



## Barber Vintage Motorsports Museum Drives Smooth Operations with **accesso**

With over 1600 motorcycles and 80 unique cars on display, The Barber Museum has the honor of being the largest motorcycle museum in the world. Find out how they have streamlined operations through their partnership with **accesso**.

Learn more about The Barber Museum and **accesso** success story or take a look at our other case studies on our [website](#).

# THE CHALLENGE

Founded in 1988 as a private collection, The Barber Museum opened as a non-profit in 1994 and relocated to a new venue with an 880-acre motorsports park in 2003. Today, they offer daily tickets, tours and field trips, a variety of membership levels, a gift shop, large event space and onsite events. Its biggest source of visitors, however, are from the events promoted by the motorsports park. They see a large portion of annual visitors from four major events each year, with the two largest being the Annual Barber Vintage Festival and the Honda Indy Grand Prix of Alabama. “Our events can attract 80,000 people over the course of a three-day weekend,” said Nick LaCasse, Museum Registrar, “A lot of those people would not normally visit the museum, and this ends up becoming an option they can do while they’re staying for the race.”

The Barber Museum needed a system that could support robust museum operations as well as event sales. After 15 years in their new location, the museum had grown significantly, and they were looking for a partner who could help them scale their operations even more. “Our traffic had increased to a point where we had outgrown our existing ticketing solution,” said LaCasse, “The old system was not giving us the reporting we needed, and it didn’t give us the options we needed like dynamic rules and bundles. There was a lot we were missing as far as ticketing and retail.”



“Accesso has been a phenomenal partner. It’s been a very smooth partnership and our day-to-day operations are so much easier. Every time we’ve needed extra help, everyone at the company has been the best at helping us.”

**- Nick LaCasse, Museum Registrar, Barber Museum**



## Flexible Ticketing Packages



## Rich Guest Insights



## Increased Productivity

# THE SOLUTION

After speaking with several vendors, The Barber Museum selected the **accesso Siriusware<sup>SM</sup>** point of sale ticketing system for its flexible ticketing capabilities, extensive retail features and robust reporting functionality. "We are still a fairly new museum," said LaCasse. "Going forward, we're going to do nothing but grow, and we need a system that will grow with us. Accesso's all-in-one solution offered everything we needed to advance our operations."

Using the **accesso Siriusware** system, The Barber Museum can better serve their guests with flexible ticketing packages, such as extended Thursday to Sunday packages around special events. "We are always changing our admission packages, and the Accesso point of sale system makes it easy," said LaCasse. "We've also seen a pickup in our eCommerce," he added, "Using marketing codes we've noticed a 6% increase."

A real benefit has been the business insights they can gain through reporting. Using **accesso's** source code feature, the museum has been able to track and better understand what types of admission tickets guests are using. "In the past, our reports just told us how many comp tickets were distributed, but now we can see exactly where those are going, whether it's through a hotel, an employee or even our Executive Director" commented LaCasse.

Museum staff has also enjoyed boosted productivity and reduced labor hours, particularly with retail management. "It's been so much easier for us to maintain our inventory. It now takes us two hours whereas in the past it would take almost 9," said LaCasse.

The Barber Museum has utilized the Round Up functionality in a fun and effective way with friendly staff competitions and incentives around major events. In 2018, the museum raised \$5,000 in Round Up donations as a result of these programs, with one particularly effective weekend bringing in over \$1,200.



"If you're on the fence about partnering with Accesso, just go for it! We feel more supported with Accesso than we have with any other company we've had a partnership with, whether it be ticketing, retail solutions or anything else."

- Nick LaCasse, Museum Registrar, Barber Museum

## OUR ONGOING PARTNERSHIP

The Barber Museum raves about their strong partnership with **accesso**. "Everyone at the company has been incredibly helpful," LaCasse said. "Whether it's a support ticket or brainstorming how to bring a new idea to life, Accesso has always been willing to help when we had something on our side we didn't know how to solve." With the **accesso Siriusware** ticketing solution, the museum can choose the modules they need and add on at any time. The museum plans to utilize additional modules such as In-House Cards in the near future and looks forward to scaling their point of sale ticketing system as the museum grows.



Venues around the world struggle to keep up with evolving technology and growing guest expectations. At **accesso**, we provide solutions that empower our clients to create connected guest experiences to drive their businesses forward.

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