Leuven

ticketing strategy

Problem statement

how can we increase ticket sales?
- to improve service to the visitors?
- to improve service to our partners in the city (reach more visitors)?

Solution

shared software (SRO4 – Tickettrigger) in 5 main attractions
ticketing service towards the partners (guide organisations)
monthly knowledge network
newest trends in ticketing

Who is in the ticketing network?

M Leuven
30CC Leuven
Visit Leuven
Universiteitsbibliotheek (KUL)
Abdij van Park (EAP)
and many more to come ...

VISIT LEUVEN

Who are we servicing?

Currently: 5 organisations for guided tours (walks – bicycle rides – brewery visits)
Small events/festivals organised by the city (leisure vs. Culture)

- only Leuven companies
- when their events meet our (few) conditions (languages, frequency, quality,…)
- @ a small commission (free of charge in covid-times)

Online (mobile responsive) – single and combi tickets

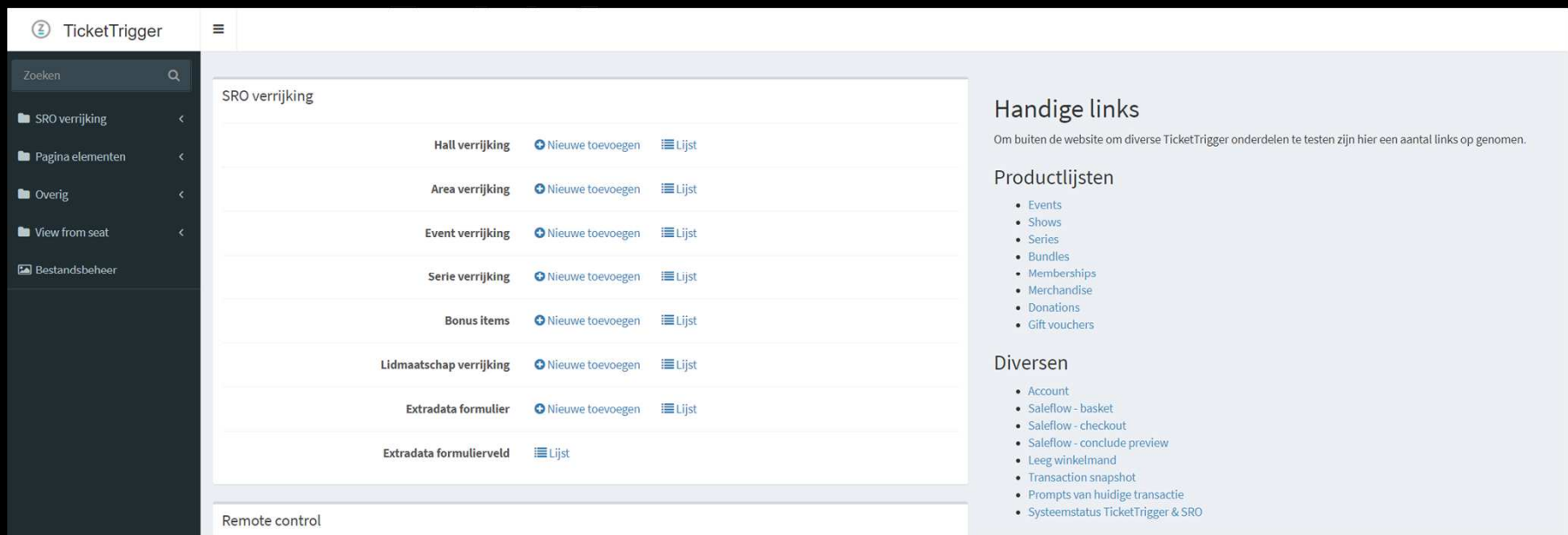# Offline (TIC) – events and merchandising
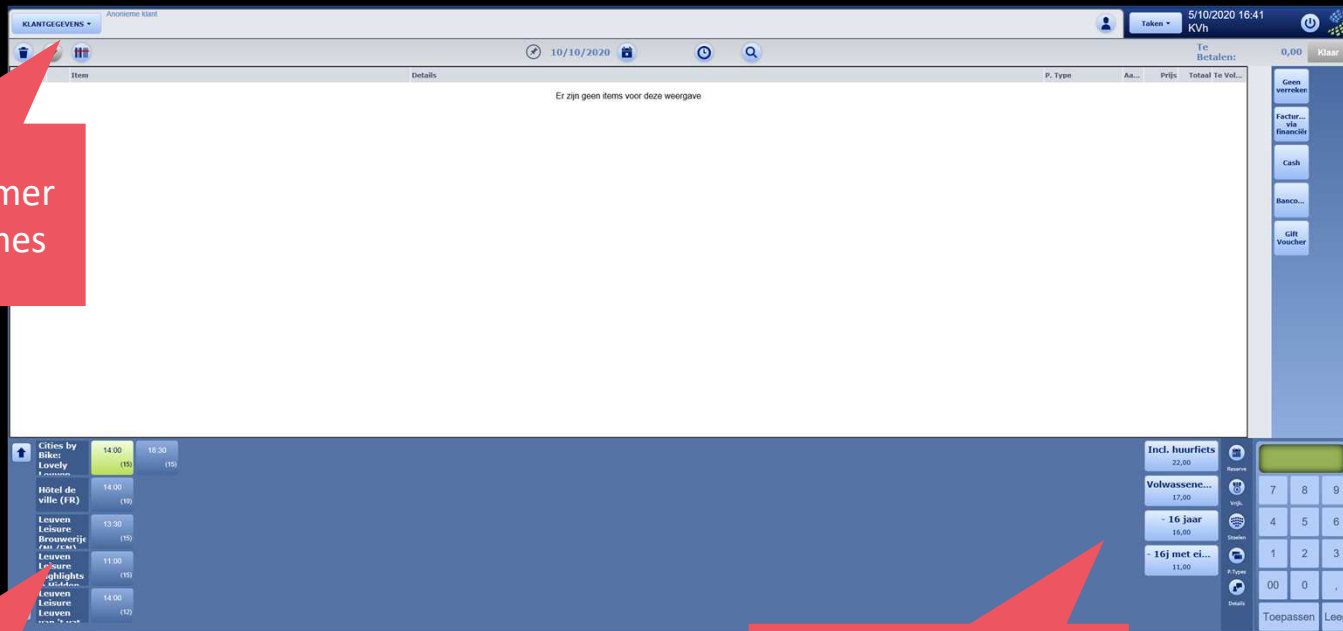
Collecting customer data in covid times

Clear overview of events per day

Clear overview of pricetypes

VISITLEUVEN

Tailored CMS through Tickettrigger

customisation on different levels (in-house)
5 languages
prompts
styling

Up-sell / cross-sell

customised information

Cross-sell

Call to action on SoMe

VISIT LEUVEN

Inclusive

BOSA accessibility check
'Toegankelijkheidscriteria' van WCAG
Specific info on accessibility
Special price types for target groups (UIT)

Hulp nodig bij je bestelling?

Neem gerust contact met ons op:
+32 16 20 30 20 of visit@leuven.be.
We zijn er, 7/7 van 10u tot 17u.

contactpagina

Heb je vragen over toegankelijkheid?

Heb je specifieke noden, voor jou of je begeleider?

Wij luisteren graag naar hoe we je kunnen helpen:
+32 16 20 30 20 of visit@leuven.be.
We zijn er, 7/7 van 10u tot 17u.

Een gratis ticket als begeleider kan je verkrijgen aan ons onthaal, Naamsestraat 3.

contactpagina

VISIT LEUVEN

User experience

mobile responsive
payment methods for Belgium and abroad
fast check-out or customer data collection
e-ticket or passbook/Wallet download
add to calendar option
easy ticket refund (covid times!)
coming soon: tickets via Facebook or other large platforms

VISIT LEUVEN
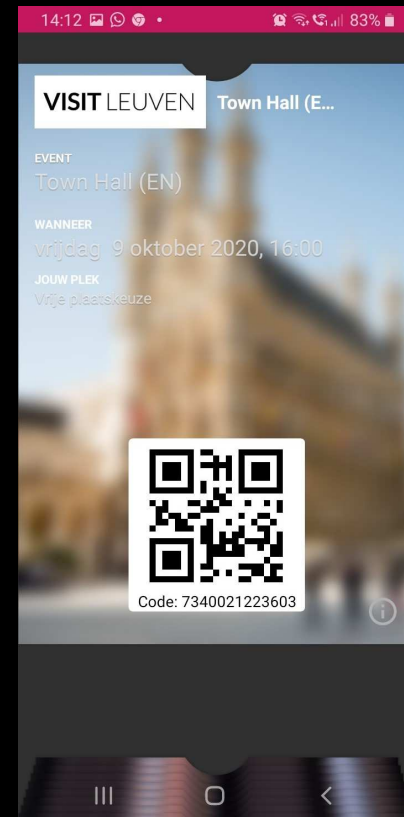
Learnings

critical success factors
room for improvement

Success factors

- Software with endless possibilities

- Large improvement in UX since Tickettrigger integration

- The will to work/pay together for this software

- The City of Leuven wants to service the partners in tourism (e.g. small commission, no transactions costs)
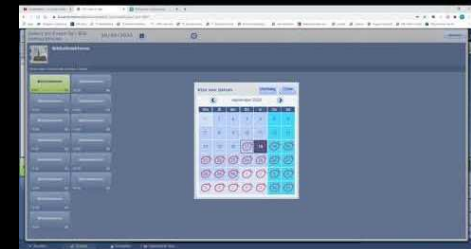
- Strong investment in knowledge

- Knowledge sharing is fun and cost efficient!

- Doing this on Leuven scale is feasible

- User friendliness for TIC workers and visitors

- A great service for locals and tourists - locals find us again

VISITLEUVEN

Room for improvement

- Ticketing for large festivals: need to upgrade knowledge of the team

- Who can/can't we service?

- Hope to see extra city partners joining (working on that)

- Find balance in workload for the TIC team (focus = information)

- Find my own balance between ticketing and leading the team

VISITLEUVEN