

# Learnings from selling tickets online

MA Conference 2010  
Elizabeth Cole (ICT Projects Manager)

# Agenda

- **What we did**
- **What we learned**
- **Where to next**

# What we did prior to 2009



Copyright Statement - Copyright Museum Victoria 2004

Credits and acknowledgements - Source Museum Victoria/Photographer Benjamin Healley

# What we did in 2009



## Tickets for A Day in Pompeii (26 June - 25 Oct 2009)

[Click here to buy Pompeii Thursday Evening Tickets](#)  
**Important information**

- No changes or refunds are permitted.
- A \$2 booking fee per ticket applies.
- You will need access to a printer which prints data.
- Visa and Mastercard are accepted.
- Popups may need to be temporarily enabled for online bookings.
- Only a proportion of tickets are allocated for sale on the day. During peak periods (holidays) sessions sell out so it is advisable to book in advance.
- To ensure free-flowing access for all our visitors, access is not permitted within the exhibition. A parking area is provided.

Before proceeding you must read these [instructions](#) (opens in a new window).

For discounted family tickets, gift vouchers, or group bookings please call the Bookings Office.

Please note online and phone bookings must be made in advance of the planned visit date.

[Click here to check latest availability for tickets](#) (opens in a new window).

Buy your tickets

Select date and session time

Exhibition or event:

**A DAY IN POMPEII**

**BOOKINGS OFFICE**  
13 11 02 for Victoria only  
1300 130 152 within Australia



Getting Here

Bookings

Shop

**Buy Tickets Online**

Instructions

Terms & Conditions

## Buy Day Tickets

[Click here to buy Star Wars Thursday Evening Tickets \(5 to 9 pm\)](#)  
**Important information for buying tickets online**

- No changes or refunds are permitted.
- A \$2 booking fee per ticket applies.
- You will need access to a printer which prints data.
- Visa and Mastercard are accepted.
- Popups may need to be temporarily enabled for online bookings.
- Only a proportion of tickets are allocated for sale on the day. During peak periods (holidays) sessions sell out so it is advisable to book in advance.
- Please note that the last entry is at 8pm for the Star Wars.
- To ensure free-flowing access for all our visitors, access is not permitted within the exhibition, Planetarium and parking area is provided.

Before proceeding you must read these [instructions](#) (opens in a new window).

For gift vouchers or group bookings please call the Bookings Office.

Please note online and phone bookings must be made in advance of the planned visit date.

[Click here to check latest availability for tickets](#) (opens in a new window).

Buy your tickets

Select a show combination

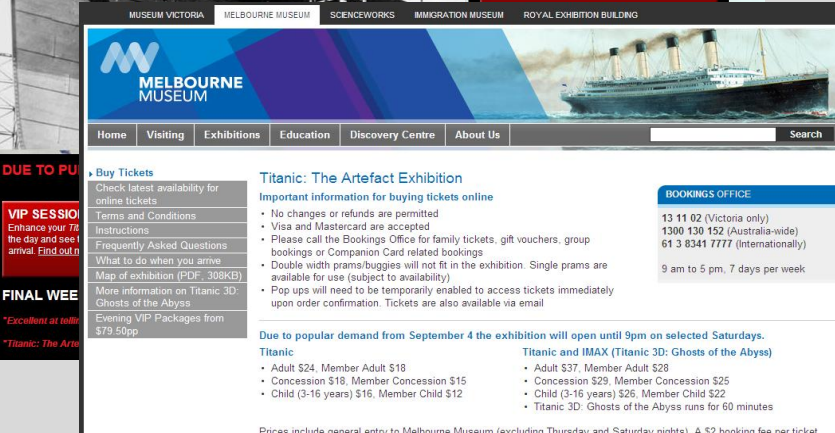
STAR WARS
STAR WARS & PLANETARIUM
STAR WARS & LIGHTNING ROOM
PLANETARIUM
LIGHTNING ROOM
PLANETARIUM & LIGHTNING ROOM

**BOOKINGS OFFICE**  
13 11 02 for Victoria only  
1300 130 152 within Australia

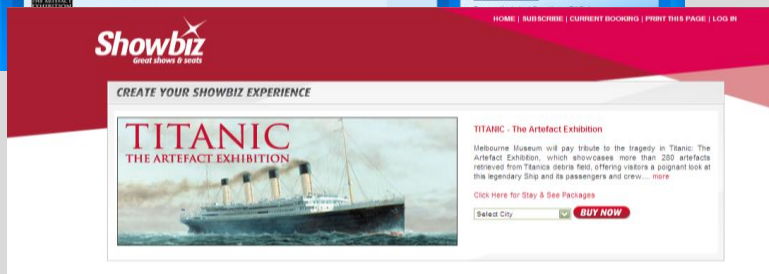
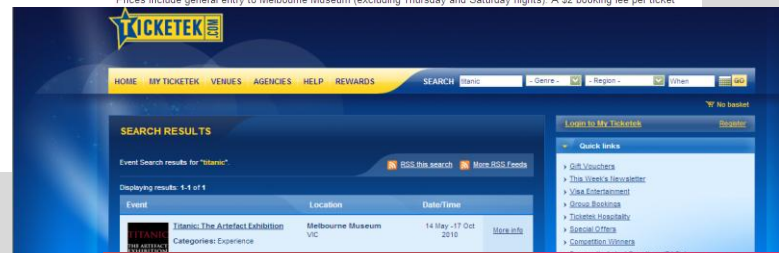


Copyright Statement - Copyright Museum Victoria 2009  
Source: Museum Victoria / Photographer: Heath Warwick

# What we did in 2010



**DUE TO POPULAR DEMAND**  
VIP SESSION Enhance your 75th anniversary arrival. Find out more.  
**FINAL WEEK**  
\*Excellent at balls  
\*Titanic: The Artefact Exhibition

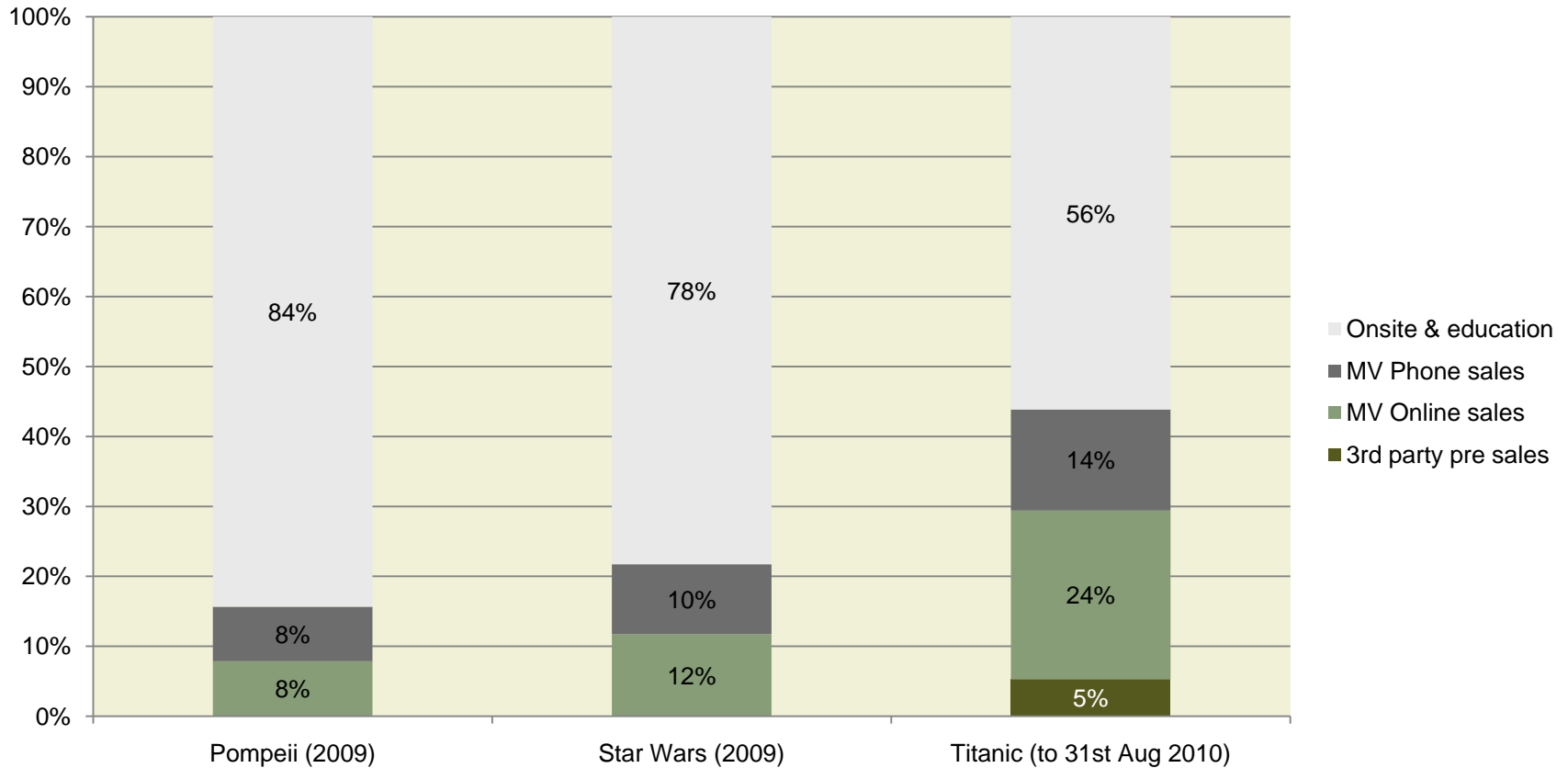


# What we learned

- **The figures**
- **The feedback**
- **Our summary**

# What we learned regarding growth in demand

## Type of ticket sales-Pompeii, Star Wars and Titanic



# What we learned in terms of supply and demand

Thursday, September 02, 2010 to Wednesday, September 08, 2010

Session Time	Titanic		IMAX				
	Thu 02/09	Fri 03/09	Sat 04/09	Sun 05/09	Mon 06/09	Tue 07/09	Wed 08/09
10:00 AM	N/A	Full*	Full*	Full*	Full*	Full*	Full*
10:30 AM	N/A	Full*	Full*	Filling	Full*	Full*	Full*
11:00 AM	-	-	Full*	Filling	-	-	-
11:30 AM	N/A	Full*	Full*	Full*	Full*	Full*	Full*
12:00 PM	N/A	Full*	Full*	Full*	Full*	Full*	Full*
12:30 PM	-	-	Full*	Filling	-	-	-
1:00 PM	N/A	Full*	Full*	Filling	Full*	Available	Available
1:30 PM	N/A	Full*	Full*	Filling	Full*	Available	Available
2:00 PM	N/A	Full*	Full*	Full*	Filling	Available	Available
2:30 PM	N/A	Full*	Full*	Filling	Available	Available	Available
3:00 PM	Available	Full*	Full*	Full*	Available	Available	Available
3:30 PM	Available	Available	Full*	Filling	Available	Available	Available
4:00 PM	Available	-	Full*	Filling	-	-	-
4:30 PM	Available	-	Full*	Full*	-	-	-
5:00 PM	Available	-	Full*	-	-	-	-
5:15 PM	-	-	Full*	-	-	-	-
5:30 PM	Available	-	Full*	-	-	-	-
5:45 PM	-	-	Filling	-	-	-	-
6:00 PM	Available	-	Filling	-	-	-	-
6:15 PM	-	-	Available	-	-	-	-
6:30 PM	Filling	-	Filling	-	-	-	-
6:45 PM	Available	-	Filling	-	-	-	-
7:00 PM	Filling	-	Filling	-	-	-	-
7:15 PM	Available	-	Full*	-	-	-	-
7:30 PM	Available	-	Available	-	-	-	-

Available  
Filling Fast  
Full

+ 6 weeks in advance

[Next 7 days >](#)

## Titanic Online Ticket Availability

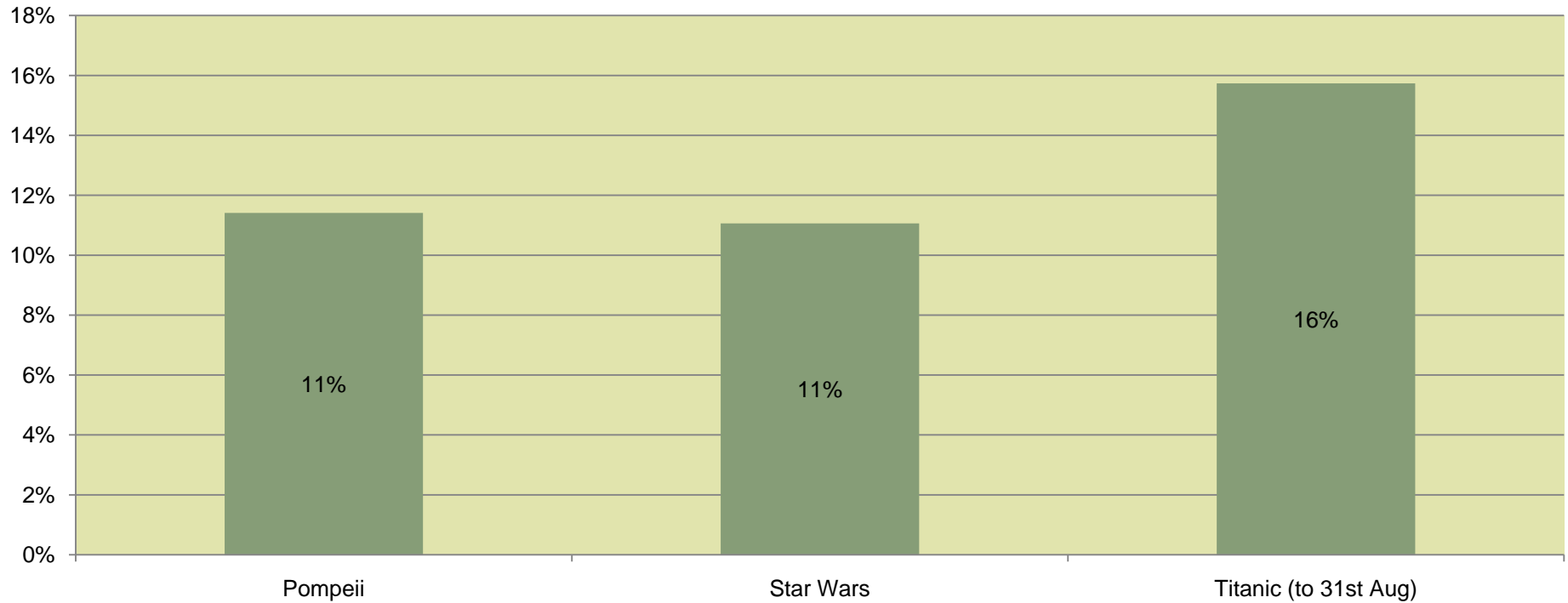
Thursday, October 07, 2010 to Wednesday, October 13, 2010

Session Time	Titanic		IMAX				
	Thu 07/10	Fri 08/10	Sat 09/10	Sun 10/10	Mon 11/10	Tue 12/10	Wed 13/10
10:00 AM	Available	Available	Full*	Full*	Available	Available	Available
10:30 AM	Filling	-	Full*	Full*	Filling	Filling	Filling
11:00 AM	-	-	Full*	Full*	-	-	-
11:30 AM	Available	Filling	Full*	Full*	Full*	Full*	Available
12:00 PM	Available	Filling	Full*	Full*	Available	Available	Available
12:30 PM	-	-	Full*	Full*	-	-	-
1:00 PM	Available	Available	Full*	Full*	Available	Available	Available
1:30 PM	Available	Available	Full*	Full*	Available	Available	Available
2:00 PM	Available	Available	Full*	Full*	Available	Available	Available
2:30 PM	Available	Available	Full*	Full*	Available	Available	Available
3:00 PM	Available	Available	Full*	Full*	Available	Available	Available
3:30 PM	Available	Available	Available	Available	Available	Available	Available
4:00 PM	Available	-	Available	Available	-	-	-
4:30 PM	Available	-	Available	Available	-	-	-
5:00 PM	Available	-	-	-	-	-	-
5:30 PM	Available	-	-	-	-	-	-
6:00 PM	Available	-	-	-	-	-	-
6:30 PM	Available	-	-	-	-	-	-
6:45 PM	Available	-	-	-	-	-	-
7:00 PM	Available	-	-	-	-	-	-
7:15 PM	Available	-	-	-	-	-	-
7:30 PM	Available	-	-	-	-	-	-

Available  
Filling Fast  
Full  
Not Available

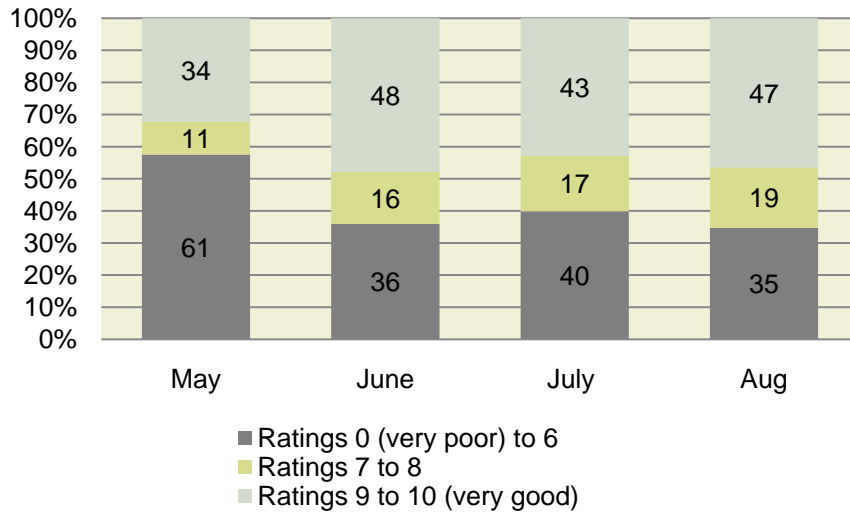
# What we learned in terms of conversion rates from web site visitors

Orders as % of unique page views

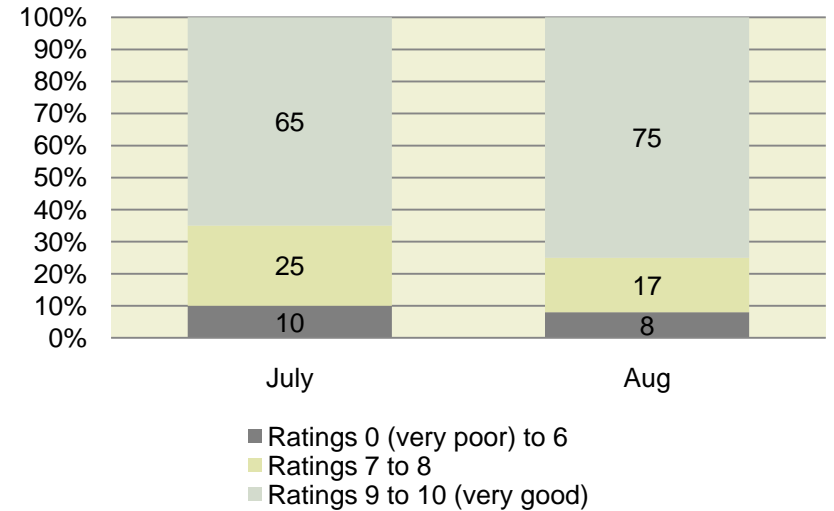


# What we learned from our customers via online surveys and other feedback

## Responses to online ticketing surveys (Titanic)



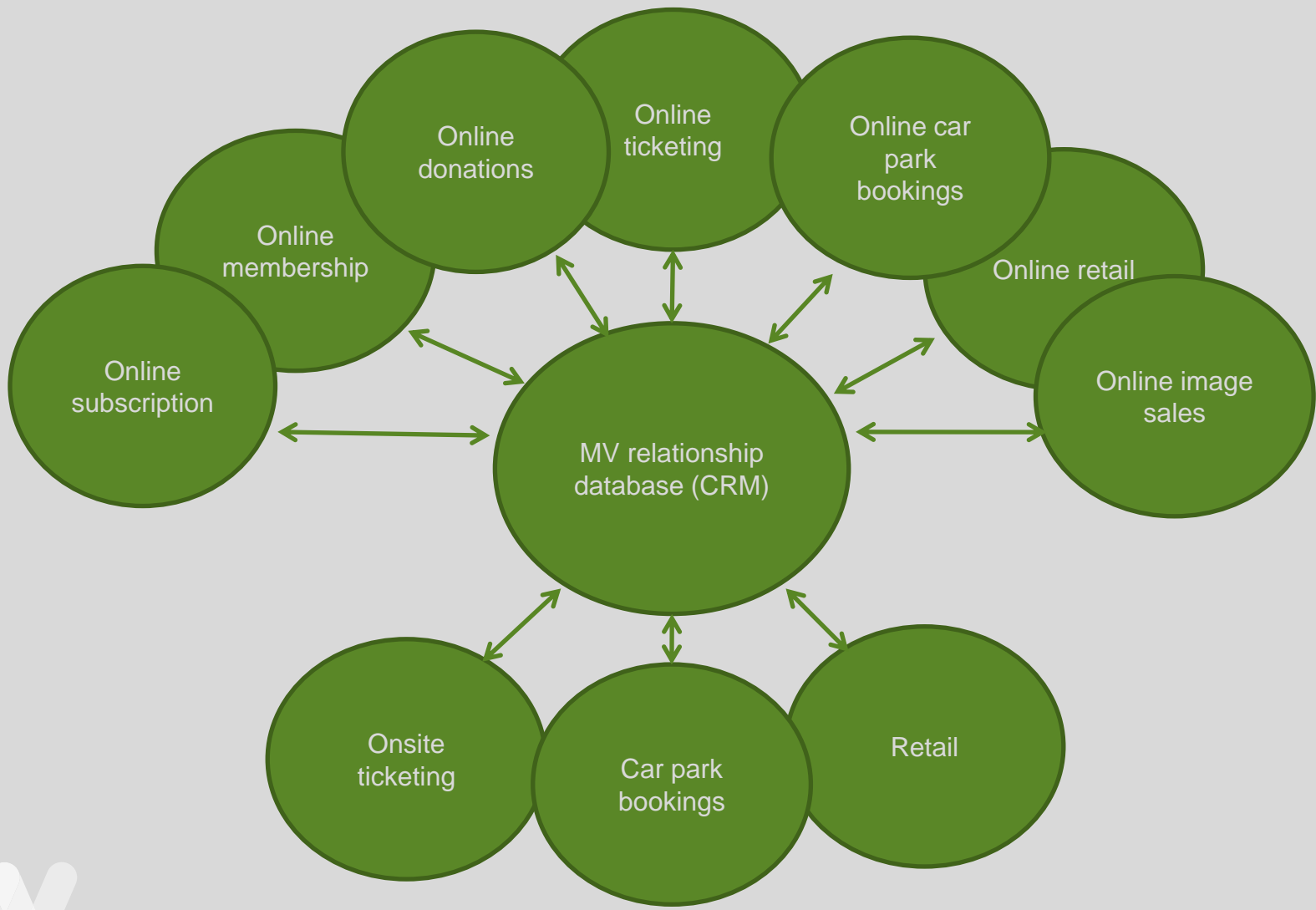
## Responses to online survey for online membership



# What we learned – our summary

- **5 tips for new players**

# Where to next



# Recap

- **Online ticketing has been highly successful for MV's 3 major exhibitions in 2009 and 2010**
- **We have learned a lot and made continuous improvements**
- **We intend to offer integrated online services in future**