

DEL MAR RACETRACK, SAN DIEGO

SEATADVISOR PRODUCT: SABO SPORT



SABO Sport

THE DEL MAR RACETRACK uses SABO - a powerful and feature rich web based ticketing system designed to manage all aspects of their venue, from the box office to the marketing department.

Seeing the need to offer real time online ticketing to its ever expanding client base, as well as enhance the box office functionality available to operators, the Del Mar Thoroughbred Club selected the SABO ticketing management system as the best in class solution to accommodate the phenomenal growth the track has experienced in recent years.

The SABO integrated ticketing management system allowed the Del Mar Thoroughbred Club to offer real time online ticketing for the first time in the track's history, allowing patrons to select their own reserved seats and tables directly from SeatAdvisor's interactive seat map.

SABO also allowed the DMTC to greatly improve the efficiency and effectiveness of access control via the integration of its rewards program, The Diamond Club, with general ticket sales. This allows reward club members automated discounts at the ticket windows, along with allowing pre paid customers to enter the track via real time authentication of their tickets.

In addition to the added functionality of the SABO system, Del Mar was able to realize large cost savings related to the automation of many box office processes. Orders that previously took a team of box office employees three weeks to fill prior to the season were completed within three days due to the ability of Del Mar to offer online ordering.



Organisation Profile

The track is one of the storied Thoroughbred horse racing facilities in the world, located at the Del Mar Fairgrounds in the seaside city of Del Mar, California. The track was founded by legendary singer and actor Bing Crosby. The track attracts over three quarters of a million patrons each year, over a racing season of just 43 live race days.



“AS A LARGE HORSE RACING FACILITY WE HAVE A COMPLEX ADMISSION AND SEATING STRUCTURE & THE SEATADVISOR STAFF HANDLED OUR REQUIREMENTS WITH RESPONSIVENESS AND DEDICATION”

Ann Hall, General Manager, Del Mar Racetrack

CASE STUDY - DEL MAR RACETRACK

Implementing the solution

"DEL MAR RACETRACK is a great example of an organisation dedicated to getting the most out of our system," said SeatAdvisor Europe MD Hugh O'Morain. "They've realised it's not just about ticketing anymore. They work with many groups, and have many different departments within their organisation. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success."

DEL MAR RACETRACK is the latest Sports venue in SeatAdvisor's growing client list, and joins, The Knockhill International Racing Circuit, The Scottish Rocks Pro Basketball and The Bendigo Schweppes Arena among others.



About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries. The SABO web-based system has been built on the latest technology, for entertainment industry professionals.

At the core of this powerful solution is a single, real-time view of the customer's data across all organisational levels, combined with business intelligence analytic tools that will ultimately deliver more revenue and profits. SABO currently serves clients in America, Europe and Australia, including: The University of Chattanooga, The Schweppes Centre, Knockhill Racing Circuit and Del Mar Thoroughbred Club

"DEL MAR RACETRACK IS A GREAT EXAMPLE OF AN ORGANISATION DEDICATED TO GETTING THE MOST OUT OF OUR SYSTEM. THEY'VE REALISED IT'S NOT JUST ABOUT TICKETING ANYMORE. THEY HAVE MANY DIFFERENT DEPARTMENTS WITHIN THEIR ORGANISATION. REPLACING THE MULTIPLE SYSTEMS THEY CURRENTLY USE TO MANAGE MARKETING & TICKETING INITIATIVES WITH ONE UNIFIED SYSTEM WILL BE VITAL TO THEIR SUCCESS."

For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. Here you can see an online presentation about SeatAdvisor and the SABO ticketing system. Go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC (please type the address reference exactly as it appears, including the capital letters). http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html SeatAdvisor has offices in the United States, Europe, and Australia.

**SeatAdvisor Europe MD
Hugh O'Morain.**