



York Racecourse

# York Racecourse Advanced Booking & Ticketing System



## About The Company

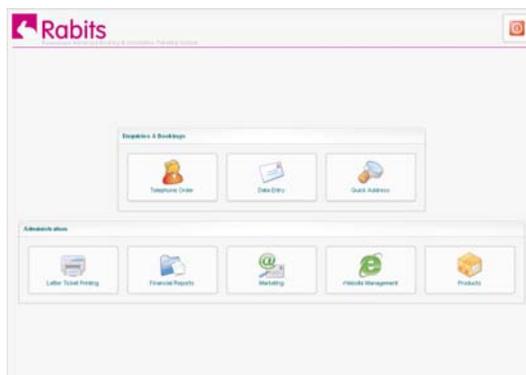
York is one of the premier race tracks in Europe, having won the Racecourse of the Year title in 2003. York is famous for staging the annual Ebor Festival and hosting Royal Ascot in 2005.

## York Racecourse Requirement

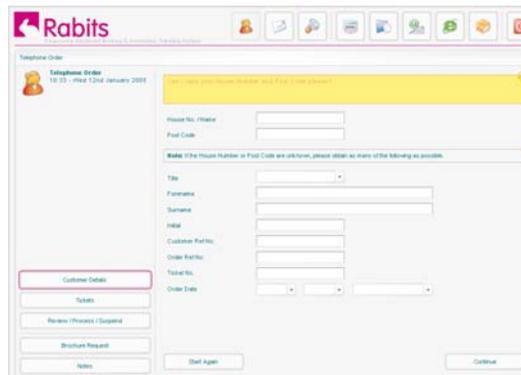
Significant growth in advance ticket bookings, led York Racecourse to examine their current ticketing system.

Requiring the ability to take bookings by phone, post or via the Internet, the team at York reviewed what current ticketing solutions were available to them.

With their present system no longer available or having support, a number of companies were briefed on the requirements for a new solution.



*"The ticketing system has delivered a streamlined, cost-effective solution."*



## Logical Minds Solution

The Racecourse opted for a software based ticketing solution which would include all the functionality of their existing system, but with streamlined features, functionality and the ability for customers to purchase tickets securely online.

"We were impressed by a system where we could add users at no extra charge. Bookings come in peaks and troughs so we needed a very flexible solution."

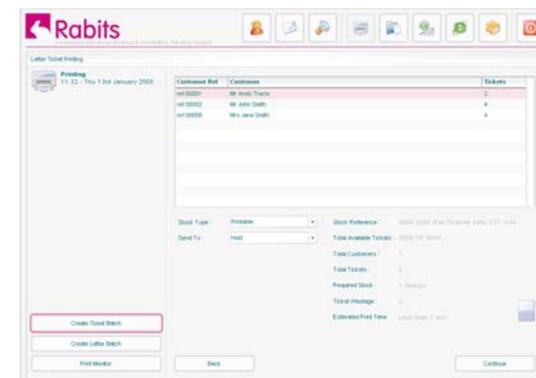
A clear, yet simple user interface enabled all staff to quickly become adept with the new ticketing system.

## The Business Benefits

The solution is hosted remotely in a controlled secure environment, giving added security to York Racecourse.

*"We've had another record season this year - the new ticketing system has certainly helped us achieve this."*

Greater degrees of efficiency have been achieved by the new system, as well as direct customer benefits from the creation of personalised tickets and accompanying letters.



## Final Thoughts

James concludes, "Logical Minds' commitment to supporting York Racecourse has proven them to be a reliable and professional company to work with."

## James Brennan

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