



ATTRACTION

TESTIMONIAL



Medora, ND

The Theodore Roosevelt Medora Foundation operates visitor attractions and provides visitor amenities in the Historic town of Medora, North Dakota, at the gate of Theodore Roosevelt National Park. Among the major attractions in Medora are Theodore Roosevelt National Park, the "Medora Musical," attended by more than 100,000 people each summer, the Medora Pitchfork Steak Fondue, Bully Pulpit Golf Course (which was named America's Best New Affordable Public Golf Course by Golf Digest in 2006) and the Old Town Hall Theater, home to daily theatrical productions, including "Bully! The Play."

Challenge

The TRMF goal was to take a giant leap forward with online ticketing and move the guest-booking experience to a place where guests could, in just a couple of clicks from their mouse or on their phone, complete all of their event ticketing needs. Plus, see suggestions to other attractions they might be interested in, based on what they're adding to their cart.

Results

The benefits of the transition are clear in our numbers. After the switch to SRO⁴, our web-based ticketing reservations have doubled as a percentage of total sales."

"The best part of the switch to SRO⁴ is just how easy it is for our customers. They can go from the point where they're simply checking what shows and events are playing, to converting to a fully-booked guest, with tickets for multiple events and attractions purchased in just a couple of minutes. It's easy and fast for them, no matter what kind of device they're using – which is really important, even for us with a primary demographic of customers over 50 years old."

Clarence Stiller, CFO

