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Client case study:
Historic Tours of America

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Ventrata is a game changer for business decisions



Historic Tours of America provide safe, fun, and unforgettable experiences

Client overview

Historic Tours of America is a tour and entertainment company which provides historically-oriented vacation experiences. They operate trolleys, street trains, high-speed ferries, themed retail stores, festival marketplaces and other historic tourist attractions in Key West, Florida, Boston, Massachusetts, San Diego, California, Savannah, Georgia, Washington DC and St Augustine, Florida. Historic Tours of America welcomes three and a half million visitors per year.

Challenges

- ➔ Historic Tours of America began to look at how it could modernize its sales tools as it moved into its fifth decade of operation. They wanted to move away from legacy systems and move to a flexible, mobile solution that allowed them to take advantage of opportunities to sell onboard vehicles, vessels and on the street;
- ➔ The ticketing system was in need of an upgrade to a cloud-based, API-connected solution. The greater connectivity would enhance reporting power and enable more agile business decisions;
- ➔ They required a system that could manage high volumes of customers quickly at points of sale and at check-in locations — reducing wait times and fuss, and improving the overall customer experience.



Ventrata enables powerful booking functions which can be customised to suit business and operational needs

The solution

- ➔ Ventrata supplied the hardware and software required to create a seamless and fully-supported multi-channel sales solution. The modern hardware devices are designed to handle high-volume outdoor sales and are configured with the Ventrata Android application. These intuitive smart devices are fully-certified payment terminals which allow street sellers, hosts, drivers and guides to sell easily and quickly, and increase upselling opportunities in destination.
- ➔ As a cloud-based solution the inventory is constantly updated. This ensures accurate availability across all channels. Sales data is accessed on the highly-configurable dashboard and can be accessed on any internet-connected device. This allows different levels of management to access the required data in real time so they may make informed decisions about operations, sales and promotions.
- ➔ The combination of connected devices and live availability allow for high-speed processing of guests to reduce wait times. The smart handheld sales devices also allow any Vouchers that are not API connected to be photographed and stored, reducing the need to rummage through paper for reconciliation.

Results

- ➔ The new hardware allows sellers to offer more products for sale and increase in-destination revenue. The connected smart devices reduce cash transactions which is a wonderful security benefit. The contactless payment and paperless ticketing also minimizes social contacts, keeping staff and customers safe.
- ➔ The powerful reporting and financial management tools have greatly reduced reconciliation times at the end of shifts. The removal of the need for counting paper vouchers at the end of day by hand has reduced potential loss and saves time.
- ➔ Fast scanning with the Ventrata app allows for fast check-in and boarding times. This means less queuing for guests and enables staff to offer assistance and support to guests with additional needs. Overall, this is a great improvement for the guest experience.



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