

## Score Admission to Higher Sales with

# DIGITAL TICKETING KIOSKS

Ticketing kiosks are transforming the way the entertainment and travel industries serve their customers. Many museums, sporting venues, concerts and other types of related leisure providers are *cutting waiting line times by almost 30%*, while some businesses have seen an *84% increase in customer growth*.

*Now that's the ticket!*

## Fans from Baseball to Beethoven Prefer Shorter Lines

Ticketing kiosks are attracting the attention of many entertainment and leisure business leaders because they supply organizations with a user-friendly interface with which to engage customers. One study showed that that **50% of customers were more likely to turn around without purchasing anything if lines are too long**, while further research indicates that customers who were satisfied with self-service transactions were nearly **33% more likely to return and purchase other products or services**. Ticketing kiosks are ideal solutions for:



Concert Venues



Theme Parks



Sports Stadiums



Theaters



Tourist Attractions



Museums



## Digitally Hosting Visitors at a Venue Near You

The self-service industry is projected to be worth **\$31.75 billion by 2020**, with ticketing kiosks undergoing the highest growth. As customers save time and spend more money at multi-functional self-service machines, more and more businesses are turning to digital kiosks to provide fast, accurate and secure ticket sales.



**80%**

According to one national cinema chain, the percentage of movie tickets purchased at a digital kiosk on Friday and Saturday nights.



**20 Ticketing Kiosks**

Were added over a 10-year period by one major league baseball team to keep up with a growing demand for self-service.



**31%**

Of all tickets issued by one national travel company are purchased through digital kiosks.

## ADMIT ONE

### The Efficiency of the Automated Box Office

A major benefit of deploying ticketing kiosks is *increased accuracy and efficiency* for will call and ticket-purchase transactions. Many entertainment providers configure kiosks to *provide tickets 24 hours a day, seven days a week*, and some even place kiosks at high-traffic, offsite locations, such as malls, in order to enhance customer awareness. As businesses implement ticketing kiosks to boost sales and customer satisfaction, they also upgrade the value of their customer service.

- According to one study, **1 ticketing kiosk can assist 4 times the customers** a traditional box office can serve.
- Research shows that the flexibility of kiosk placements helps venues **better manage peak crowd traffic by 40-80%**.
- A busy theme park implemented ticketing kiosks for seat reservations on its most popular roller coaster and **guaranteed wait times of no longer than 15 minutes**.



## Digital Ticketing Kiosks Are Reliable, Configurable and Increase Revenue

A profitable self-service platform is a combination of an easy-to-use software interface that enhances customer experience and a versatile vehicle for selling products. Entertainment providers can take advantage of the fact that ticketing kiosks are:



### Durable

American-made ticketing kiosks can be built with best-in-class, rugged hardware to withstand harsh weather conditions and excessive sunlight exposure. They can also be outfitted with high-bright screens to increase visibility in the harshest of sunlight.



### Made for Digital Signage

Encourages on-the-spot purchase decisions by customers who are attracted to the kiosk's digital signage. Studies show that 1 out of 5 Americans has purchased items advertised through digital signage.



### Secure

Whether customers are paying for tickets, accessing will call or logging in to loyalty program services, security is imperative. Remote management and state-of-the-art scanners are only the beginning in kiosk security features that help IT departments protect against malware, ransomware and viruses.



### Brand Aware

Kiosks can be customized with organization branding such as logos and proprietary software, helping to ensure a seamless experience for customers and corporate employees alike.



### Revenue Generators

One case study of a national brand reported almost 25% more revenue from customers utilizing self-service kiosks as opposed to traditional methods.

## CONTACT OLEA KIOSKS TODAY



Olea Kiosks has been building award-winning kiosks for 40 years

Contact Olea today to find out how our Ticketing Kiosks can help your business grow!