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Villa Marina

Case Study

Improving the Online Experience

About Villa Marina/Gaiety Theatre

The Gaiety Theatre, based in the Isle of Man, is steeped in history and tradition. One of the finest remaining examples of work from the legendary theatre architect, Frank Matcham, The Gaiety first opened in 1900. Having undergone extensive restoration, The Gaiety Theatre is a stunning setting to enjoy a year round calendar of plays, musicals, concerts and comedy shows.

The Challenge

VillaMarina/Gaiety Theatre wanted to significantly improve their patrons' online experience, whilst also increasing online sales and improve functionality. Ultimately, Villa Gaiety would like to be the central ticketing location for all the Island's attractions.

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45% of Ticket Sales Online

The Ticketsolve Benefit

Villa Marina/Gaiety Theatre implemented Ticketsolve in August 2013. In just 9 months, they have seen a vast improvement in online sales. Villa Gaiety did a massive amount of PR and marketing around the new online sales functionality, and thus when they went live with Ticketsolve, they saw online sales rocket.

Significantly, prior to Ticketsolve, Villa Gaiety had 8-10% online sales, currently 45% of all ticket sales are online.

Why Ticketsolve?

VillaGaiety's main goal was to improve the online sales. They also needed a ticketing system that could scale as they add more attractions to their site that can be purchased online. Villa Gaiety chose Ticketsolve because:

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VillaGaiety sells tickets from. 3 locations on the Isle of Man – Villa Marina, Gaiety Theatre & Welcome Centre , and including the back office they can have up to 16 staff on the system at anyone time. Ticketsolve can provide the scale necessary for what they have now and what they require as more Isle of Man attractions are sold online through them. And because Ticketsolve allows for unlimited users on the system, they can have as many staff as are required to access the system.

We can provide the reliability, and security necessary for mass online ticket sales.

We have rich front-end functionality to delight patrons, and create a consistent user experience across all types of platforms and devices.

VillaGaiety's Advice on Moving to Ticketsolve

"Training was a huge part of our task in moving to Ticketsolve. We did one big training session and then did further training in smaller groups – this worked well as we have a large body of staff.

The Ticketsolve guys were onsite when we went live – this was a huge help, as we have multiple locations where we do ticket sales. "

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Philip Greene of Villa Gaiety Says,

"We are very happy with our move to Ticketsolve; the boost in online sales has been tremendous. Their training and customer support has also been excellent, with any queries being dealt with quickly. We delighted to have Ticketsolve as a partner, especially as we scale up and take on more ticketed attractions on Isle of Man."

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