

Hamilton Gardens Arts Festival

How switching to Eventfinda helped save a festival



“Eventfinda stood out due to their customer service, flexible features and ability to innovate.”



“Changing ticketing providers had a significantly positive impact on our ability to maximise revenue generation.”

GEOFF TURKINGTON, FESTIVAL DIRECTOR, HAMILTON GARDENS ARTS FESTIVAL



“Our White Label Ticketing with Eventfinda is an asset to our sales and overall success.”

Feature focus



Ticketholder Communications



White Label Ticketing



Cancellations & Refunds

Summary

Hamilton Gardens Arts Festival is arguably the largest regional event of its kind in New Zealand and is delivered by the Hamilton Gardens Summer Festival Foundation. It presents over 90 events starring over 1,000 artists from the local, national and international creative communities.

Over the 10-day festival around 50,000 people attend events. Their ticketing partnership with Eventfinda began in 2021 following frustrations with their incumbent ticketing software.



“In our post-festival survey, our Ticketholder Communications around Covid-19 received 10/10.”

Outcomes

1

Ticketholder Communications efficiently managed cancellations and refunds.

2

White Label Ticketing enables the whole programme to be ticketed in one place.

3

Cancellations and refunds were managed swiftly by the Eventfinda team.