



HOTA

CASE STUDY

BACKGROUND

HOME OF THE ARTS (HOTA)

LOCATION:

Gold Coast, Australia

CHALLENGES:

Desire to move away from traditional box office
Previous ticketing CRM didn't support kiosks

KEY RESULTS:

- Centralized patron data collection
- Successful kiosk adoption
- Enhanced visitor experience
- Improvements in staff productivity

Home of the Arts (HOTA) is a premier cultural center dedicated to immersing visitors in art, live entertainment, culture, and lifestyle. Nestled in Gold Coast, Australia, the 17-hectare precinct features the HOTA Cinema, HOTA Cafe, Adventure Trail, Sculpture Walk, two theatres, and multiple rooms. In 2021, the HOTA Gallery opened to the public. The modern six-level building hosts a range of visual art experiences.

In its gallery, HOTA sought to move away from the traditional box office to create an environment where the visitor services team would be integrated into the guest environment to deliver more human-to-human interaction. To give guests complete control, the gallery would be equipped with self-service ticketing kiosks placed throughout the building.

PROBLEM

Although cutting-edge, the vision for HOTA Gallery presented a few challenges. Grant Brisland, HOTA Director of Business Growth and Development, indicated a conventional box office didn't fit the model the gallery was after.

Unlike other parts of the center, there was no reception desk. Instead, the visitor service team would mingle throughout the Gallery, using instinct to assist patrons as needed. HOTA coined this concierge-style experience "eyes up" because mobile devices and audio guides would not be used.

During peak hours, managing visitor flow was a primary concern. Traffic into the foyer comes from six different entry points. A traditional box office would force visitors to migrate into a single area, creating unwanted congestion. Brisland envisioned kiosks dotted throughout the building. These stalls would provide convenient ticketing access to paid exhibitions.

However, finding a kiosk solution was not as straightforward as the organization hoped. The original intent was to have the existing ticketing CRM handle this evolution, but it needed some additional development.

Less than a year out from the Gallery opening and six months after Brisland had joined HOTA, progress was slow and an alternative solution was required.

SOLUTION

Following a successful tender process, HOTA chose Tessitura for its ticketing CRM. One of the key reasons was because they had several integrations with partners the gallery was already working with and that would unlock or enhance its current ticketing marketing activities. In addition, Tessitura had the integration with KIS Technologies, a proven kiosk solution provider.

During early conversations, it became clear that KIS recognized the full scope of HOTA's ticketing vision and the urgency of the situation. They didn't waste any time deploying a solution. With less than six months until opening day, HOTA appointed a ticketing system and managed that migration simultaneously to work with KIS.

HOTA and KIS collaborated in tandem to develop the best deployment strategy. Brisland remembers identifying five possible models. A unified ticketing and CRM system made the most sense from both economic and capacity perspectives.

"KIS just understood our needs," Brisland explained. "Those initial conversations with the team really inspired our confidence in the ability of the organization."

In a matter of months, KIS deployed kiosk systems that aligned with HOTA's vision. When the Gallery opened in 2021, visitors began utilizing the kiosks immediately.

"KIS just understood our needs. Those initial conversations with the team really inspired our confidence in the ability of the organization."

Grant Brisland, HOTA Director of
Business Growth and Development

OUTCOMES

Brisland and other employees noticed several positive outcomes, including a few unexpected ones.

CENTRALIZED DATA COLLECTION

HOTA offers many free experiences. Historically, attendance for these events remained unregistered. Implementing kiosks enables the organization to ticket these experiences. Doing so helps to manage numbers and capture vital data. HOTA can now easily track which experiences are the most popular and when people are most likely to attend.

Another key success was an influx of visitors purchasing tickets for paid exhibitions in the Gallery. Up to 80% of ticket sales happened on the day of an event. Of those, nearly 100% of visitors purchased through kiosks.

ENHANCED VISITOR EXPERIENCE

Kiosks give visitors complete control of their experience. Instead of standing in a long line to purchase event tickets, attendees can get everything they need from the nearest self-serve stall. Straightforward, user-friendly functionality ensures visitors don't need much guidance or support. "The kind of pick-your-own-adventure enabled by the kiosk has been a critical part of the audience journey and audience flow," Brisland elaborated.

INCREASED STAFF PRODUCTIVITY

Adding kiosks didn't reduce the need for staff; it relocated them to higher-value tasks. Historically, ticketing responsibility sat with the box office team. The kiosks have helped to unlock that, and now, any staff with front-facing role can support customers. Kiosks have pushed staff to become proactive in the sales space. Ticketing no longer relies on a conventional box office, so the staff can now spend more time interacting and supporting the customer.

IMPROVED COVID-19 COMPLIANCE

Opening the Gallery in 2021 came with even more unforeseen challenges. The COVID-19 pandemic changed the way people could gather and interact in public. Deploying kiosks freed up staff capacity to ensure the HOTA Gallery complied with all COVID-19 regulations.

BROADER KIOSK USE THROUGHOUT THE PRECINCT

Successful integration in the Gallery encouraged HOTA to deploy even more kiosks in other buildings on the precinct. Having multiple point-of-sale destinations eliminates the need for one centralized box office so patrons don't have to walk back to the box office should they wish to buy tickets for additional events during their visit. The organization also hopes to integrate outdoor kiosks for easier ticketing access in the future.

KIS TECHNOLOGIES: A LEADER IN SELF-SERVICE TICKETING

HOTA went to KIS Technologies with a precise vision in mind: self-serve ticketing without a traditional box office. The driving force was to improve visitor flow and foster human-to-human interactions. Time was also of the essence. Deployment had to happen before HOTA Gallery's opening day. KIS went above and beyond to deliver.

As Brisland said, "We really leaned into the expertise and guidance of KIS. Without them, it would've been a much more painful process."



LOCATION:
Plano, Texas

KIS Technologies is a software and event services company offering a suite of smart, secure, and simple solutions for events and venues.

- KIS Kiosk
- KIS Ticket
- KIS Park