



Case Study BusyBus Limited Sightseeing Tours

BusyBus, an Adventure Sightseeing tour company based in Chester, UK was established in 2002 and sold tickets by conventional methods until 2007.

Having experienced first hand the problems of trying to sell its tickets online, BusyBus signed up to the Instantticketseller.com in January 2007.

Since implementing Instantticketseller.com the company has seen an annual growth of 47% and looks forward to this trend continuing.



The main problem BusyBus had in trying to sell tickets online was flexibility. To deliver tours efficiently and profitably it is essential that a minimum number of seats are sold and the maximum is not exceeded. Simply allocating tickets to re-sellers was not an option and relying on in-house sales was too risky.

The solution lay in having a centralised ticket "pool" or database whereby sold tickets would allocate immediately this guaranteeing accurate information about each tour.

But it didn't stop there! By virtue of what Instantticketseller.com does, the natural progression was to utilise it as the centralised administration hub for the business. It knows exactly what's going on! How many tickets are sold. Which vehicle is allocated to which tour. Which driver & guide is allocated to which tour. Sales information. Notes on tours. The list is endless.

Instantticketseller.com not only provides an exceptional and comprehensive solution, it does it at a fraction of the cost you might expect with a fraction of the effort to switch on and maintain it. It's even 100% in your control – at all times!

Instantticketseller has revolutionised the way tickets of this type are sold on the Internet and, subsequently, revolutionised the business. BusyBus is now truly a global offering and is destined to go from strength to strength.



Vera De Ruiter, Operations Manager for BusyBus, commented:

"I have always been a believer in using the features & benefits of the Internet to exploit a global marketplace. However, like most, I am cynical and sceptical about the return on my investments (ROI). Instant Ticket Seller has provided a low-risk, low-maintenance, low-cost solution giving amazing returns and incredible results. I am thrilled to be part of this revolutionary way of promoting my sales."

**For more information call visit www.instantticketseller.com
Or phone us on +44 (0)870 – 949 – 4350**