carts. This, in turn, caused pressure within the team as they needed to take time out of their already busy days in order to complete simple booking journeys. Villa Gaiety was looking to address four key issues with Ticketsolve. The team were looking to;

1

Improve the online experience

Villa Gaiety wanted to significantly improve patrons' online experience, whilst also increasing online sales and improve functionality.

2

Collect data better to understand and improve the online journey

Part of improving the customer journey was the desire to capture customer data more efficiently. Better and more efficient data collection would help to build a better customer purchasing experience.

3

Get rid of inefficiencies

Villa Gaiety's previous system caused efficiencies for patrons, as well as for box office and marketing staff.

4

Scale up

Find a ticketing system that could be scaled up as they add more attractions. Ultimately, they wanted a central ticketing location for all the Island's attractions.

The Solution

Implement Ticketsolve to improve online sales and boost customer loyalty

Since implementing Ticketsolve, Villa Gaiety has seen tremendous results in box office sales and also their team's ability to maintain and establish strong relationships with their customers. This has resulted in loyal attendance at Villa Marina, Gaiety Theatre & Villa Arcade.

Within 9 months of implementing Ticketsolve, Villa Gaiety saw a rise in online sales from 8% to 68%

The Results

Online Sales Went from 8% to 68%

Increased online sales

Villa Marina, Gaiety Theatre & Villa Arcade implemented Ticketsolve in August 2013. Within just 9 months, they saw a vast improvement in online sales. Significantly, prior to Ticketsolve, they had max, 8% online sales. Today they average 68% of all ticket sales online, with many events now between 90 -95%.

The ability to have multiple subdomains and the scale to their needs

They have the ability to have multiple subdomains, which is useful as they needed to be able to scale up to what they now have and what they may require in the future if more Isle of Man attractions are sold online through Ticketsolve. And because Ticketsolve allows for unlimited users on the system, they can have as many staff as are required to access the system.

A reliable, secure system; a system they can count on

Ticketsolve has provided the reliability, and security necessary for mass online ticket sales.

Training and support as needed

Training was a huge part of their task in moving to Ticketsolve. Ticketsolve completed one big training session and then did further sessions in smaller groups – this worked really well as they have a large body of staff. Typically a seasonal staff member can be trained up on the system within a couple of hours.

On-site support during their go live

Ticketsolve were on site when Villa Gaiety went live, which was a huge help, as they have multiple locations that process ticket sales.

Consistent customer purchase experience across multiple platforms

They now have rich front-end functionality to delight patrons, and have created a consistent user experience across all types of platforms and devices.

In-depth reports and data to help them continue to improve the customer journey

Ability to report on ticket sales, track data and integrate with other software. This has massively improved their marketing and they now have a 360° view of their customers' online sales journey using Ticketsolve's powerful Mailchimp and Google Analytics integration.

Automation where they need it most

Auto Sales Reporting in Ticketsolve has proven to be very useful for getting out reports to multiple stakeholders and teams.

Improved collaboration between Villa Gaiety teams

The integrated Ticketsolve system has allowed for better collaboration between Box Office, Marketing, Technical and Finance Departments.

Improved venue entry and security with live scanner results

Ticketsolve's ability to produce 'live' entry results via the use of scanners and the Ticketsolve scanning URL has allowed them to expand their use of print-at-home tickets without compromising security, and has eradicated any use of fraudulent p-a-h tickets.
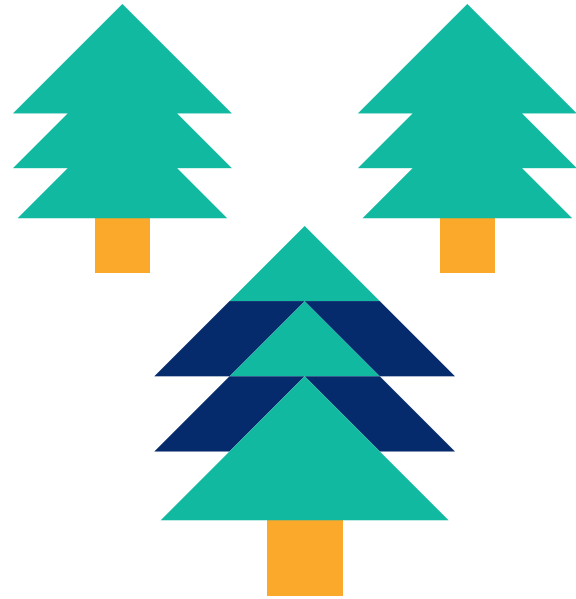
> **"**
> The Isle of Man's historic VillaGaiety complex has recently completed their new website. A particular focus of the new website was its integration with Ticketsolve, when a show is created on Ticketsolve it automatically updates the website with the content. This allows us to concentrate our time on other tasks and projects.
> **"**

Jo Morphet
Marketing Officer

The Future

What's next with Ticketsolve

Ticketsolve has enabled Villa Gaiety to grow as a multipurpose arts centre. With over 30 trained users, 11 box office stations including 6 primary stations with 5 separate admin users and an average of 15 users on the system at any one time, Villa Gaiety are able to easily achieve ticket sales of over 154,264 tickets per annum generating ticket revenue of £2.4 million.

Customised seating plans

Villa Gaiety now have the ability to make seat plans as customised as they want them to be with additional colours, architectural lines, exits, text information etc.; with imagination, they can look spectacular, and they are looking forward to working on including more customisation into their plans. The space includes 2700 seats or 3100 total capacity including standing allocations.

Offering more pricing and seating options

Multi-price, Multiseat type, Multi-agent and more, is a breeze to set-up in the 'Allocations' tab of Ticketsolve, and something Villa Gaiety plans on exploring further.

Multiple sales points

Villa Gaiety have expanded selling their tickets at one central location with Ticketsolve. The venue has expanded their box office to three separate locations: Villa Marina, Gaiety Theatre & Welcome Centre.

> "
> We are very happy with our move to Ticketsolve; The boost in online sales has been tremendous. Their training and customer support has also been excellent, with any queries being dealt with quickly. We are delighted to have Ticketsolve as a partner, especially as they scale up and take on more ticketed attractions on Isle of Man
> "

Philip Greene
Ticketing Systems Manager

Thank you

We would like to thank the entire team at Villa Gaiety for their help in putting this case study together.
We love having them as part of the Ticketsolve family and look forward to helping them grow even more in the coming years!

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