



# PERFORMING ARTS

TESTIMONIAL



New Brighton, UK

The Floral Pavilion is a theatre in the seaside town of New Brighton, on the Wirral Peninsula in England. Situated on the promenade overlooking the River Mersey, it presents a mix of comedy, music and children's shows including a Christmas pantomime.

## Challenge

Need a ticketing system to provide up-to-the-minute financial and attendance figures, enable our sales staff to handle widely differing types of ticket options and to give our front of house teams all that they need to provide our customers with an efficiently managed and enjoyable experience.

## Results

The web sites accounted for an average of 31% of ticket sales per performance (and as high as 50% for some performance types such as comedy events) for the financial year ending 2012, and these levels are set to steadily increase. Utilising the eSRO module means that changes and updates which previously had to be undertaken by a third party can now be made by the in-house marketing team with a significant saving in costs and with the ability to have changes in place with no delays.

“SRO<sup>4</sup> is enabling us to work more efficiently across all of our sales channels with improved levels of service to our customers and promoters.”

Alistair Armit, Communications Manager

