



Case Study Chester Heritage Open-Top Bus Tours

When we first met Mike Edwards, the Owner of Chester Heritage Tours, we saw a dedicated, committed man living out his dream.

His business had become his lifestyle, providing pleasure not only to the many visitors and residents of Chester, but to himself as he joyfully and passionately pleased his audience.

However, his one bug-bear was the sporadic and inconsistent way he sold tickets. At any moment in time he simply never knew how many passengers were on the next tour, never mind the next day, week or month.

Because of the amazingly low entry price of utilising Instantticketseller.com, Mike was able to immediately solve his problems, within a budget he could afford.

By solving this headache, Mike is now able to concentrate all his efforts on what he enjoys, letting Instantticketseller.com make sure there is no more embarrassing over-bookings.

Perhaps what Mike wasn't expecting was that directly through the efficiency of his new Instantticketseller.com system, along with the "visibility" of his business through the affiliate programme, he is experiencing completely un-forecasted business growth that has left him with a brand new, unexpected, problem:

Where on Earth is he going to find a whole fleet of these amazing vintage buses to accommodate this extra demand?



"I never thought in a million years I would enter the World of high-tech Internet business when I purchased my vintage bus back in 2003. Thanks to Instantticketseller.com not only am I right up there with the "big boys", my business has been transformed into a Global offering! I'm even getting film work from Hollywood! Being a 55 year old chap who's only just mastered my digital watch, I can honestly say the Instantticketseller.com solution is easy, convenient and fun! "

Mike Edwards, Managing Director, Chester Heritage Tours

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