

The logo is centered within a large white circle with a subtle drop shadow. The word "Galaxy" is in a bold, dark blue sans-serif font. Below it, "{connect}" is in a green, lowercase, rounded sans-serif font, with a small "TM" trademark symbol to its upper right. At the bottom, "OTA SALES" is in a bold, green, uppercase sans-serif font. A horizontal dashed line with square markers extends from the left edge of the circle, and a vertical dashed line with square markers extends from the bottom edge of the circle.

Galaxy {connect}TM OTA SALES

— “ —

Connect has saved us 40-50 hours a month in reconciling vouchers, and we saw about a 20% bump in sales with our largest distributors when we started using the platform.

Sales Manager
USS Midway Museum

gatewayticketing.com

Galaxy {connect}TM

Galaxy ConnectTM simplifies the process of selling tickets through OTAs and other third-party distributors.

Your attraction can connect with any number of OTAs **through a single integration** instead of maintaining individual integrations with each OTA.

Your attraction can **sell live tickets** that scan at your access control points, **eliminating paper vouchers** that need to be exchanged for tickets at your gate.

**Save time. Save resources. Increase sales.
And improve your guest experience.**



gatewayticketing.com



ON-SITE TICKETING



— “ —

Guests can now seamlessly purchase admission and parking permits, increasing their time to enjoy the Zoo and animal exhibits.

Chief Financial Officer
Oakland Zoo

gatewayticketing.com



A ticketing system is the beginning of your guest journey. Gateway provides **multiple ways for your customers to seamlessly buy their tickets**, including: at the front gate, online, through a group sales or reseller web store, through OTAs or by phoning a call center.

Many attractions are transitioning a portion of their on-site ticket sales to **self-service kiosks**. This reduces their ticket lines, admission times, and the number of employees required to manage admission. With **Galaxy Ticketing POS for Kiosks**, your guests can:

- Purchase event tickets and ticket packages
- Purchase and renew passes
- Redeem member benefits (ex: tickets included with their pass)
- Pick up orders purchased in advance, including through OTAs
- Choose their language preferences
- Choose from presented upsell prompts

And you can **deter fraudulent ticket purchases** by requiring a credit card to be presented at the time of pick up.

gatewayticketing.com



ACCESS CONTROL

— “ —

Gateway's solutions and services provide us tremendous flexibility in how we do business with them and operate efficiently.

Vice President, Director of Operations
Eastern State Penitentiary

gatewayticketing.com



When designed properly, your **access control points** provide a welcoming, efficient and secure way of admitting guests to your venue. Our solution **validates and collects usage information in real-time** from any of your admission-controlled entrance and exit points for tickets, passes or membership cards. Benefits include:

- Fast ticket validation, including multi-day tickets and tickets sold online or through OTAs
- Validate memberships and validate family memberships and the entitled members
- Capture photos and validate photos for individual or family memberships
- Real-time capacity information
- Restricted entry or exit access points
- Integrated RFID technology



FOOD & BEVERAGE AND RETAIL

— “ —

We were very deliberate in our selection process to make sure the winning solution would address our specific needs including resource management, membership, retail, and food and beverage. Gateway held the lead in functionality.

Chief Operating Officer
Reuben H. Fleet Science Center

gatewayticketing.com



Using **one point-of-sale system** for your ticketing, Food & Beverage and Retail will improve your operational efficiency and give your guests a smoother in-venue experience. These modules feature:

- A simple and customizable interface
- Quick sales and discounting via touchscreen, barcode scan or keyboard entry
- Back-office configuration to apply changes across all POS terminals
- Combination tickets so one ticket can offer admittance, a meal and even a souvenir
- Add modifiers, present upsell prompts and accept stored value

Unify your ticketing system with your Food & Beverage and Retail operations so you can:

- Simplify staff training
- Gain better visibility into per-capita guest spending
- Gather better business intelligence
- Develop better loyalty programs

gatewayticketing.com



ON-PREMISE

— “ —

We are now able to issue membership cards on the spot, making the entire process more efficient for us and seamless for the guest.

Guest Services Manager
Utah's Hogle Zoo



Galaxy is a **fully customizable ticketing system** meaning the software can adjust to the needs of your guests. From selling general admission tickets to having complicated dynamic ticket pricing, it's all possible. With **Galaxy point-of-sale solution on-premise**, you can:

- Sell any type of admission ticket including resource/capacity-managed tickets
- Present appropriate upsell or upgrade opportunities at the time of purchase
- Issue membership or annual passes
- Offer customized payment plans so guests can budget for annual passes and other products
- Create and apply discounts
- Issue, use and track predefined or open-value debit cards
- Collect demographic information such as zip codes for marketing purposes
- Administer a loyalty rewards program
- Capture and report in-depth revenue data

As a modular and robust ticketing system, **Galaxy can grow with you** as your business needs grow and evolve.

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WEB STORE

— “ —

The benefits of the new web store extend beyond the value of enabling customers to pre-purchase on any mobile or fixed device. It is an essential tool for upselling our multi-site options.

Commercial Manager | Roman Baths

Within the first months we had \$60,000 in online ticket sales – this surpassed my expectations of what we could achieve.

Chief Financial Officer | Oakland Zoo

gatewayticketing.com



The **eGalaxy Consumer Web Store** allows guests to purchase tickets and products for your attraction online. Configure a product just once, and then offer it through all your sales channels. **Inventory draws from a single pool in real-time**, eliminating the risk of overselling.

- Purchase online tickets: admissions, events and package products at defined prices and rates
- Purchase, upgrade and renew passes, and then perform actions against those pass accounts
- Checkout as a guest, or create an account to store billing and order history
- Receive on-demand digital tickets, print and reprint tickets, or provide a pick-up option

Customize the Web Store to your brand.

Ensure a positive purchase experience with the **responsive design**. And determine which products you want available, for what price and for how long.

Our new **Membership Portal** allows guests to purchase, renew, upgrade and manage most aspects of their memberships, as well as redeem benefits. You can create custom pages with information, downloadable content and exclusive offers for members.

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CRM AND REPORTING

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The secret is in the seamless integration with Galaxy point-of-sale software. Galaxy is where all the purchase and usage history lives for customers, members and donors. This information is fed back real-time into CRM Plus, allowing an invaluable snapshot of your customers at any moment.

Dave Langran
CRM Consultant

gatewayticketing.com



By understanding your customers and keeping track of their interactions with your venue, you can **provide them with better visitor experiences.**

Our **CRM Plus | Powered by Galaxy** solution captures all the data from your Galaxy POS solution and enables you to develop powerful marketing campaigns.

- Web-based and/or Outlook-integrated access
- Powerful segmentations and visualization of data
- Workflow engines that allow for automated triggered interactions
- Easy integration with third-party software such as email marketing, etc.

Our **Reporting Plus | Powered by Galaxy** solution also captures the data from your Galaxy POS solution to generate a suite of standard reports accessible from your desktop or mobile device. You can also develop custom reports, export reports in several formats and automate delivery.