

Booth Scotland Ltd

Launched in January 2005, thebooth online ticketing service, www.thebooth.co.uk, was developed by Highlands & Islands Arts Ltd to provide affordable, entry-level ticketing for charitable/not for profit arts and cultural organisations across the Highlands & Islands.

Originally a project of Highlands & Islands Arts, thebooth is now an organisation in its' own right - Booth Scotland Ltd was formed in mid 2007.

We are now delighted to be able to offer the service throughout Scotland, to arts and cultural organisations in your area.

thebooth Service: -

- Provides a professional 24-hour automated online booking service on behalf of the region's cultural organisations. Allowing Arts and cultural organisations, regardless of size, to sell tickets through their own website and through a central ticketing portal, www.thebooth.co.uk. This gives customers across the globe access to ticket purchases 24 hours-a-day, 365 days-a-year. It also provides an online presence to event promoters with no website resource of their own.
- Authorises bookings made by credit and debit cards on behalf of promoters without the need for expensive and complicated PDQ and merchant account technology within venues.
- Enables capture of customer data on behalf of promoters, which gives promoters more comprehensive information on their audiences and allows them to conduct direct and inexpensive marketing campaigns for future events by post and email.
- Allows the development of this marketing data by gathering customer intelligence on behalf of cultural organisations and agencies in order to encourage best practice in direct marketing and audience development.
- To allow cultural organisations across the region to reach new and international audiences.

For further information please email: info@thebooth.co.uk.