



Doubleknot's Online Ticket Sales a Success for Houston Zoo's Holiday Zoo Lights!

TXU Energy Presents Zoo Lights is one of the Houston Zoo's biggest events of the year. Zoo Lights 2013 was more spectacular than ever, with more than a million lights imaginatively displayed throughout the Zoo. Visitors enjoyed hot chocolate and seasonal music while exploring a winter wonderland full of sparkling trees, life-size lighted animal sculptures, a dollhouse village, holiday trains, and a 1957 Cadillac featuring thousands of vibrant lights twinkling in time to holiday music.

An attraction this popular requires careful planning for ticketing and admissions. With more than 213,000 Zoo Lights visitors, the Houston Zoo wanted to reduce the lines at the ticket booths by encouraging visitors to purchase their tickets in advance.

Doubleknot's flexible configuration allowed customers purchasing advance tickets to receive \$2 off the regular admission price, with an additional automatic discount for Zoo members. (The Houston Zoo uses [Doubleknot Connect for Raiser's Edge](#) to synchronize online membership information with the popular fundraising software.)

Further discounts were automatically applied to groups of 20 or more and 50 or more. And, same-day online ticket sales automatically halted at a specified time to help Zoo staff plan for the number of attendees that evening.

The convenience of online ticket sales was evident to visitors. One Yelp reviewer said, "Luckily my wife bought tickets online and printed them out. So we got to skip the long ticket booth line. We went straight toward the entrance line, which was less than three minutes." And, visitors who wished to "go green" could present their tickets on their smartphone for scanning, without requiring a printer.

"We are very pleased with the ticketing and admission process for Zoo Lights," says Leslie Forestier, CFO of the Houston Zoo. "Doubleknot definitely helped the lines move faster and improved visitor satisfaction."

About the Houston Zoo

With more than 6,000 permanent animal residents, the Houston Zoo provides a fun, unique, and inspirational experience fostering appreciation, knowledge, and care for the natural world. More than 2 million guests visit the Houston Zoo each year to experience their incredible variety of animals and ecosystems, as well as attend special private and public events and entertainment. Learn more at <http://www.houstonzoo.org>.

About Doubleknot

Doubleknot is a leading provider of online services for nonprofits and mission-based organizations of all sizes. Doubleknot's integrated solutions for ticketing and admissions, event and program management, and fundraising help promote awareness, increase participation, and grow revenue. Learn more at <http://www.doubleknot.com> or call (408) 971-9120.