

THE OFFICIAL

Haunt Ticketing Playbook

Welcome to The Official Haunt Ticketing Playbook,
your ultimate ticketing resource designed specifically for
haunted attraction managers and thrill-event organizers.

BRUSHFIRE 

Why Is This Guide Essential?

Managing a haunted attraction can be daunting. The ticketing platform you choose to partner with possesses the power to either act as a tool that smooths the path for attendees or as a curse that disrupts the flow.

Your ticketing solution needs to come equipped to handle the demands of the season, from ensuring a seamless customer experience to making sure your staff doesn't get lost in a maze of complications.

But don't worry. The right system is out there, waiting to be unearthed. Here's your definitive playbook for selecting the perfect ticketing platform.



What's Inside?



SECTION I.

A Haunting Journey: Crafting a Memorable Attendee Experience

1 Creepy Customizations

Opt for a ticketing solution that allows for customization through complex ticket types, time-based entries, and additional experiences to enhance attendee satisfaction.

2 Embedded Ticket Purchasing

Embed the ticket purchasing process on your website to keep attendees engaged and streamline their experience.

3 Cart Abandonment Resurrection

Boost conversion rates by utilizing abandoned cart reminders, and encouraging customers to complete their purchases.

4 Wicked Easy Payments with Square

Integrate with a reliable payment system to offer a smooth ticket purchasing experience and diverse payment options.

5 Tech Support from the Other Side

Choose a platform with excellent customer support for both attendees and staff, including onsite support and group anagement tools.

6 Scream Louder for Special Events

Select a ticketing platform that supports special events and discounts, allowing for tailored experiences that boost attendance and revenue.





SECTION II.

Sinister Synergy: Optimizing Performance

1 Practical Analytics

Leverage data analytics for informed decisions when planning ticketing strategies, aiming for maximum profitability.

2 Fearsome Flexibility

Ensure your ticketing platform offers flexibility in managing ticket availability, pricing, and upselling opportunities to meet customer needs.

3 The Price is Fright

Select a ticketing platform offering clear pricing and fee structures to avoid financial surprises as your attraction grows.

4 Harmony in the Haunted Hardware

Ensure your ticketing solution is compatible with existing systems and hardware to facilitate seamless integration.

5 Scare-Free Scalability

Opt for a ticketing platform capable of handling traffic surges and supporting expansion without compromising user experience.



SECTION I.



A Haunting Journey: Crafting a Memorable Attendee Experience

The first touchpoint for most customers is your ticketing platform's interface. It must be intuitive, with a seamless path to purchase. Look for a platform that offers a clean, responsive design and easy navigation.

Ensure that the platform is mobile-optimized as more and more patrons are buying tickets on the go.

PRO-TIP

72% of mobile bookings happen within 48 hours of last-minute Google searches that include the words 'tonight' and 'today' and 70% of all customers do their research on a smartphone.

Creepy Customizations

Your attraction is unique, and your ticketing solution should reflect this. Ensure the platform allows you to:



Set different ticket types
(e.g., VIP, Fast Pass, General Admission)



Create time-based entry tickets to manage foot traffic



Offer add-on experiences
(e.g. photo packages with entry tickets).



PRO-TIP

Simplify the ticket purchasing experience by offering clearly defined ticket options. While variety is important, prioritize clarity in your offerings. Did you know that half of all paid events offer promo codes for ticket discounts? Despite this, a staggering 90% of paid events offer no fewer than 20 different ticket types. Striking a balance between choice and simplicity is key to ensuring a seamless ticketing experience for your guests.

Remember to provide:

Clear Ticket Categories: Offer a limited number of main ticket categories, such as General Admission, VIP, and Group Packages, to provide clarity and simplicity during the ticket selection process.

Structured Pricing Tiers: Implement a tiered pricing system within each ticket category, offering a few pricing options (e.g., Early Bird, Standard, and Premium) to cater to different budget preferences without overwhelming attendees with numerous choices.

Promo Codes with Purpose: Use promo codes strategically to offer targeted discounts or promotions for specific ticket types or events, rather than inundating attendees with a multitude of discount options that may be confusing

Clear Communication: Provide clear and concise descriptions for each ticket type, with information on what's included, any restrictions, and pricing details, to help attendees make informed decisions without feeling overwhelmed by unnecessary details.

Embedded Ticket Conjuring

Providing future attendees with a low-barrier-to-entry path to purchasing is essential. This starts with never having to leave your website when looking for tickets. By incorporating ticket purchase capability directly onto your website via a popup window, visitors can engage with the event without being redirected elsewhere.

This not only streamlines the process for attendees but also keeps them within the website ecosystem, minimizing the risk of losing their interest or attention. Embedded events thus facilitate convenient access and participation, ultimately fostering stronger engagement and a more cohesive user journey.



✓ PRO-TIP

Embedded ticket purchases receive 2x conversions compared to ticketing pages hosted by an external ticketing platform.

Cart Abandonment Resurrection

Implementing an abandoned cart feature at checkout significantly boosts conversion rates by re-engaging potential ghosts and ghouls who left without completing their purchase. This feature sends automated reminders or incentives to encourage customers to return and complete their transactions, capitalizing on their initial interest and reducing cart abandonment rates. By addressing potential barriers or hesitations that led to desertion, such as shipping costs or indecision, this proactive approach can drive higher sales conversions and increased revenue to your haunt.

PRO-TIP

Send email reminders and push notifications to re-engage potential buyers. But don't stop there; deploy on-site retention tools with a multi-channel strategy to reclaim those who have strayed from the haunted path.



Wicked Easy Payments with Square



The primary aim is to lower your overall payment processing expenses. Partnering with a leading payment platform such as Square is essential for achieving this goal. By integrating with Square, you ensure a smooth and hassle-free purchasing experience for your attendees, whether they're making purchases online or in-person.

A reliable payment system ensures transactions are processed quickly and securely, reducing the risk of errors or fraud. Additionally, integration with Square gives organizers valuable insights into sales data and customer trends, enabling informed decisions. Optimize your ticketing strategy and:

Streamline retail, food & beverage, and ticketing processing for your attraction, cutting costs by unifying online and in-person sales channels.

Offer diverse payment options like Cash App Pay and Afterpay, catering to various preferences, and enhancing convenience and satisfaction.

Centralize reporting and inventory management, leading to more efficient resource allocation and improved decision-making.

Set up Square to easily take cards or virtual wallet payments for any kind of event. Integrate Square with Brushfire's ticketing tools making it easy to:



Control attendee levels with ticket caps



Sell assigned seats with seating charts



Send virtual tickets and reminders



Print branded tickets



Offer omnichannel sales



Gather needed information

I love that Brushfire's POS system is so similar to the Square system that we can easily train one person to work in both areas, giving us flexibility with staffing.

— Jimmy Coulter, Piney Park Spooky Trail

Tech Support from the Other Side

A responsive support team is your best friend.

Assess if the platform offers:

Attendee and Customer Support

Onboarding and ongoing training for your staff

Onsite Shownight Support

Brushfire gave me an ease this year that I had never had in previous years. I was actually bored for part of my year because I wasn't having to run back and forth. In previous years, they said, “Kim you need roller skates,” because I run from one end of the house to the next end of the house.

— Kim Morgan, Dark Hour



Attendee Support vs. Customer Support



Attendee Support

Focuses on assisting event participants, ensuring they have a smooth and enjoyable experience from ticket purchase to post-event inquiries.

Involves addressing attendee concerns, providing event information, guiding them through the ticketing process, and offering assistance during the event itself.

Aims to enhance attendee satisfaction, encourage repeat attendance, and promote positive word-of-mouth marketing.

PRO-TIP

Choose a solution that offers direct support catered to your guests' needs. For example, with Brushfire's Attendee Support, your haunt is given a dedicated toll-free number reserved exclusively for your attendees. Our team of friendly and professional experts are prepared to guide your guests through the shadows with prompt and personalized assistance.



Customer Support

Encompasses assistance provided to YOU and your team!

Serves to resolve technical issues, answering questions about ticketing features and functionalities, and providing guidance on account management.

Aims to ensure a positive experience for all users of the ticketing platform, fostering customer loyalty, and driving platform adoption and retention.

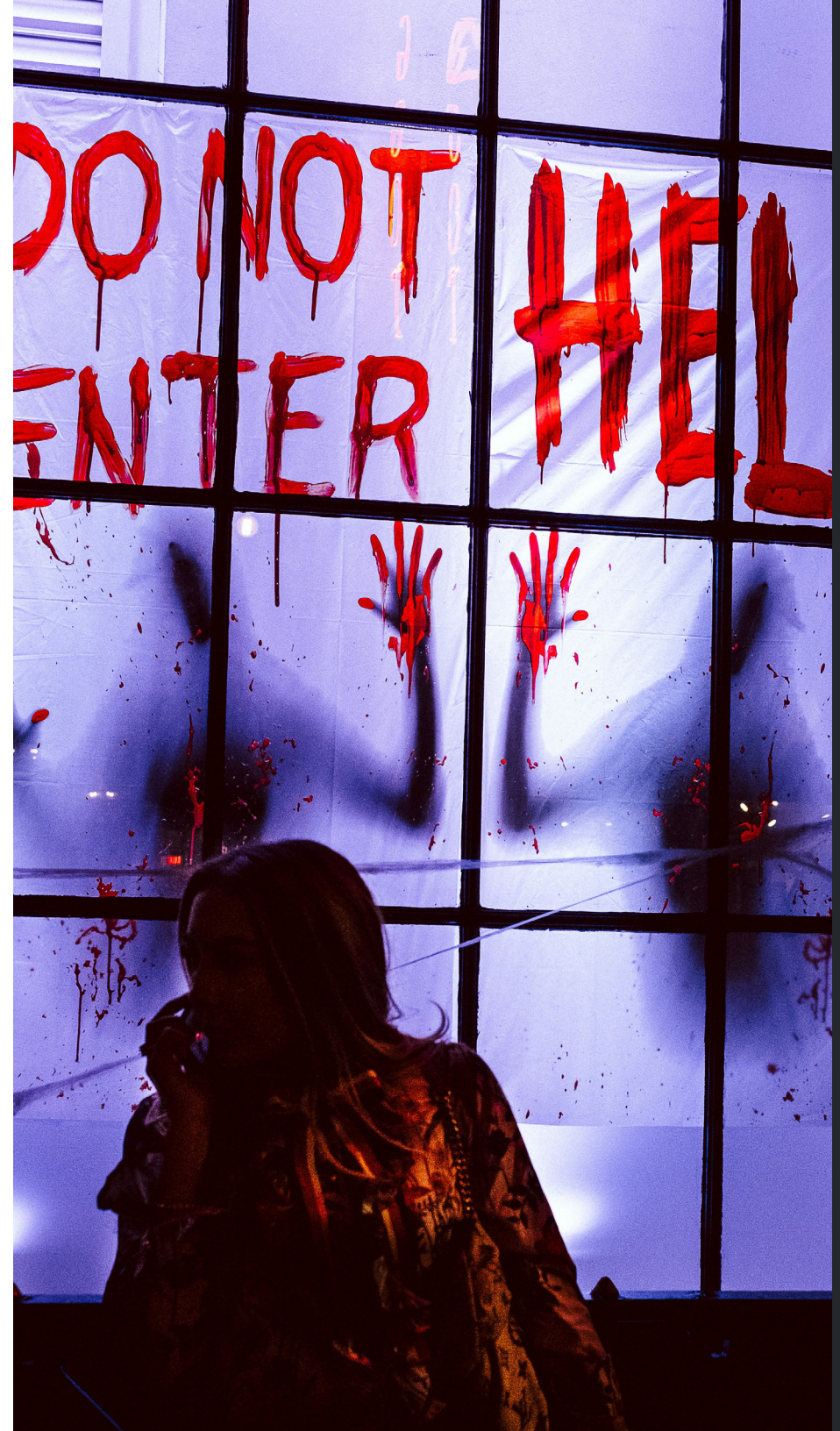
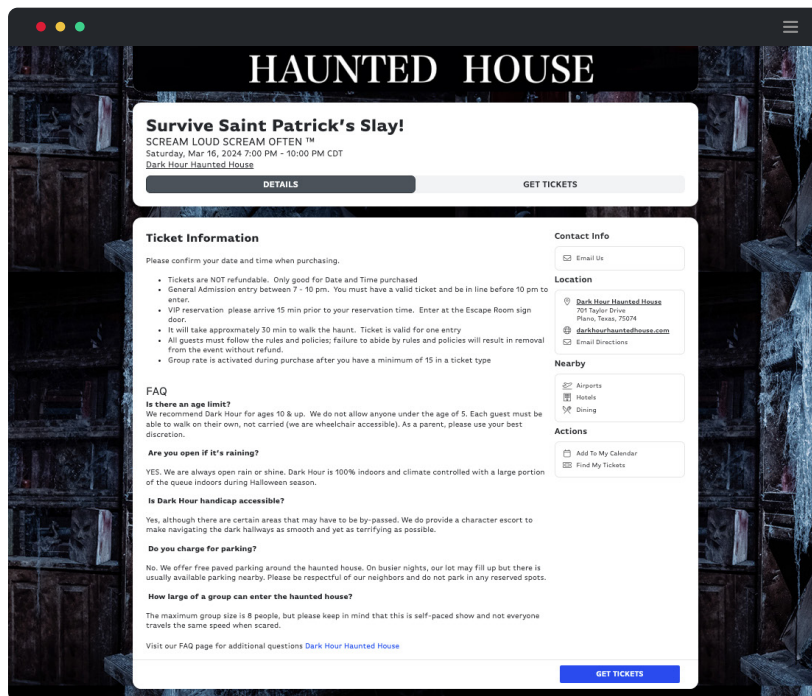
The peace of mind of being able to have Brushfire come and ensure that an essential and vital part of the process was going to work and be in place, took a lot off of our plates. Being able to pass that off made everything much less stressful.

— Jimmy Coulter, Piney Park Spooky Trail



Scream Louder for Special Events

We all want a unique scare. Ensure the platform can accommodate special events and discounts—be it a “frightening families” day or a couple’s special. A flexible platform lets you tailor experiences and pricing.



SECTION II.

Sinister Synergy: Optimizing Performance



Your team should be able to grasp the platform's backend with minimal toil. Features such as a straightforward purchasing journey, a stellar scanning system, easy order lookup, and ease of training will keep your staff operating as efficiently as possible.

Brushfire gave me an opportunity this year to actually be with the guests. I didn't have to worry about my employees or operating the system because of ease of use and the training.

— Kim Morgan, Dark Hour

Practical Analytics

It's more crucial than ever to capitalize on the information at your fingertips. Smarter tools like a ticketing platform make it possible to access information useful for helping optimize future offerings. To make intelligent and informed decisions, look for a platform equipped with data analytics tools that can:



Track visitor traffic and buying behavior in real-time



Provide insights into sales trends and seasonality

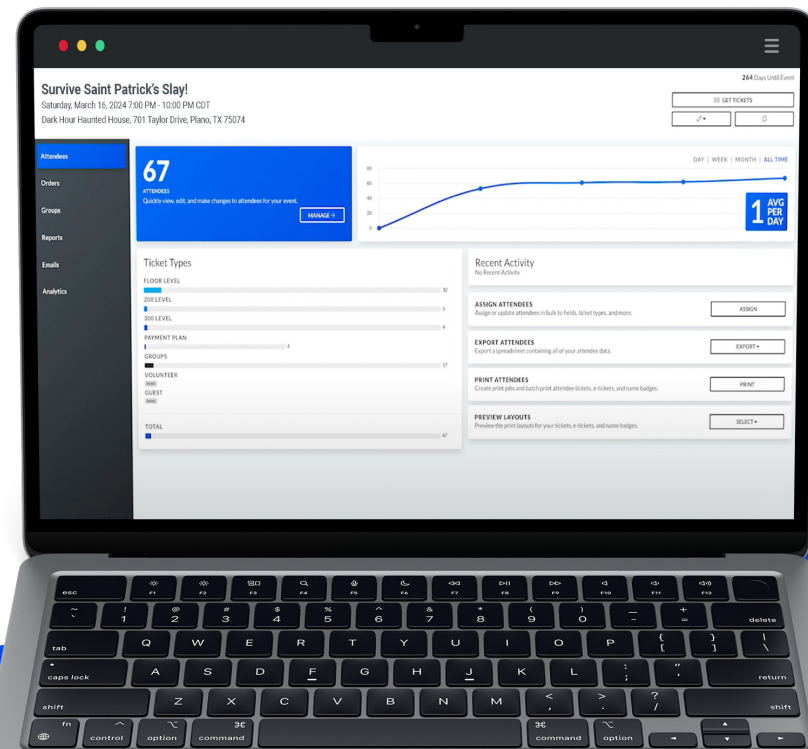


Discover patterns that reveal attendee preferences and inclinations



PRO-TIP

Insightful metrics are imperative to measure success outcomes (KPIs). You might have KPIs surrounding attendance, social media engagement, revenue, etc. It's crucial to have a good reporting system that can provide you with actionable insights after your attraction season comes to a close.



The Official Haunt Ticketing Playbook

Fearsome Flexibility

Sometimes you need to throw a last-minute 'Full-Moon Special.'
Make sure the platform can:



**Quickly adapt to changes in
ticketing availability and pricing**



**Facilitate upsells and cross-sells
of additional products or services**



**Provide dynamic promotional campaigns
to entice and enchant your audience with
discounts and incentives**



The Price is Fright

Hidden fees can be a scary thought.

Look for a platform that offers:



Competitive pricing structures that scale with your business



Transparent fee models to predict and manage costs



Get started without a scary start-up fee

PRO-TIP

Beware of contracts that limit your options. The right choice will provide unparalleled service, collaboration, and innovation.



Harmony in the Haunted Hardware

Ensure the ticketing platform harmonizes with your existing systems—whether it's POS hardware or inventory management tools, compatibility should flow seamlessly.

Consider the range of hardware support you need, whether it's mobile devices, tablets, or kiosks.

Look for a platform which will set you up with FREE hardware when you make the switch.



Scare-Free Scalability

Let your empire grow without growing pains.
Confirm that the ticketing platform:



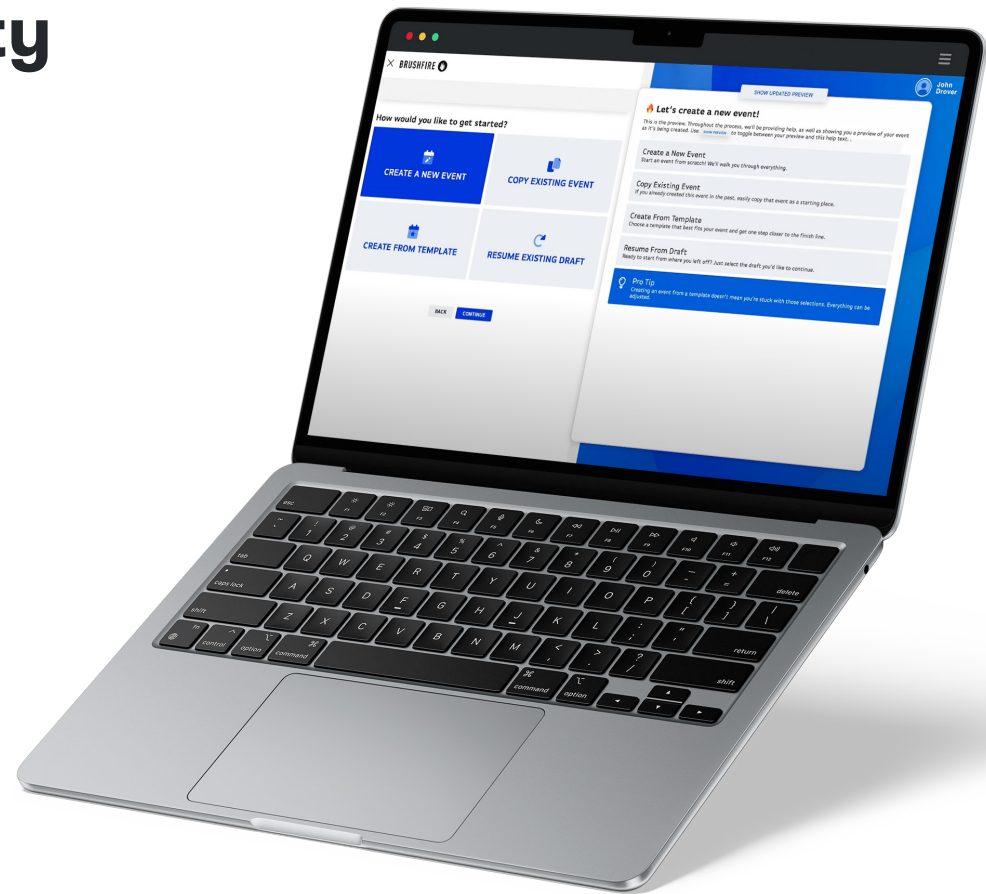
Can handle sudden surges in traffic



Supports your expansion into new attractions or additional event types



Ensures seamless scalability to accommodate the relentless expansion of your haunted empire into uncharted territories of terror



Brushfire's support has always been spot on to make sure your events look and perform the way they were meant to. They are helping us offer a timed ticketing solution that will allow us to balance out our traffic loads and stay within our capacity constraints.

— Brian Robinson, Fatal Fear



The Final Nail in the Coffin

Selecting the right ticketing platform for your attraction is crucial to providing a seamless and satisfying experience for both attendees and employees. From **intuitive interfaces and mobile optimization to customizable options and embedded purchasing**, every aspect plays a role in enhancing customer satisfaction and maximizing revenue.

Features such as **abandoned cart reminders, practical analytics, and flexible pricing structures** further contribute to a successful ticketing strategy. Additionally, prioritizing **compatibility, scalability, and reliable tech support** ensures smooth operations and peace of mind for attraction owners.

By incorporating these considerations into your decision-making process, you can effectively leverage your ticketing platform to drive attendance, increase revenue, and deliver memorable experiences for all attendees.

[Schedule a Demo](#)



Resources

Ready to transform your attraction's ticketing experience? Explore Brushfire today to discover how our innovative solutions can elevate your operations, streamline transactions, and delight your guests. Don't let ticketing nightmares haunt your business—take control with Brushfire and unlock the full potential of your attraction.

- Visit **brushfire.com** to learn more about our comprehensive ticketing solutions tailored to the needs of attractions like yours.
- Contact our team for a personalized consultation and discover how Brushfire can address your specific challenges and goals.
- Check out our blog for industry insights, best practices, and success stories from attractions that have partnered with Brushfire.
- Follow us on social media for the latest updates, feature announcements, and exclusive offers to optimize your ticketing strategy.



I shout it to every other haunted house
out there, every other amusement
park, any other business trying to sell
tickets- no matter how big or small
you are, Brushfire can do it for you.

— Kim Morgan, Dark Hour

