

VIC TicketBox

YOUR COMPLETE TICKETING SERVICE

Morecambe and Lancaster Visitor Information Centres are pleased to offer VIC TicketBox - a complete event ticketing package - allowing you as an organiser to sell tickets online, over the phone and in person via our Box Office system.

YOUR QUESTIONS - ANSWERED...

'Why should I use VIC TicketBox to sell my tickets?'

Our professional Visitor Information Centre (VIC) staff deal with approximately 150,000 enquiries annually so have great knowledge of the area, its entertainment venues and the kinds of events which are offered. We welcome many local residents who regularly use the centres to find out what's on and buy tickets, as well as assisting the large number of visitors looking for things to do and see during their stay. We currently work with Lancaster Castle, The Hothouse, The Storey, Williamson Park, The Priory and The Platform, among others.

'How can I work with the Visitor Information Centre (VIC)?'

The Visitor Information Centre will liaise with you to confirm all the details of your event and the allocation of tickets you want us to have on sale via the VIC TicketBox and will then upload details of the event to the Box Office system. The VIC administers the booking and ensures the customer has his/her confirmation. After the event, the VIC passes the balance of the money to you, minus the commission. The VIC charges the organiser 10% commission on all tickets sold.

'What does the customer receive as confirmation of booking?'

For events booked online or over the phone, we do not issue tickets – the customer is given a booking reference number which they are asked to bring to the performance. For events booked in person at the VICs, a printed ticket will be issued. We will provide the printed tickets so you do not need to supply them.

'Does the customer have to pay a booking fee on top of the ticket price?'

For online bookings, the customer is charged a fee of £1.50; for bookings made over the phone, the customer is charged a £1 booking fee. There is no fee for sales made in person in the VICs.

'How will people know about my event?'

Primarily, each event organiser has the responsibility to promote and market their event - we provide the means of selling the tickets online, in person and over the phone. We will set up your event on our Box Office system and will list the booking information on our website and literature wherever possible. We will also provide the online booking link and a TicketBox advertisement for you to include on your publicity.



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YOUR QUESTIONS - ANSWERED... continued...

'How can you help me promote my event?'

We can upload your event to our Local Events calendar and website.
We can promote your event via our Facebook and Twitter social media feeds.
We can display posters and flyers in our centres and via our display screens.

'How do I monitor my ticket sales and how do I obtain an audience list?'

You will be given online access to a Promoter's Log-in to check on ticket sales and print a list of customers who have booked, ready for checking in on the door - audience members will arrive with either a ticket or their booking reference number. If you don't have regular online access, you can call our staff during office hours (Morecambe 01524 582808, Lancaster 01524 582394) and we will be pleased to tell you how many tickets you have sold so far.

'How does the customer book?'

Online: www.lancaster.gov.uk/VICTicketbox
In person: Morecambe and Lancaster Visitor Information Centres
Telephone: Morecambe VIC: 01524 582808 / Lancaster VIC: 01524 582394
Open: Morecambe VIC: Mon-Sat 9.30am - 1pm and 1.45pm - 5pm
- also open on Summer Sundays
Lancaster VIC: Mon-Sat 10am - 4pm plus selected extra dates

Interested?

Contact Lancaster Visitor Information Centre on 01524 582394 / lancastervic@lancaster.gov.uk to arrange a chat!



Jamila Juma-Ware, Marketing Director, Sneaky Experiences

"I must say, having worked with a number of visitor and tourism boards, you guys really are incredible with your responses and assistance - extremely organised and already a pleasure to work with!"

Iain Sloan, Iron Press Printmaking

"I am delighted with the service provided by the Visitor Information Centre. The staff handle all my bookings and payments for my workshops, keep me informed of bookings by text, email and in person - they provide me with a printed record of all transactions each month and have a detailed record of all who book the workshop."

"It is a service that makes my life easier and my business more efficient and user friendly."



Simon Armstrong, Manager, The Platform, LCC

"With the number and diversity of shows that The Platform offers, it really is comforting to know that only the best possible service is being given by the Visitor Information Centre team. The team's knowledge, attention to detail and levels of customer care are, in my experience, the best you could possibly ask for."

