

We trialled an online booking system for the Lido last year and it proved to be a decision that paid off. A pre-booking system will reduce the queuing issue for the Lido on busy sessions. It will provide us with accurate information on how many swimmers per session, meaning we can staff them appropriately saving on costs. It is a fantastic tool for managing customers expectations, they were able to book and guarantee a spot in the pool, and could see how busy each session was ahead of time.

We used Eventbrite last year, but It was a far from perfect system. The booking fees were high, and the refund/exchange process complicated. It could not cope with the process of issuing our popular ‘season tickets’ and crash courses’. I have since been looking at alternatives to provide this valuable service.

I believe we can take the benefits of the booking system even further. It can provide accurate data on which are the most popular sessions, and when our season ticket holders are swimming. We could venture into dynamic pricing to ensure all sessions are as full as possible to maximise income. We can use the ticketing system to enhance the customer journey, with automated feedback surveys, and to give them key information ahead of their visit. We can use it to create a lido user database for marketing and special offers.

Below is a comparison of the top 3 ticketing systems I discovered –

All 3 options provide a hosted website to sell the tickets from test sites listed below:

<https://www.ticketebo.co.uk/ware-priory-lido/>

<https://warepriorylido.nuwebgroup.com/>

<https://bookwhen.com/warepriorylido>

	Supplier A	Supplier B	Supplier C
Booking Fee Per Ticket	Minimum 0.75p – scales differently for bulk buy tickets	25p – flat rate per ticket	
Payment processing fee per transaction	0 (included in booking fee)	Approximately 0.20p + 1.6% of order total	Approximately 0.20p + 1.6% of order total
Monthly subscription cost			£30pm in season, £9pm out of season = £234pa
Annual Costs based on 15,000 tickets if we absorb all associated fees	£11,250.00	£8,250.00	£4,734.00
Annual Cost if we cover card charges only, and pass booking fee to the client		£2,750 * Approx based on transactions of multiple tickets.	£4,734.00

I propose we use Supplier B based on the following:

- Increase this years ticket price by 0.25p which will cover the booking fee.
- The website it will create removes the need for an additional website for the Lido.  
The current webpage for the Lido is a sub-page on the WTC site, the marketing and branding of the Lido should have a different tone to that of the TC to appeal to a different market segment.
- We can use this website to create specific information for private hire groups, including swimming clubs and party bookings. The private group bookings can be handled in line with the wider ticketing system, which would reduce the labour load on the staff team.
- The site is very easy to use, and we can create new events, and amend existing ones with ease.
- We can still sell tickets on the door for clients that do not wish to book online via the ‘Box Office’ function.
- It has a fully comprehensive reporting system that can report on any keyed data entered into the system to spot and manage trends.
- It can manage ‘bulk buys’ such as season tickets, and crash courses. We can also configure discounts for sessions if necessary to ensure a greater takeup.