

Hamilton Park Sees Ticket Sales Race Ahead



Hamilton Park Racecourse, Scotland

Hamilton Park Racecourse has seen ticket sales increase by a massive 30% in the last 9 months, thanks to an on-demand ticketing solution that has underpinned its sales.

Designed by process solutions specialist, Logical Minds, the TicketIT solution has done away with less efficient paper-based systems and provided instant realtime data for more effective reporting and subsequent client targeting.

By providing information on individual client purchasing history and which events and services are most popular, TicketIT has enabled the sales team to tell clients about fixtures of most interest.

Racecourse managers have also benefited from the solution, with realtime management reports providing an accurate picture of sales staff performance as well as up-to-the-minute figures of race meeting bookings for the month ahead.

our sales activity, resulting in a 30% increase of advanced ticket sales and more accurate information for accounts and management. For a successful racecourse it's good to see that crowds are still growing because we have so much to offer. After using the solution for a whole year, it is telling us what our customers want".

David Weaver, Managing Director of Logical Minds says: "Our extensive experience in ticketing and our expertise in CRM requirements allowed us to deliver the TicketIT solution to tight timescales in time for Hamilton Park's 2006 season. By delivering the solution to a set budget and helping the racecourse to increase advanced ticket sales without taking on extra staff, we have helped yet another client to see an immediate return on investment that can only grow with time".

To find out more about Logical Minds' services call on 0113 236 1199 or visit www.logicalminds.co.uk.



Hamilton Park Racecourse—Winning Line

Designed with an easy to use interface, the process-led solution required minimal staff training, allowing it to be used from the start of Hamilton Park's 2006 season.

Alastair Warwick, Chief Executive of Hamilton Park Racecourse says: "Logical Minds' solution has worked extremely efficiently in underpinning

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