

# BETTER CITY SERVICE



# OUR SERVICE

More potential customers, without the hassle of managing. Wouldn't that be wonderful? We facilitate museums and attractions to reach visitors via all channels all over the world. We provide the tools for building the perfect ticket solution, capacity management and dynamic pricing.

**Minicards Ticket Services stands for: Frictionless bookings, reservations and payments across online, mobile and in store.**

Offer easier and faster access for your visitors by using one simple entrance, administration and payment tool.





An omni-channel ticket solution for the perfect easy access service. PrioTicket is your partner to facilitate customers with any ticket solution for any contact moment of the customer journey.

**Yes we love to help out!**





The omni-channel ticket platform  
facilitating the in-destination travel  
market.

1



### Museums & attraction tickets

Sell tickets via different  
distribution channels  
worldwide.

2



### Hotel service

Answer any question  
at the front-office with  
the dynamic hotel  
point-of-sale system .

3



### Website tickets

Dynamic ticket  
template for any  
type of website

4



### Guides

Mobile friendly ticket  
point of sale for any  
mobile ticket point in  
the city

5



### OTA integrations

Connect with the  
industry leading  
ticketing  
platforms

6



### Reporting

Receive detailed  
information and  
analytics about your  
customer.



**OVERVIEW**

**Our  
services**



# CLOUD BASED INTEGRATED SERVICES

All sales channels connected to one attraction using one single system

## Museums & Attractions

Easy entry and redemption system. Including cross-sell functionalities to sell tickets for other attraction partners.



## Online travel agencies

Manage all online sales channels with one API connected channel manager system.



## Walking tours

Facilitate in- destination sales channels (guides) with a great mobile POS system to sell tickets or activate a Priopass. A personal touch can reach conversion rates up to 100%.



## Hotels

White label virtual concierge platform with webbased point of sale. Mobile guest service app and daily city agenda with up-to-date information about the city.

Facilitate hotels offering more service to their guests and make money doing so.



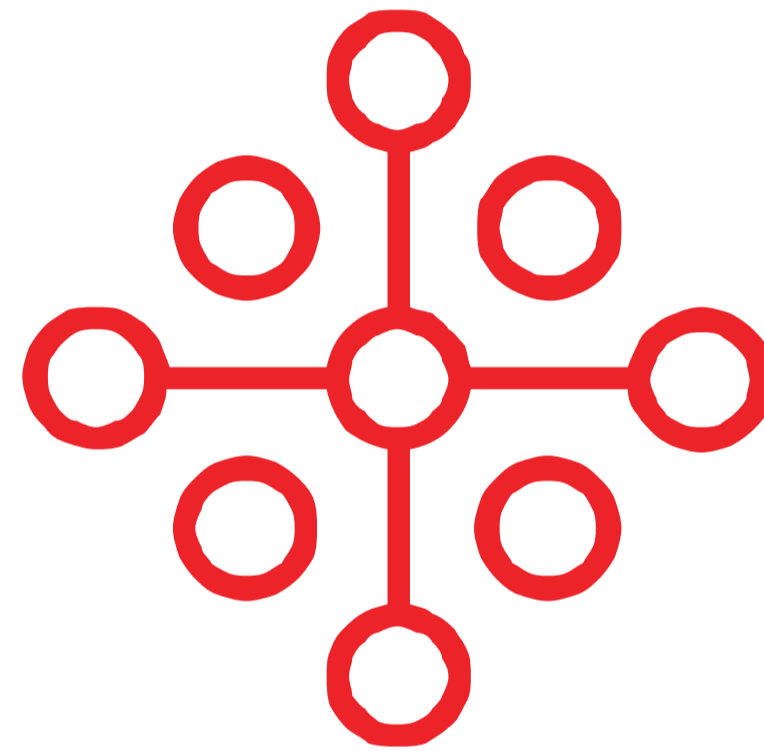
## Ticket shops

One point of sale solution for a full city product overview for a tourist shop. Offer single tickets and real-time reservations for any attraction.



## Transport Companies

Combine both transport and sightseeing in one product with NFC and RFID technology



# PRODUCT FOCUS POINTS



## 1. Flight hotel booking pre-arrival

- In flight and hotel booking confirmation page.
- In booking confirmation email
- In app integration.



## 2. Hotel pre-arrival

- Hotel website booking confirmation page
- Hotel booking confirmation email
- Pre-arrival email

**Before arrival**



## 3. Hotel in-destination

- Lobby point of sale including Priopass activation (optional with public transport)
- Daily agenda & last minute content
- Customer hotel app

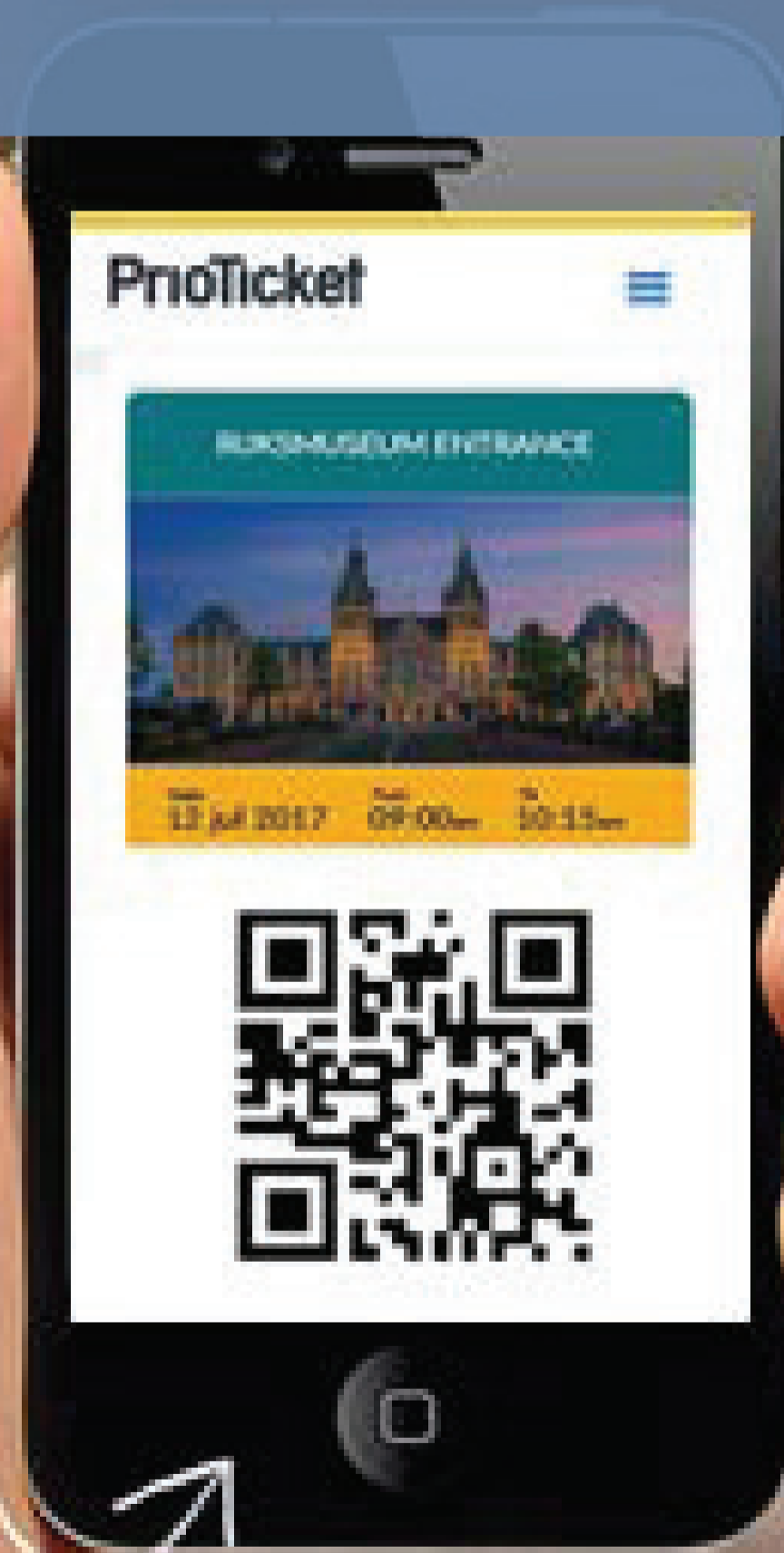
**In-destination**



## 4. Cross sell via partners

- Mobile POS system
- Priopass technology
- Make ticket valid at other attractions

# PRE-ARRIVAL INTEGRATION



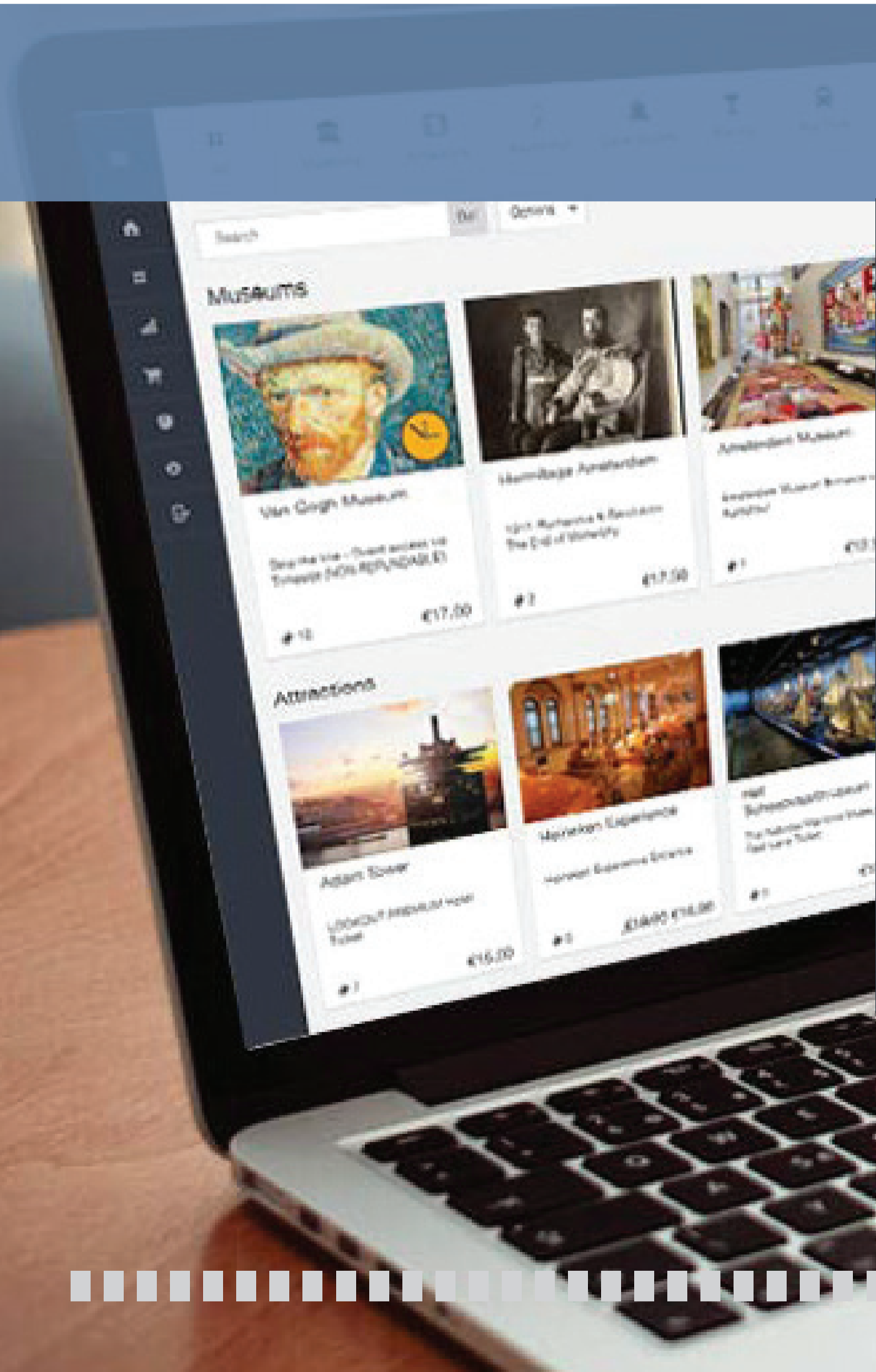
After a hotel or flight booking, the customer is offered to make reservations for in-destination things to - do in 3 different flavors.

## Options

- 1 Reserve unique local initiatives without upfront payment.
- 2 Reserve attraction time-slots and pay in advance.
- 3 Receive one single entry code to enter any museum or attraction and pay upon entry.



# HOTEL GUEST SERVICE



- Offer great service to your hotel partners to efficiently answer any “what to do” question.
- Offer hotels an additional earning model.
- Offer hotels a white label customer support platform.
- Perceived better customer service due to sincere tips and trip involvement.

- 1 Point of sale to sell tickets / make reservations and activate Priopass with or without public transport.
- 2 Daily agenda with last minute and up-to-date content.
- 3 Show live availability of any destination partner.
- 4 Multiple billing features that includes the option to add Priopass / transactions to the hotel bill.
- 5 Valuable reviews based on actual visits.



## 1. Via own ticket website

# CROSS SELL

- Mobile Point of sale system to scan, redeem and sell other tickets.
- Offer multiple products on your website to facilitate cross-sell option with attraction partners.
- With the PRIO mobile POS solution you can provide superior service and fast access to all activities in the city



*Sell tickets for other museum and attractions to offer more service to your guests.*

## 2. Via mobile POS system.




### Facilitating “What’s next” recommendations

- 1 Make one ticket available for multiple attractions
- 2 Create a pre-paid city pass
- 3 Package combi -tickets with or without discounts

## 3. Via mobile app plus payment system.





  
Any ticket solution  
you need. Let's  
sell tickets!!



# TAILORED WEBTICKETING SOLUTION

## ONLINE TICKETS

### INTEGRATION

We spent many years crafting the simplest user interface for your customers. The ticket frame is dynamic for each type of website. Mobile friendly and easy to install.

### DYNAMIC LAYOUTS

Create your own type of ticket layout. Works across all types of platforms, change colors, text, fonts and any design types.

1

Fully customized ticket page.

2

Easy to manage, promote, and sell tickets with our powerful ticketing system

3

We enable businesses to integrate easily with 250+ local payment methods.

4

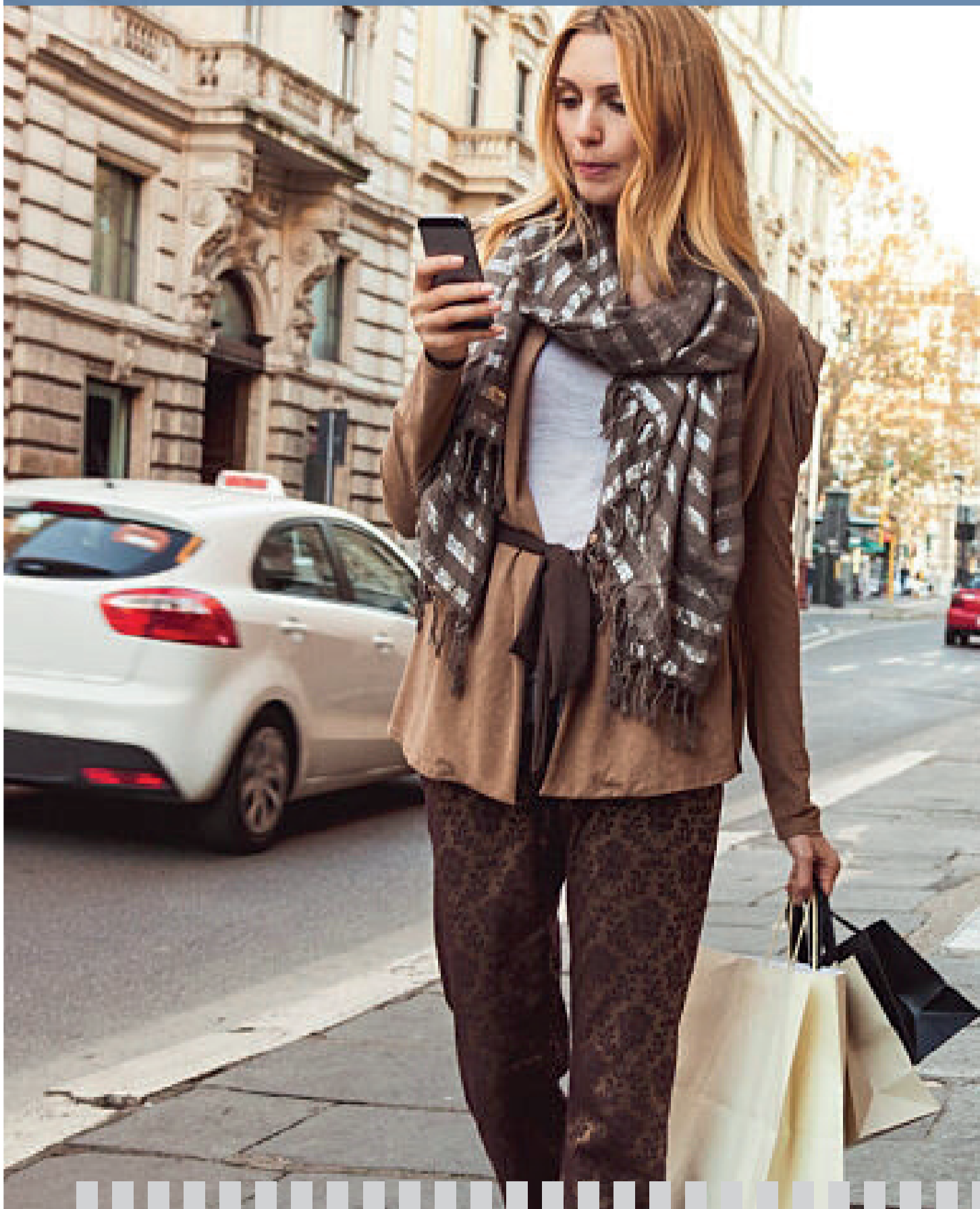
Mobile friendly and easy to install.



**Create your own review email and layout. Receive qualitative data by giving visitors the option to value the customer service of each visit.**

# MOBILE AND ONLINE TICKETING

## OUR SERVICES



### WHITE LABEL TICKETING PLATFORM

We provide a white label ticketing platform to build your own ticketing solution. Manage all your customers from your own portal and set your own pricing per channel.

### POWERFUL API'S

Use powerful API's to build your ticketing solutions. No limitations, with our Rest API you can build a solution that perfectly fits your needs.





**360  
degrees  
redemp-  
tion**



# CHANNEL MANAGER

## MAXIMIZE CAPACITY



We support attraction partners with the latest technology to manage all their operational and online challenges.

Our biggest added value is the channel manager to reach and manage bookings via all global and local available channels.

- 1 Direct API connections with global OTA's
- 2 Ticketing via all own sales operations, online, group booking, cashier system, web widgets, mobile POS, etc.
- 3 Capacity management and dynamic pricing
- 4 Unlock 3<sup>rd</sup> party sales via hotels, ticket offices, guides, etc.

*Facilitate and offer partners tailored pricing / deals / commission / discount and maximize the no. of tickets per time-slot per partner per channel. We facilitate the best type of integration for any sales channel like ticket websites, cruise lines, flight and hotel booking engines, etc.*

# REACH CUSTOMERS VIA ALL CHANNELS

## API CONNECTIONS



Top resellers integrated with the PrioTicket reseller platform using the booking, reservation and content API's.



Expedia



GetYourGuide



Viator



Headout



Musement



Veltra



Tiqets



Ctrip

 25 more...



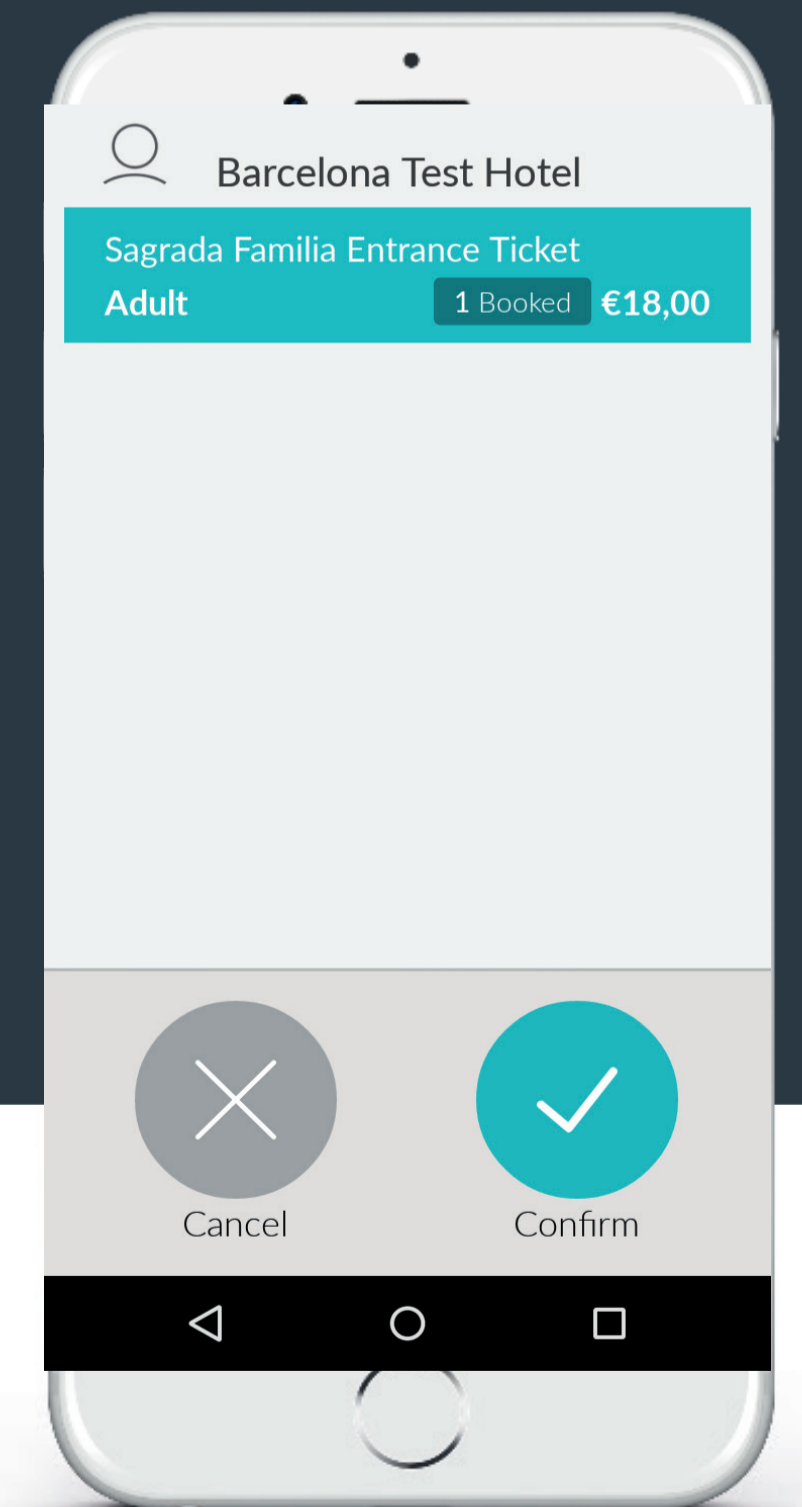
# 1. Redemption API's

## PRIO REDEEM

Integrate with mobile scan app or entry system to minimize the redemption hassle at the attraction side.

- 1 Redeem API platform to integrate with existing attraction entry systems.
- 2 Mobile scan & redeem solution to redeem tickets from all integrated reseller channels.

## 2. Redeem via mobile app



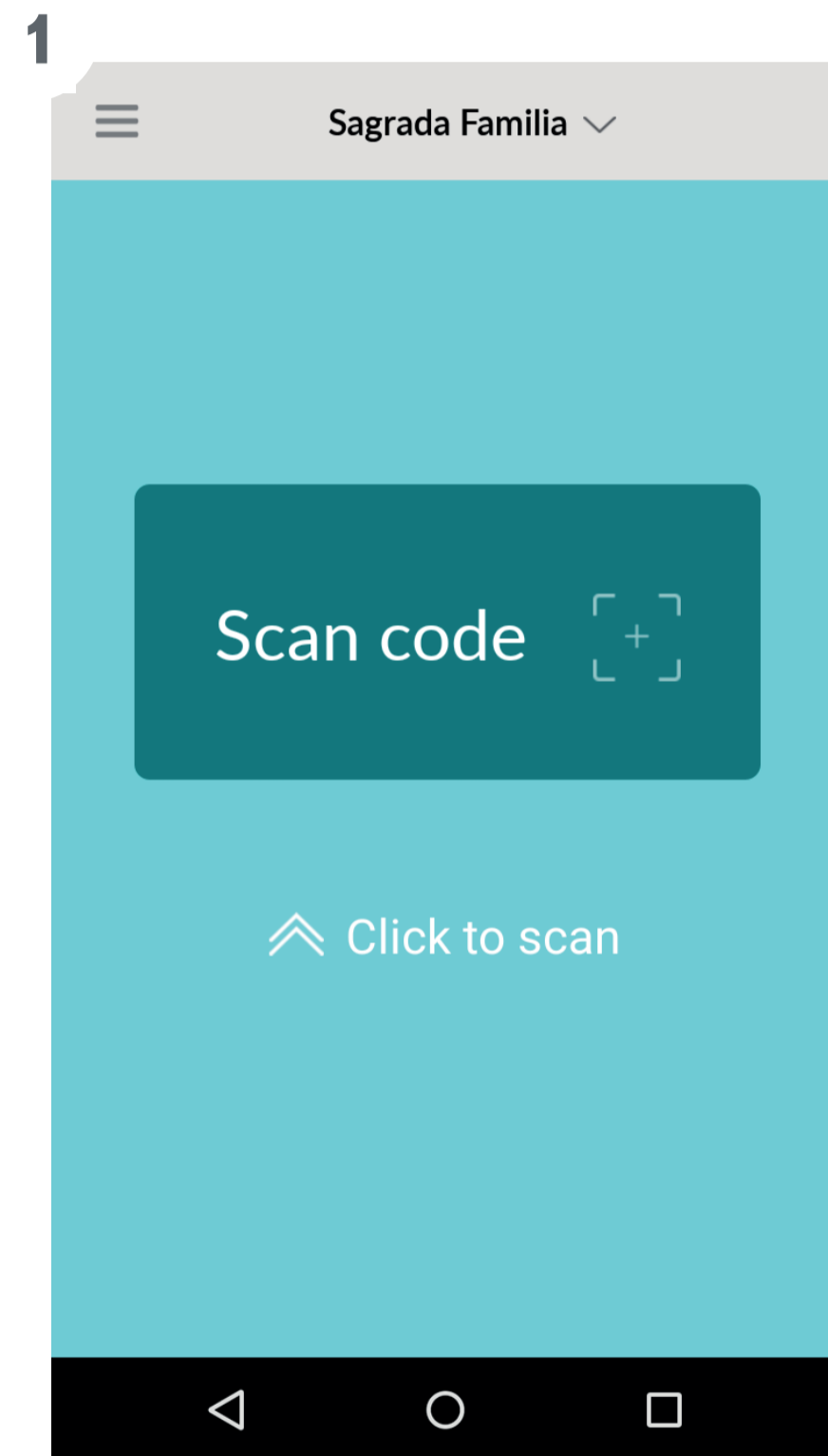


**Redeem  
Techno-  
logy**

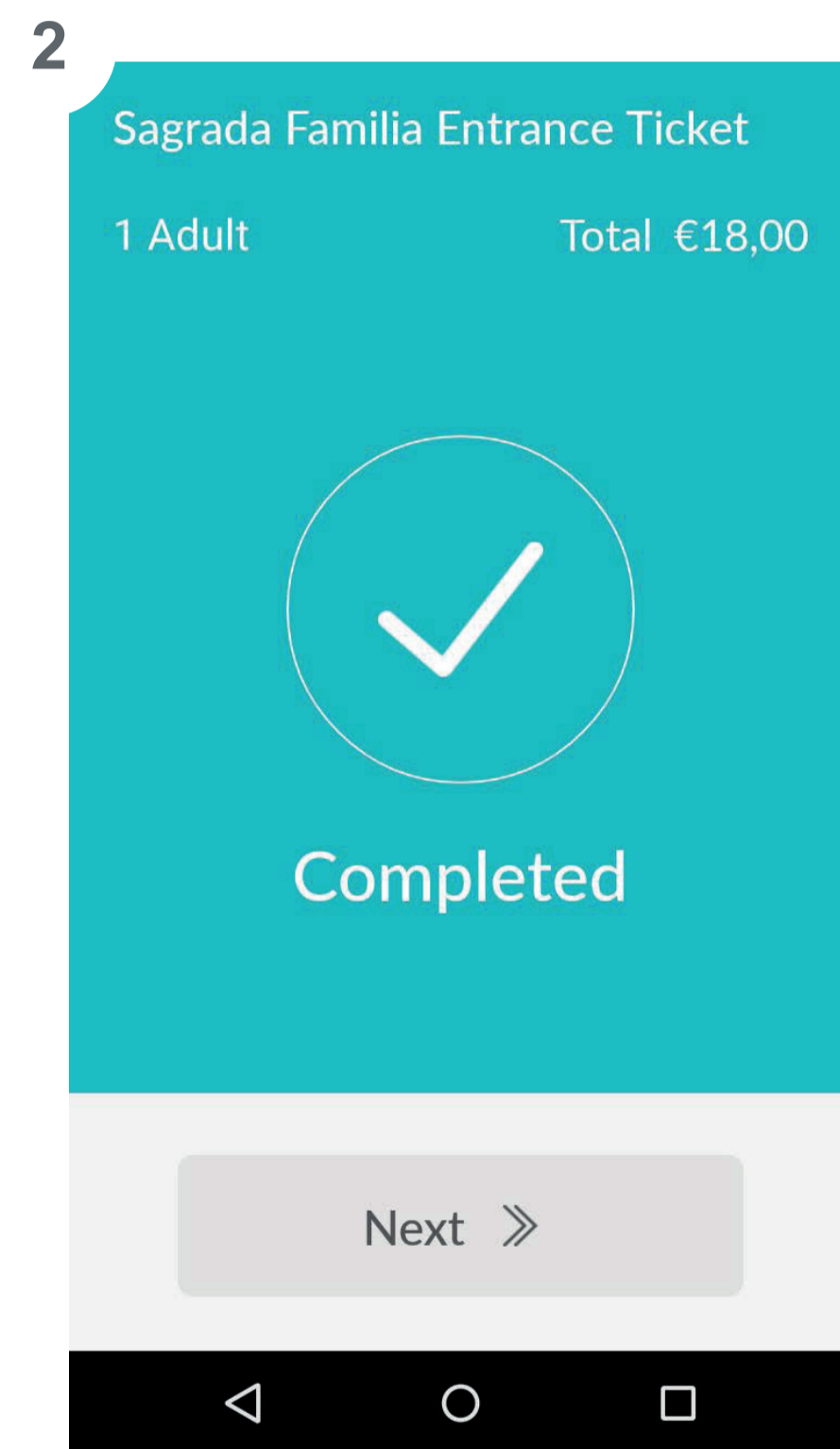


# SCAN MTS VENUE APP

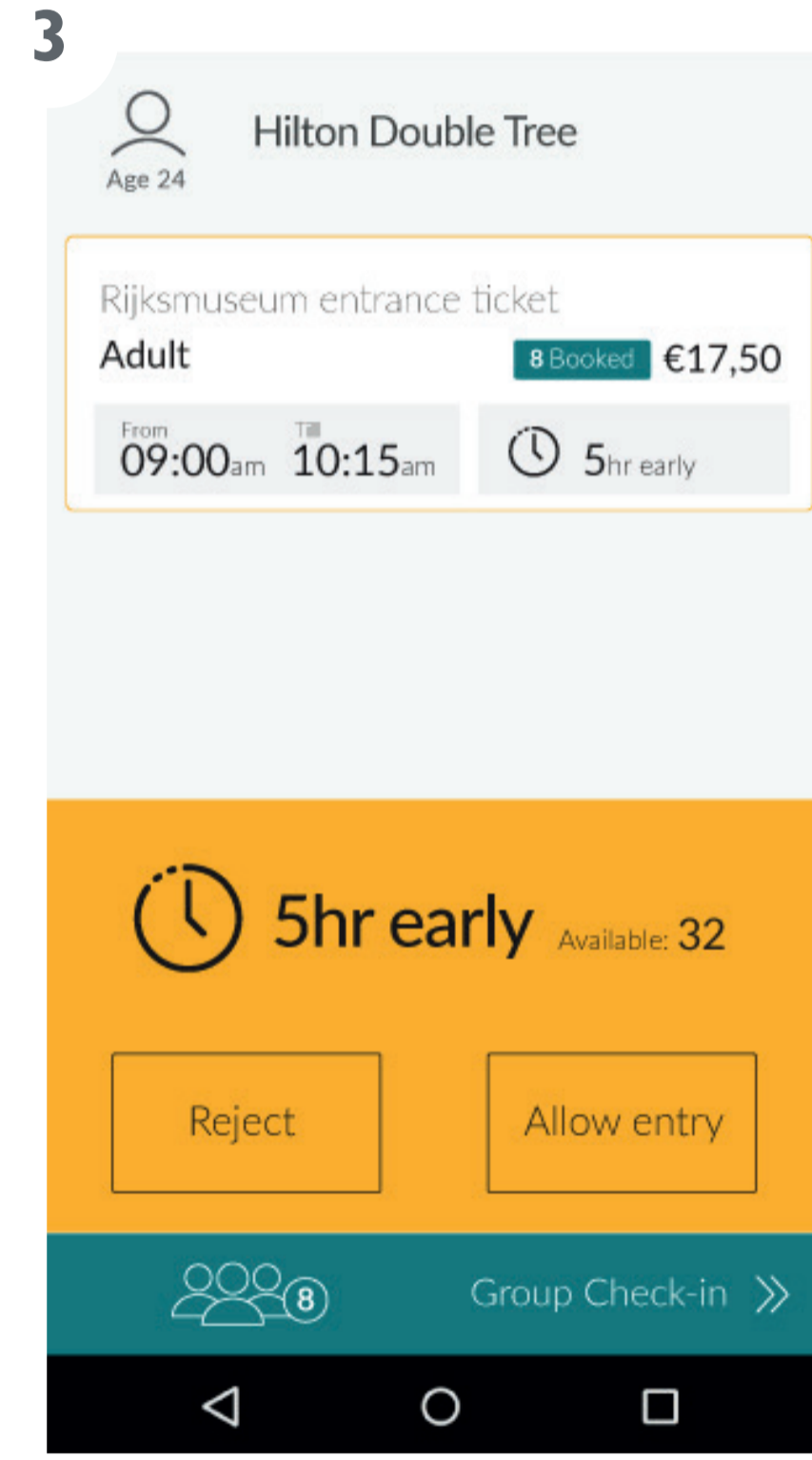
The easiest entrance system in the world, download on any mobile scan device. Just scan, confirm and your guest can enter the venue.



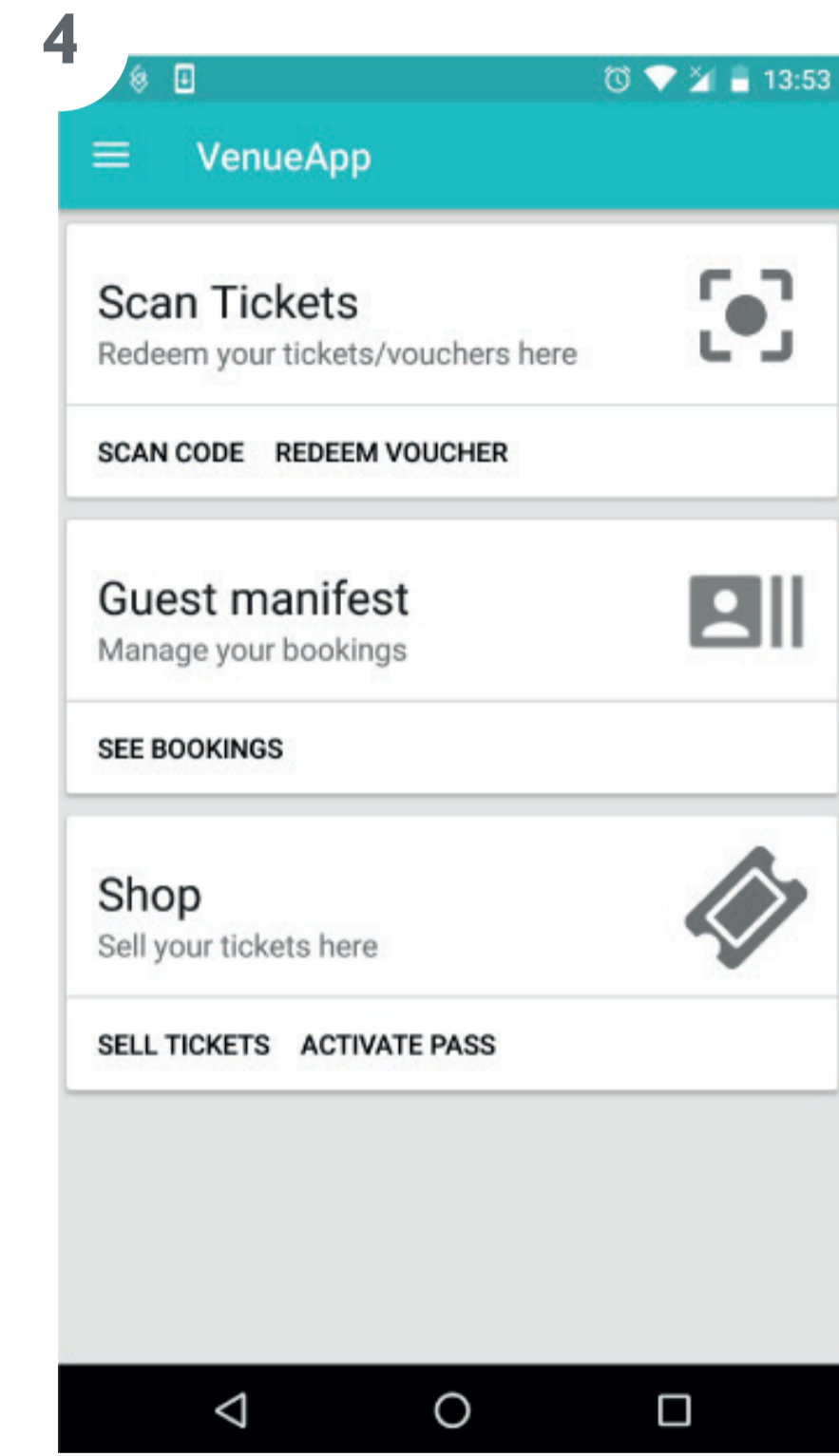
Scan any code from any reseller with the attraction venue app.



Redeem and make payment upon scan.




Time-slot tickets, allow early entry (show availability for time slot) and allow group check-ins.



Scan, redeem, manage bookings and cross-sell tickets for other attractions all in one device.



The background features a dark grey gradient with several semi-transparent, stylized illustrations of data dashboards and charts. On the left, a laptop screen shows a bar chart with seven green bars of varying heights. In the center, a larger monitor displays a line graph with a blue line connecting several circular nodes in various colors (green, blue, red, yellow). To the right, another monitor shows a dashboard with various colored blocks and a legend. A white dashed line runs horizontally across the bottom of the image.

**One of the most important things are the analytics of your ticketing. Become aware of your sales, your best selling partners, the most qualitative channels and how people and visitors evaluated your venue.**

**Analytics  
and  
Numbers**

# ANALYTICS OVERVIEW

## VALUABLE ANALYTICS

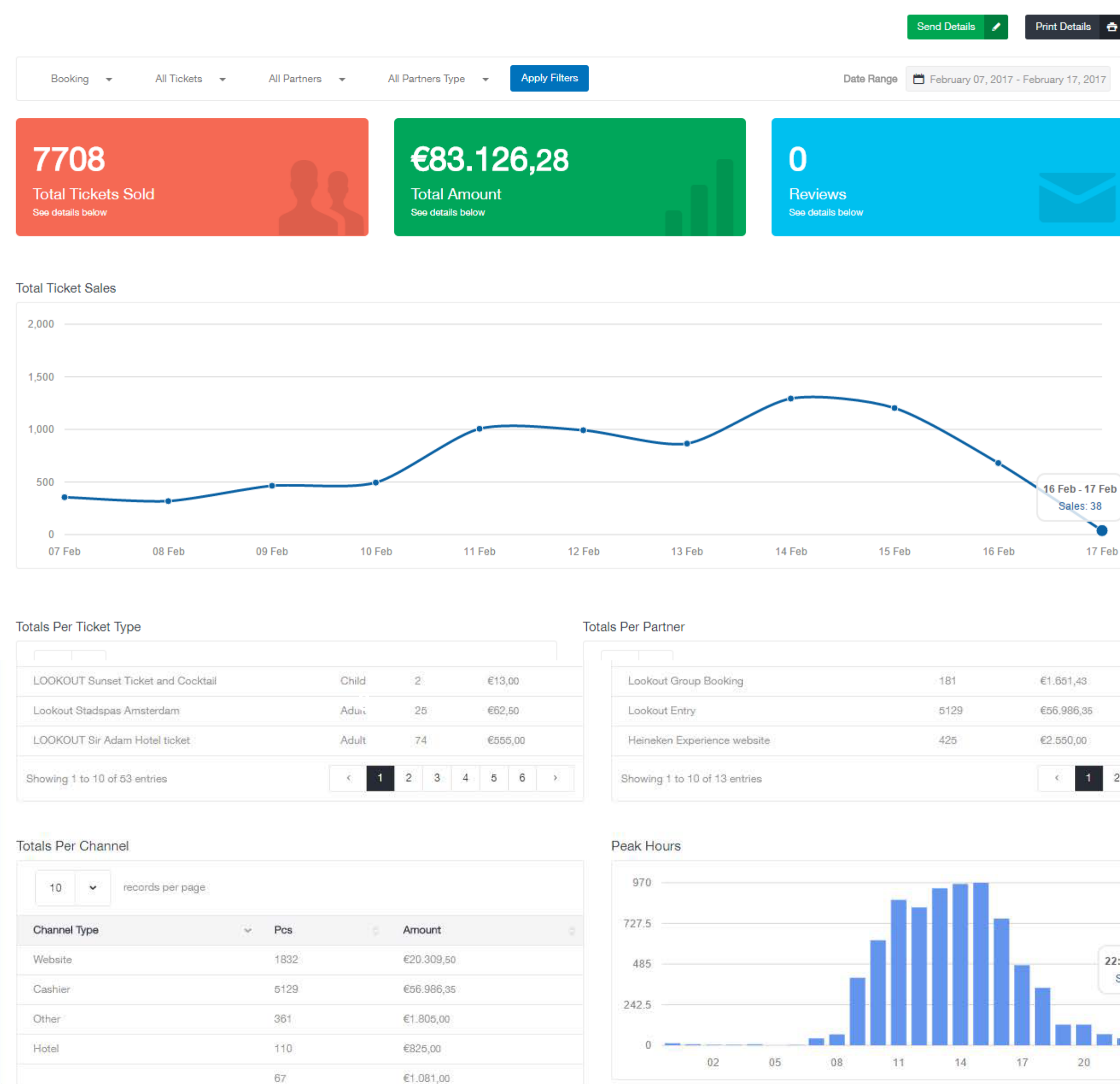
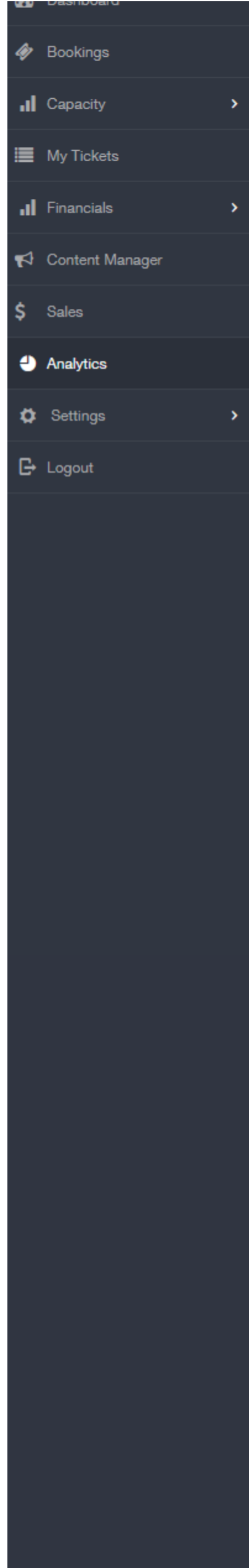
Use all demographic factors to know your customers better. Detailed insight from which country of origin your visitors are and guest profiles like gender, age, language, group party, email and partner platform.

## SECURE DATA

We will securely store your data, this data is owned by the venue. We will only display and never use any of the data ourselves.

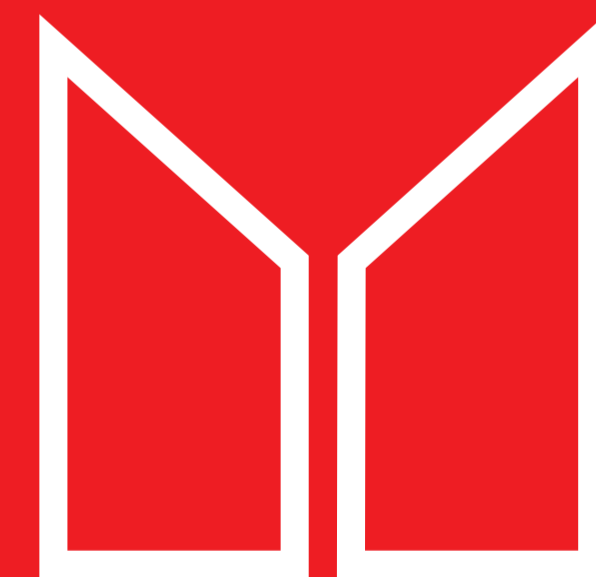
## DYNAMIC PRICING

Manage the ticket price of the venue depending on the popularity of a specific day or time slot, promote quiet days, create dynamic pricing, spread the crowd and push last minute impulse sales to resellers.



**Frans Halsstraat 39  
1072 BL Amsterdam  
The Netherlands  
+31 (0)20 771 41 86  
info@minicards.com**

**CONTACT US**



**www.minicards.com**

