

CASE STUDY

# The Villages Entertainment Centralizes and Simplifies its Ticketing System

Some call it “a retirees’ Disney World.” *Forbes* named it the fastest-growing small town in America. Located outside Orlando, The Villages is a sprawling retirement community that boasts 108,000 residents and 40 square miles of homes, golf, shopping, dining, and entertainment. The Villages Entertainment manages a dozen entertainment venues onsite that present more than 200 live events annually, selling about a quarter of a million tickets per year.

## The Problem

Everything at The Villages was growing, except for their ticketing system. Their bulky system couldn’t keep up with the demands of their rapidly expanding population, and The Villages Entertainment’s growing events list.

Financial reporting, sales analysis and marketing forecasts were a time consuming, painful ordeal. It was a manual process to gain insight into valuable sales information and patron purchase histories.

Due to the limitations of their ticketing system, their entertainment >



## COMPANY

The Villages Entertainment  
[www.thevillagesentertainment.com](http://www.thevillagesentertainment.com)

## TYPE OF EVENTS

Events run the gamut, from doo-wop and country concerts to opera, Broadway musicals and more.

## SUMMARY

Vendini helped The Villages Entertainment streamline their box office, website management and reporting through one integrated system. Vendini provided the system, support and services The Villages Entertainment needed to lower costs, enhance forecasting and analysis and—most importantly—increase their online ticket sales and fill rates.



> website was a barebones, static page. The Villages Entertainment wanted a more robust website to better serve patrons online, but they were bogged down by the constraints of their ticketing system. Their website was not optimized for viewing on a mobile phone or tablet. Patrons who purchased tickets online were unable to view their seats on a venue map. As a result, online sales were low, contributing to just 3% of sales. Their website woes took a toll on staff, patrons, and sales. In the words of Brian Russo, The Villages Entertainment's Box Office Manager, "The system ran its course. We needed a user friendly system to grow with us – to better serve our patrons, and to help our staff do more."

### The Solution

After significant requirements analysis and vendor interviews, The Villages Entertainment selected Vendini. With Vendini, The Villages Entertainment has one integrated system to manage their box office, website, and patron needs. Staff has access to rich box office management tools, including comprehensive reporting, email marketing and social media capabilities. Brian Russo finds the powerful reporting critical. Says Russo, "Vendini allows me to figure

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## THE VILLAGES ENTERTAINMENT GAINED A USER-FRIENDLY WEBSITE INTEGRATED WITH THE VENDINI EVENT SYSTEM AND EASY FOR STAFF TO UPDATE AND MAINTAIN.

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out what's working, and what's not. With Vendini we're making informed, data-driven decisions to shape our promotion plan and increase our fill rate."

The Villages Entertainment also gained a user friendly website powered by Vendini Website Manager, and integrated with the Vendini event system. The website is easy for staff to update and maintain. When a new event is created in Vendini, it automatically publishes to the website and is available for ticket sales in the box office, saving their staff time and unnecessary work. On the flip side, patrons can comfortably browse the mobile-first website from any device, and easily purchase tickets with just a few clicks.

### The Result

With Vendini, The Villages Entertainment streamlined their >



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> ticketing, website and reporting processes to improve their top line and their bottom line.

Online sales skyrocketed from about three percent to more than 20% of total sales. Website administration and design costs are negligible, since the website is easy to manage through Vendini Website Manager.

Operational and administrative costs were significantly reduced across the board, saving box office staff, on average, an hour of time each day. The integrated system for ticketing, marketing, reporting and website management eliminates manual work spent managing multiple databases.

Analyzing and reporting on financials is simple and robust. Vendini's system provides detailed, flexible reports at the click of a button. Basic financial reports that used to take two hours to complete; today, take a quarter of the time. More than that, they're now running complex analyses and forecasts in the same quick timeframe.

As for improved support, The Villages Entertainment's Box Office

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Manager, Brian Russo, deserves the last word, “Vendini customer support is the best thing going. I work with a capable team of people who are familiar with my account. I know they’re there for us, any problem we throw at them – today and in the future.” ✕



Vendini makes the business of live events simple. Organizations across the U.S. use Vendini's all-in-one solution for event promotion, ticket sales, website management, box office management, and event logistics. It contains a fully integrated marketing system to promote events via email and social networks like Facebook and Twitter, an event logistics software system and Walletini, a mobile app that allows ticket buyers to transfer tickets to friends. Vendini counts many top arts, festivals, and sports venues among its customers. Vendini is headquartered in San Francisco, with offices in Knoxville, Boston, Vancouver and New York. For additional information about Vendini, visit <http://www.vendini.com>