

Enterprise Ticketing Solutions for touring exhibition promoters

Total Ticketing: Your ticketing business development partners

Total Ticketing is the **only** ticketing platform in the world that has been built specifically to meet the operating and commercial needs of large-scale touring exhibition promoters.



WE ARE PARTNERS FOR SUCCESS

Why work with **TOTAL TICKETING**

We understand events

We produce and promote our own events, such as, Clockenflap, Hong Kong's largest and longest running music and arts festival, which hosts 30,000 a day for 3 days

We are ticketing & payment experts

Our software powers attractions, stadiums, arenas, B2C ticketing companies in Asia, Northern America and Europe

**There is a very
good reason why
the world's
largest event
promoters have
brought ticketing
in-house**

Live Nation x Ticketmaster

AEG x AXS

CTS Live x CTS Eventim

TEG x Ticketek

**Because it makes them far
more money**

The future of ticketing for CEO's

- ✓ **Control**
Inventory management allowing the rights holder to control all inventory at a group level
- ✓ **Aggregated Data**
Standardised data aggregation and analysis across all IP in real time, Understand who buys what, when and why
- ✓ **De-centralized sales channels**
Why sell through one channel when you can sell through hundreds? Sell inventory internally through your own sales channels and/or externally via agents or B2C sales channels (such as *FeverUp, *Ticketmaster, Klook, etc.)
- ✓ **Business development**
A ticketing system than can ticket other types of events – you never know where your success may take you.
- ✓ **Built for growth**
Ability to put on new shows in new jurisdictions knowing your inventory management / ticketing system can handle multiple languages, multiple currencies, local payment methods (such as WeChatPay), right to left scripts (such as in the Middle East), local laws (such as an API connection into the Police system in China)
- ✓ **EBIT**
Lower your ticketing costs, monetise your audience with direct calls to action
- ✓ **Lower Risk**
The more control you have the lower your risk profile becomes

* Requires API connection

TOTAL TICKETING

The Opportunities

- ✓ You know that you have a problem with **data collection and analysis**, but you don't have a solution
- ✓ You know that you are leaving money on the table by your limited ability to directly **activate and monetize attendees** (e.g. merchandise)
- ✓ You know that your ticketing partners are monetizing your attendees, but they won't **share the revenues** – that's why they can afford to sponsor/guarantee you (e.g. handling fees, venue fees, printing fees, ticket insurance, pre-sales, hospitality, etc.)
- ✓ Your finance department bemoans long **payout cycles** and keeping track of multiple ticketing partners – all with different reporting capabilities
- ✓ Your sales teams can't always **replicate highly successful marketing campaigns** in each country as ticketing software varies considerably
- ✓ Your partnership teams can't benefit from **collective bargaining power** as your ticketing partners can't operate globally or offer rights holders valuable sponsorship entitlements to sell
- ✓ Your operational teams have to create **bespoke ticketing related Standard Operating Procedures** per event which is inefficient and costly

Some attraction case studies



29Rooms – Asian Tour

Immersive Instagram Art Event

WeChat mini-program integration

GrabPay integration (Alternative Payment Method)

Future proofed to sell tickets in each country on the tour, China, Hong Kong, Singapore, Taiwan, Japan, Korea, Malaysia



City of Dreams

Most successful theatre attraction in Macau
House of Dancing Water

API integration with the client's huge travel agent network

Extensive dynamic pricing

Onsite refunds

Hotel room charge integration

Mobile App integration



Studio City

**Collection of permanent attractions
located within an Integrated Resort**

Multiple attractions and shows

Real-time entry & exit tracking

Multi visit tickets and season passes

Attendee identity verification

Ticket QR Code and RFiD activated turnstiles

Handheld and turnstile access control API
integration

Health waiver



Kids City

4 play-zone kids attraction

Real-time entry and exit tracking

Ticket to RFID exchange

Offline ticket scanning capability



Hong Kong Observation Wheel

Iconic attraction

Millions of annual visitors

Real-time entry and exit tracking

Tamper-proof tickets

Ticket to RFiD exchange

RFiD F&B

Attendee identity verification



ZipCity Macau

Asia Pacific first urban zipline attraction

Real-time entry and exit tracking

Integrated waiver function with purchase

Zip Wire rider RFID integration with camera



Art Basel Hong Kong

Iconic touring art event

Distribution of all galleries comp tickets

Tracking of comp tickets claim and usage

Extremely complex ticketing for their Tram event (6 trams with different start and finish locations)

**Total Ticketing's white label attraction
SaaS could be the solution you've been
looking for**

“The number one reason people don’t attend an event/attraction is because they don't know it is taking place.”

Modern ticketing solutions solve this problem by making the inventory they control easily discoverable.

Never miss a sale.

Our system offers a hybrid of **traditional** and **modern** sales and distribution channels allowing you to multiply your reach and attract more audiences.

Internal sales channels

Branded Website(s)

Box Office

Mobile App

Call Centre

Kiosk

External sales channels - agent API integrations



Your partner of choice



KLOOK



zicket.co

Some of our clients

Clockenflap™

LIVE NATION

IMG

EUROPEAN
TOUR

HONG KONG
TOURISM BOARD

Art|Basel
Hong Kong

HONG KONG
SEVENS

HKRU
香港欖球總會

啟德體育園
KAI TAK
SPORTS PARK

FORMULA-E

sónar®

K11

REFINERY29

ZIPCITY 澳門飛索
MIRCU ZIPLINE



香港賽馬會
The Hong Kong Jockey Club
同心 同步 同進 RIDING HIGH TOGETHER

ROAD TO
ULTRA
HONG KONG™

Why is **Total Ticketing** the perfect fit for your touring exhibition?

Because touring attractions invest significant resources into operations, security, finance, customer experience, CRM, marketing, sales channel management and our system integrates with all these to drive **efficiency** and **profitability**.

Total Ticketing is active in

North America
Europe
Asia

Total Ticketing is multi-lingual

Chinese (simplified)
Chinese (traditional)
English
Greek
Japanese
Korean
Thai

Commercial Terms

Total Ticketing's flexible systems powers everything from touring attractions and national sports associations to stadiums and music festivals and everything in between.

**Our
commercial
terms are
equally as
flexible.**

Thank you.

Let's talk about how Total Ticketing Limited can help
transform your ticket sales today!

SALES@TOTALTICKETING.COM