




**NATIONAL AQUARIUM  
IN BALTIMORE®**

## NAIB Leverages an Integrated Ticketing, Fundraising and Marketing Solution

### Background

The National Aquarium in Baltimore (NAIB), a non-profit organization, is Baltimore's leading attraction, hosting more than 1.6 million visitors per year. Like many aquariums and attractions, goals for NAIB include increasing attendance, driving revenues, and growing their base of patrons, members and donors. An important requirement of NAIB's business is the ability for all internal departments to collaborate on a centralized system to better manage internal resources.

### The National Aquarium in Baltimore Integrated tGen to:

- ▶ **Sell General Admission and Combination Tickets Online**
- ▶ **Increase Attendance Through Yield Management**
- ▶ **Leverage an Integrated, Centralized System**
- ▶ **Better Manage Group Scheduling**

### Client Quotes

*"We increased our online sales by 67% last year by selling tickets, combo items, gift tickets, and special events online. In fact, with the power of our online ticketing solution, we generated over \$3 million in online revenues during 2006."*

*Chuck Spliedt  
Director of Admissions  
National Aquarium in Baltimore*

## How the National Aquarium in Baltimore Leveraged a Centralized System

### Partnered with Paciolan to Offer an Integrated Solution

- ▶ Implemented an integrated box office, online ticketing, membership and fundraising solution
- ▶ Created seamlessly branded ticketing storefront to sell tickets online
- ▶ Built membership and fundraising programs to meet annual revenue goals

### Built an Online Sales Channel Strategy

- ▶ Offered advanced sales for general admission tickets, combo tickets, and gift certificates
- ▶ Created a schedule to enable online sales 90 days in advance of event date
- ▶ Set up multiple price levels for different times of the day
  - Encouraged visitors to come earlier to visit the aquarium

### Promoted General Admission and Membership Sales

- ▶ Leveraged a comprehensive marketing mix to sell tickets
  - Television advertising, radio campaigns, website promotions, print advertising
- ▶ Built awareness of online ticketing and combo packages through targeted campaigns
  - Promoted web address on all public media advertising

# The Benefits of an Integrated Solution for NAIB

## 1 Sell More General Admission and Combo Tickets Online

- ▶ Increased online sales by 67% from 2005-2006 by offering combo tickets, gift tickets, and special events
- ▶ Generated over \$3 million in revenue through the online storefront in 2006
- ▶ Leveraged the Internet to sell special event tickets
  - Sold out Jeff Corwin event in two weeks with 62% of all ticket sales occurring online
- ▶ Provided patrons with convenient online buying experience
- ▶ Saved staff time answering phones by automating ticket orders

## 2 Increase Attendance through Yield Management

- ▶ Projected attendance patterns based on historical purchasing data
- ▶ Marketed discounted tickets available only during low traffic hours
  - Managed capacity to increase attendance during favorable times of the day
  - Increased business by 33% between 9:00 am and 11:00 am during the summer
- ▶ Enabled marketing department to better understand when to promote discounts
- ▶ Managed membership inventory to ensure availability during high capacity periods

## 3 Leverage an Integrated, Centralized System

- ▶ Communicate better with each department and learn more about patron's membership, ticket purchasing and donation activities
- ▶ Provide better customer services for patrons and donors
- ▶ Setup events and combos easily with single flow of information
- ▶ Reduce strain on IT staff to manage a single product to support
  - Eliminate the need to import and export data between multiple systems

## 4 Better Manage Group Scheduling

- ▶ Coordinate a cohesive group scheduling master calendar
- ▶ View and book all facility and staff resources using single a database
  - Save time and effort on duplicate entry
- ▶ Enable easier reporting for all areas of the business
  - Gain business intelligence and analyze data for use by all internal departments

## Client Quotes

"We use our ticketing system as a yield management tool by projecting seasonal ticket sales and marketing discounted tickets during lower traffic hours. The process has work extremely well for us. In fact, last summer we increased our business (between 9:00 am to 11:00 am) by 33% using these yield management techniques."

Chuck Spliedt  
Director of Admissions  
National Aquarium in Baltimore

"We sell 'Immersion Tours' tickets that are very popular with our patrons. Nearly half of all Immersion Tours are sold through the internet, which frees up agents to handle other calls and duties."

Chuck Spliedt  
Director of Admissions  
National Aquarium in Baltimore