7 KEY ELEMENTS
FOR PARKS AND ATTRACTIONS

TICKETING SYSTEM

ACTIVE network™

TICKETING SYSTEM

These days, a ticket is much more than a piece of paper with a name, date and a few more details. A ticket can serve as a way for visitors to enter your park and as a vital source of data for you.

And not only has the function of a ticket changed, so has the way visitors purchase them. From the teenager who buys on her smartphone, to the dad who buys online, and his brother who only buys on-site, you need to be able to sell your tickets everywhere at any time to capture the most revenue.

Systems that allow you to sell tickets everywhere your visitors naturally want to purchase them—and capture crucial visitor information at the same time—provide the best commerce potential and customer insight. To make sure that you have the right system for your park or attraction, check for these seven key elements:

1. Visibility
2. Reporting
3. Scalability
4. Business growth
5. Social loyalty
6. Automated access
7. Mobile connection

WHAT'S YOUR ACTIVE?

1. Visibility

Do you know who is coming to your park, what they are purchasing and how they are using your venue? This kind of insight empowers your management team to make smart business decisions quickly.

Questions to ask your provider:

- *Can we capture information about who is coming to our park?*
- *Can we see how a visitor uses our venue and how they spend?*

2. Reporting

Information is valuable. Being able to quickly and easily organize data can help you understand more about your customers and find ways to increase revenue. For example, when a father takes his two daughters to your park and buys tickets that day, do you also know that they spent $40 at lunch? Having the ability to run reports and gain insight from the data allows you to find opportunities to increase yield per customer and overall revenue through improvements to marketing and operations.

Questions to ask your provider:

- *Can we run reports that show how individuals spend around the park?*
- *Do your reports give a full picture of our entire operation?*
- *Can your reports tell us how we can make more money tomorrow based on trends?*

3. Scalability

It makes it hard for your management team to understand how your park or attraction is operating if there are multiple software systems for different parts of your business. And if you only have one system, it's important to know that it can grow with your business. As you grow the number of visitors and your lines of business, make sure that your system can easily meet your changing needs. That way, you can keep all of your information in one place and grow without adding another stand-alone system.

Questions to ask your provider:

- *Does the system have room for expansion?*
- *Can it work to expand our operations?*

4. Business Growth

As you grow your operation with a new restaurant, a new service, or different packages, can your system grow with you? For example, if today you need a new way to offer mobile ticketing, what will your business needs be next season? Make sure that your technology is flexible enough to meet your anticipated needs and potential for growth.

Questions to ask your provider:

- *What is your plan for adding new features to your technology?*
- *Can your system grow as we grow and expand our business?*

5. Social Loyalty

As ironic as it may sound, tickets can now be social. When a customer register in advance, ticketing software can help you suggest other activities and services based on what that specific person might like. With those timely and targeted suggestions, your visitors will be more likely to spend more and share their experience socially. This is one of the best ways to attract new visitors.

Questions to ask your provider:

- *Can your ticketing system help us talk to our customers?*
- *How can you help us give more targeted offers to our visitors?*
- *Do you link to the popular social sites such as Twitter and Facebook?*

6. Automated Access

Do you want visitors to be able to automatically enter your venue and certain areas based on time and capacity restrictions? RFID (radio frequency identification) technology allows visitors to do exactly that without taking tickets out of their pockets. An RFID signal is automatically sent from the ticket to the system to verify the information and grant or deny access accordingly. This helps speed up your lines, decrease fraud and understand more about how your visitors use your park or attraction.

Questions to ask your provider:

- *Does your system have the ability to offer automated access and RFID ticketing?*
- *How much can we understand about our visitors without RFID ticketing?*
- *Does our current system have the capacity to add RFID access control in the future?*

7. Mobile Connection

People want to buy everywhere, including from their smartphones. But mobile technology should include more than just a ticket that shows up on the phone's screen. With mobile ticketing, you should be able to communicate with that individual visitor before, during, and after their day at your park through mobile coupons, promotions and social media. It's convenient for your customers and easier for you to offer timely deals throughout their experience.

Questions to ask your provider:

- *How can we use mobile to sell tickets and interact with visitors?*
- *Can we offer mobile coupons and promotions to our visitors before, during, and after their visits?*

The days of paper tickets are not gone by any means, but new technology has made ticketing a more powerful tool for businesses and consumers. If you're considering a new ticketing system, make sure it positions your operation for success this season as well as in the future. With improved reporting and visibility, social integration and mobile communication, your operation will be poised to please customers as well as the bottom line.

THE INTEGRATED PLATFORM FOR GROWING REVENUE AND LOYALTY:
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