

Washington State Fair Drives Online Sales

How **accesso** was able to streamline operations, help sell more online and continue to deliver exceptional customer service

Client Overview

As the largest single attraction held annually in the state, Washington State Fair consistently ranks in the top ten largest fairs in the world. Read on to find out how **accesso** was able to meet the needs of the Washington State Fair and partner with them to help streamline operations, sell more online and deliver exceptional customer service.

The Challenge

Situated south of Seattle, the Washington State Fair covers over 160 acres. A staff of 55 people work year-round on the facility and over 1,900 employees are hired each September during peak fair season. Spanning 21 days, the Fair includes a full professional rodeo and a 19-event concert series. The Washington State Fair also holds a Spring Fair in April and allows its facilities to be rented throughout the year.

The Washington State Fair takes great pride and satisfaction in providing exceptional customer service to their patrons and was looking for a partner who upheld these same standards. Specifically, they wanted to find a solution that provided flexible ticket fees and the ability to create special promotions and customized packages for their valued patrons.

Additionally, serving as a year-round venue with multiple types of ticketing, the Washington State Fair needed a system that offered integrated reporting with stronger, streamlined capabilities. Historically, ticketing needs for their amusements and events were handled by independent vendors, which made tracking very difficult and did not allow the Fair to market packages for its patrons.



Need for flexible ticket fees and customised promotions



Concerns about retaining exceptional customer service

“ *Accesso allows for greater functionality, and their box office ticketing solution has capabilities that fit in nicely with both our short term and long term goals to provide exceptional customer service.*

Our ability to have an impact on how the system works for us, as a company, gives us the flexibility to create more opportunities for revenue in our ever-growing eCommerce platform. ”

Carissa Smith,
Box Office & Event Sales Services Coordinator,
Washington State Fair

The Solution

The Washington State Fair recognized **accesso**'s ability to provide expanded eCommerce functionality, streamline operations, and deliver excellent customer service.

Using the **accesso** box office ticketing solution, the Fair was able to seamlessly integrate all ticket sales under one platform, simplifying sales and reporting. With a fee structure that is 35% lower than the Fair's previous provider and an intuitive purchasing process, **accesso** has helped drive a significant shift in online purchasing, easing demand on box office staff and increasing customer satisfaction.

Another significant benefit with the **accesso** box office ticketing solution is Washington State Fair's improved ability to sell tickets through third parties such as grocery outlets where tickets must be barcoded in order to track redemption. This barcode generation allows tickets to be scanned at the gate with redemption tracked in real time, providing dynamic insights for marketing and business operations while replacing a tedious manual process.

The Washington State Fair has also started using the solution's donations module to prompt eCommerce customers with the option to make a small contribution at the point of checkout. Moving forward, the Fair continues to work creatively with their Client Services Manager to utilize the expanded capabilities of **accesso**'s solutions in innovative ways to meet their evolving business needs.



Integrated Platform
Using the **accesso ShoWare** ticketing solution, the Fair was able to seamlessly integrate all ticket sales under one platform



Within Budget
Fee structure is 35% lower than the Fair's previous provider



Intuitive eCommerce
Improved ability to sell tickets through third parties and track redemption barcodes



Ongoing Development
The fair continues to work with Client services to utilize the expanded capabilities of **accesso ShoWare**.