

Feature Study

Pumpkin Nights Controls Capacity and Cuts Wait Times with ShowClix's Timed Entry

Results

81%

Reduction in event day wait times

419%

YoY increase in tickets sold for St. Paul location

2

New locations opened for 2017 season

Background

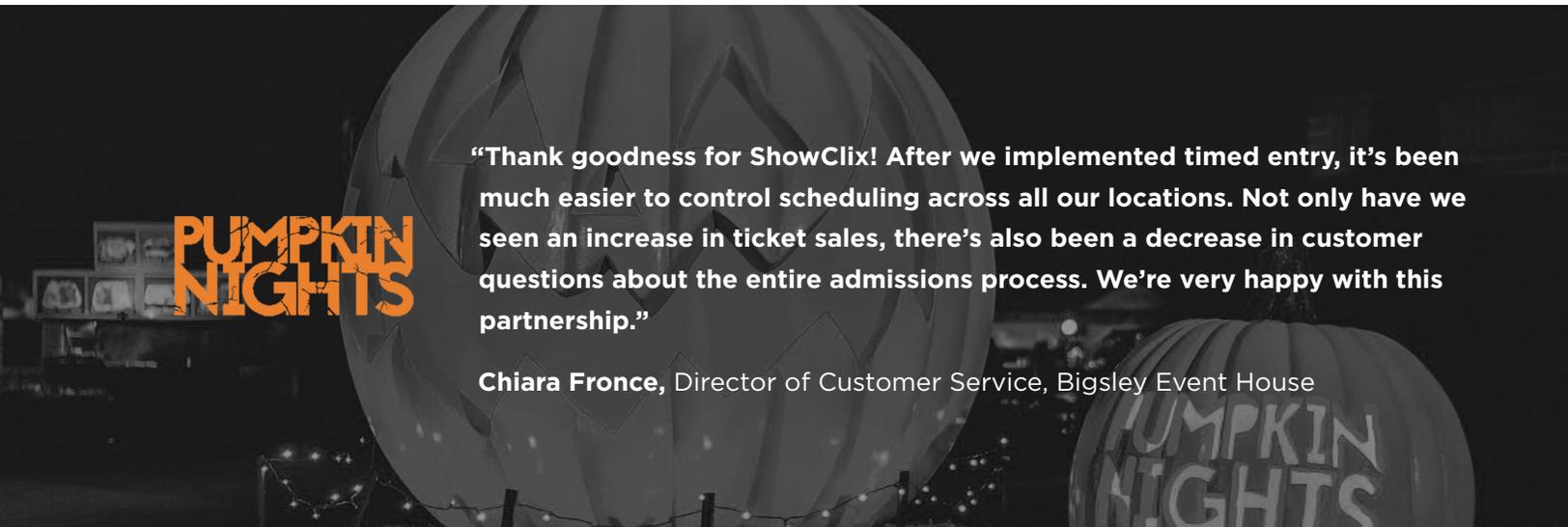
Pumpkin Nights is a series of outdoor, family-friendly festivals guaranteed to rekindle the wonder and enchantment of Halloween. Owned and operated by Bigsley Event House, a worldwide event production and experience design company, Pumpkin Nights immerses tens of thousands of attendees in multi-sensory experiences including larger-than-life displays, photo-ops, face painting, movie screenings, and more across several magical U.S. locations. The spooktacular experience isn't complete without creating personalized jack-o-masterpieces or digging up pumpkins during The Great Pumpkin Dig!

Challenge

With so many eager attendees showing up at similar times to make their way through the magical adventure, Pumpkin Nights was determined to find a way to provide the ultimate event day experience by eliminating any wait times. They needed an easy way to control how many tickets could be sold for individual time slots.

Solution

Pumpkin Nights implemented ShowClix's timed entry functionality to control capacity and enhance the attendee experience. The functionality allows ticket buyers to purchase tickets online for individual time slots. Timed entry also gives their team the ability to easily replicate event details across every slot for extra customization. With the new streamlined purchase process, Pumpkin Nights is able to create the desired event day experience and sell more tickets to their events.



“Thank goodness for ShowClix! After we implemented timed entry, it’s been much easier to control scheduling across all our locations. Not only have we seen an increase in ticket sales, there’s also been a decrease in customer questions about the entire admissions process. We’re very happy with this partnership.”

Chiara Fronce, Director of Customer Service, Bigsley Event House