The First Step in Your Guest's Journey Starts Right Here

ONLINE TRAVEL AGENCY BOOKINGS

WEB STORE & DIGITAL TICKET DELIVERY

ON-SITE TICKETING

ACCESS CONTROL

FOOD & BEVERAGE AND RETAIL POS

MEMBERSHIP/PASS & ONLINE SELF-SERVICE

CRM AND REPORTING

ACCESSIBILITY

Gateway
TICKETING SYSTEMS ®

gatewayticketing.com

Galaxy {connect}™

ONLINE TRAVEL AGENCY BOOKINGS

> " Connect has saved us 40-50 hours a month in reconciling vouchers, and we saw about a 20% bump in sales with our largest distributors when we started using the platform.

Sales Manager | USS Midway Museum

Today's modern traveler books last-minute, in-destination, and on their mobile device – which is possible thanks to the real-time ticket availability enabled by Galaxy Connect.

Connectivity Partner Business Manager | GetYourGuide

gatewayticketing.com

Galaxy {connect}™

Galaxy Connect™ simplifies the process of selling tickets through third-party distributors like OTAs.

With this **IAAPA Brass Ring Award-winning cloud platform**, attractions can sell **live tickets from active inventory** through any number of OTAs with just a single integration. They increase their ticket sales, decrease their labor costs, and expand their marketing reach.

OTAs benefit too – over 60 so far. They can offer their customers the attraction tickets they want with a seamless digital delivery and admission process.

Read this case study about how the USS Midway Museum switched to Galaxy Connect™ and saved 40 hours a month reconciling vouchers and saw a 20% jump in sales with their largest distributors. **Read more >>**

Read this case study about how GetYourGuide and Galaxy Connect™ teamed up to offer GetYourGuide's customers a seamless booking experience. **Read more >>**

Gateway
TICKETING SYSTEMS ®

gatewayticketing.com

WEB STORE & DIGITAL TICKET DELIVERY

> "
>
> **With the new tour, we sold 1745 tickets for $140,915 in additional revenue. About 1 in 5 were sold via eGalaxy Upsell online, representing almost $24,000 in revenue.**
>
> Business & Administrative Services Manager
> Metro Parks Tacoma
>
> **We built SMS Delivery to continue to grow the capabilities of Galaxy in terms of contactless ticket delivery.**
>
> Product Manager | Gateway Ticketing Systems

gatewayticketing.com

Gateway
TICKETING SYSTEMS ®

The **eGalaxy™ Consumer Web Store** allows guests to purchase attraction tickets and products online. Configure a product just once, and then offer it through all sales channels. Inventory draws from a single pool in real-time, eliminating the risk of overselling.

- Sell **online tickets**: admissions, events and package products at defined prices and rates.
- Sell, upgrade and renew **passes/memberships**, and then perform actions against those pass accounts.
- Sell **timed and capacity managed tickets** that pull from live inventory.
- Offer **upsell prompts** that drive more revenue.
- **Validate demographic information** like address, email and phone number real-time.
- **Prevent fraud** attempts.
- Checkout as a guest or create an account to store billing and order history.

Customize the Web Store to a certain brand. Ensure a positive purchase experience with the **responsive design**. And determine which products are available, for what price and for how long.

Then, **deliver tickets** in a variety of digital ways: **via email** to bring to the gate or print-at-home, or through our new **SMS Delivery** option. Tickets can also be added to an **Apple Wallet**.

Read this case study about how Northwest Trek used Upsell on the eGalaxy™ Web Store to drive an incremental $24,000 in revenue for a new Adventure Tour. **Read More >>**

Read this Q&A we did with one of our Product Managers about our new SMS Delivery for the eGalaxy™ Web Store option. **Read more >>**

gatewayticketing.com

ON-SITE TICKETING

> Guests can now seamlessly purchase admission and parking permits, increasing their time to enjoy the Zoo and animal exhibits.

Chief Financial Officer | Oakland Zoo

> We looked at a number of ticketing systems and we did not find another one that offered such a comprehensive suite of services that touched every facet of our business.

General Manager | Malahat Sky Walk

gatewayticketing.com

Gateway
TICKETING SYSTEMS®

A ticketing system is the beginning of the on-site guest journey. Galaxy® can sell tickets **at the front gate or through self-service kiosks.**

Many attractions are transitioning a portion of their on-site ticket sales to self-service kiosks. This reduces their ticket lines, admission times, and the number of employees required to manage admission. With **Galaxy® Ticketing POS for Kiosks**, guests can:

- Purchase event tickets and ticket packages.
- Purchase and renew passes.
- Redeem member benefits. (ex: tickets included with their pass)
- Pick up orders purchased in advance, including tickets purchased through OTAs.
- Choose their language preferences.
- Choose from presented upsell prompts.

Attractions can deter fraudulent ticket purchases by requiring a credit card to be presented at the time of pick up.

Considering kiosks? Answer these 14 questions first. **Read more >>**

gatewayticketing.com

ACCESS CONTROL

Gateway
TICKETING SYSTEMS ®

When designed properly, **access control points** provide a welcoming, efficient and secure way of admitting guests to a venue. Our solution **validates and collects usage information in real-time** from any admission-controlled entrance and exit points for tickets, passes or membership cards. Benefits include:

- Fast ticket validation, including multi-day tickets, timed or capacity managed tickets, and tickets sold online or through OTAs with Galaxy Connect™.
- Validate memberships and validate family memberships and the entitled members.
- Capture photos and validate photos for individual or family memberships.
- Real-time capacity information.
- Restricted entry or exit access points.
- Integrated RFID technology.

Check out our blog post about designing intuitive entrances. **Read more >>**

> "
> **We look forward to combining our operational experience with Gateway's industry expertise to ensure the user experience for our customers is the best it can possibly be, and I have no doubt that visitors will really benefit from this.**

Managing Director
Drayton Manor Theme Park

gatewayticketing.com

gatewayticketing.com

FOOD & BEVERAGE AND RETAIL

Gateway
TICKETING SYSTEMS ®

Using **one point-of-sale system** for ticketing, Food & Beverage and Retail will improve operational efficiency and give guests a smoother in-venue experience. These modules feature:

- A simple and customizable interface.
- Quick sales and discounting via touchscreen, barcode scan or keyboard entry.
- Back-office configuration to apply changes across all POS terminals.
- Combination tickets so one ticket can offer admittance, a meal and even a souvenir.
- Add modifiers, present upsell prompts and accept stored value.

Unify ticketing with Food & Beverage and Retail operations to:

- Simplify staff training.
- Gain better visibility into per-capita guest spending.
- Gather better business intelligence.
- Develop better loyalty programs.

Galaxy® already has an integration with popular F&B or Retail inventory management systems.

The Galaxy® Food & Beverage Kiosk offers attractions a convenient way for their guests to place their F&B order and allows them to easily scale their F&B operation without the need to onboard additional order takers.

Watch this video for a demo of our Galaxy® Food & Beverage Kiosk. **Watch video >>**

> "
> **We were very deliberate in our selection process to make sure the winning solution would address our specific needs including resource management, membership, retail, and food and beverage. Gateway held the lead in functionality.**

Chief Operating Officer | Reuben H. Fleet Science Center

Transitioning our museum store to the same system as our ticketing allows us to tie in our offerings more seamlessly, which we could not easily do before.

Director of Guest Services | The Strong National Museum of Play

gatewayticketing.com

gatewayticketing.com

MEMBERSHIP/ PASS & ONLINE SELF-SERVICE

Gateway
TICKETING SYSTEMS ®

Galaxy® **Membership/Pass functionality** allows attractions to create and renew passes for their guests at POS, Order Entry, and the eGalaxy™ Web Store. Passes can be required to purchase certain items and can unlock benefits for guests. With Membership/Pass, customers can specify which information to capture and whether to include the guest's photo. Attractions can do the following:

- Configure individual or joint passes and offer them on **Apple Wallet**.
- Easily **reissue or renew pass cards**, issue benefits, and update contact information.
- Specify the number of adults, children, and guests for each level.
- Set expiration rules, associated discounts, pass card media options, required data fields, and passholder card issuance options.
- Print personalized ID cards immediately when a pass is issued at Point of Sale.
- **Configure renewal or upgrade paths.**
- Attach a benefits package to the pass to allow guests to redeem item entitlements.

The **Online Member Portal** allows guests to purchase, renew, upgrade and manage most aspects of their memberships online **on their own**. Attractions can create custom pages with information, downloadable content and exclusive offers for members.

Read more about the Online Member Portal and Galaxy® self-service options in general right here. **Read more >>**

gatewayticketing.com

> "
>
> **We are now able to issue memberships on the spot, making the entire process more efficient for us and seamless for the guest.**
>
> Guest Services Manager | Utah's Hogle Zoo
>
> **Gateway's robust features and capabilities, particularly with admissions and membership processes, add additional benefits to not only our museum guests, but for our staff as well.**
>
> Director of Guest Services
> The Strong National Museum of Play

gatewayticketing.com

CRM AND REPORTING

"

The secret is in the seamless integration with Galaxy point-of-sale software. Galaxy is where all the purchase and usage history lives for customers, members and donors. This information is fed back real-time into CRM Plus, allowing an invaluable snapshot of your customers at any moment.

Dave Langran
CRM Consultant

gatewayticketing.com

Gateway
TICKETING SYSTEMS ®

By tracking guest preferences and transactional details, attractions can gain a better understanding of guest motivations.

Our **CRM Plus | Powered by Galaxy®** solution does just that by capturing all the data from Galaxy® and aggregating into a meaningful 360-degree view of each guest, allowing attractions to **develop powerful personalized guest experiences**.

- Web-based and/or Outlook-integrated access.
- Powerful segmentations and visualization of data.
- Workflow engines that allow for automated triggered interactions.
- Easy integration with third-party software such as email marketing, etc.

Our **Reporting Plus | Powered by Galaxy®** solution also captures the data from Galaxy® to generate a **suite of standard reports** accessible from a desktop or mobile device. Attractions can also **develop custom reports**, export reports in several formats and automate delivery.

Download our whitepaper about using CRM and your ticketing solution to personalize the guest experience and drive more revenue. **Download now >>**

gatewayticketing.com

ACCESSIBILITY

The **eGalaxy™ Web Store will soon include an accessibility option** so that an attraction's web store can be themed according to legal or widely accepted accessibility standards in their region.

First and foremost, accessibility is important because we want guests with a physical or invisible disability to be able to use our customers' web stores just as anyone would.

But there's also financial and legal applications.

Attractions are losing out on revenue. **It's estimated that non-accessible sites lose as much as $500 billion a year worldwide.** More than 70% of people that need accessibility tools will leave a website immediately when they realize it's not accessible. Additionally, we don't yet have a specific law or regulation guiding web site accessibility in the US. But in the UK, new accessibility requirements were enacted in late 2019 and are being enforced. We can reasonably assume that these types of regulations could be on the horizon for certain states in the US as well.

"

In 2020, we made the commitment to provide a web store product that is accessible to the widest possible audience, regardless of circumstance and ability, and so we're building an Accessible option for the eGalaxy Web Store.

Product Manager
Gateway Ticketing Systems

gatewayticketing.com

gatewayticketing.com