



# Ticketing Kiosk Overview

## Overview

Kiosks offering the convenience of purchasing admissions tickets formerly available only through a box office window have been well received by the public. For amusement parks, airports, concert venues, stadiums and lotteries, self-service kiosks offer convenience, increased revenue and time savings. Kiosks are increasingly being used in the Developed Countries for dispensing of tickets by accepting Cash and Credit Card payments at the Kiosk.

## Features and Benefits

- Ticketing kiosks offer ticket dispensing, credit card & cash acceptance options for fast transactions, creating better service for customers
- Self-Service ticket purchases through kiosks during peak traffic activity increases throughput and reduces congestion in lines
- 24x7 operation for both indoor and outdoor models offers convenience to customers during off-hours operation
- Ticketing kiosks installed at off-site locations offer more distribution points and increased revenue
- Kiosk monitoring with the capability to update content on special promotions increases revenue and public awareness of upcoming events
- Self-service ticketing dramatically reduces cost per transaction
- Convenience of self-service kiosks offer a competitive advantage over traditional manned ticket window or box office locations
- Ability to up-sell products such as concessions and promotional items along with ticket purchases increases sales per transaction
- "Point of Presence" Advertising through Digital Signage on top of the Kiosk

## ROI Opportunities Include:

- Reduces employee headcount
- Increased ticket sales
- Larger purchase transaction
- Reduction in waiting queues by up to 30%
- Reduction in transaction costs
- On demand and "Point of Customer" information access increases sales
- Advertising revenue from overhead signage

**Examples of organizations that can use Ticketing Kiosks are listed below, the list is not exhaustive.**

- Car Rental Companies
- Railway and Road Transport companies
- Airline Companies
- Movie theaters
- Stadiums and Parks
- Museums
- Hospitality Companies



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