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Ollie Allen, Devon County Show.

Case Study – Devon County Show

Working with major outdoor events and county shows across the UK

Established in 1988, Ticket Zone is a specialist box office and ticketing support service provider. They pride themselves on operating behind the scenes on behalf of theatres, event and concert promoters, producers, venues, tours, sports teams, greenfield events, festivals and air shows. With over thirty years’ experience they offer a knowledgeable and scalable event management and contact centre team with an understanding of ticketing, venues and ticketing sales policies.

Key facts

- Ticket Zone has a long history of working with major outdoor events and county shows across the UK.
- We provide primary ticket sales, fulfilment and trade desk services for some of the biggest UK events.
- Recent other events include HMS Collingwood & RNAS Yeovilton International Air Day (see separate case study).
- It’s the first time the County Show outsourced group tickets to an outside agency – Ticket Zone were responsible for supplying Group Tickets of all types.

Devon County Show

Ticket Zone worked with the Devon County Show to supply Group Ticket Sales to the event. The annual county show is one of the UK’s biggest agricultural shows and one of the South West’s most iconic events, attracting over 91,000 visitors and showcasing the very best of farming, food and rural life.

Results driven strategy

- Increase in business interest, enquiries and conversion of enquiry to sale.
- Worked in collaboration with Devon County Show to ensure the more complex enquiries converted to sales.
- Provided a dedicated direct marketing campaign sent to circa 500 targeted business customers.
- Used local data, visitor insights and published data to grow awareness, reach and ticket sales.

Wayne Munday, Chief Operating Officer at Ticket Zone, commented: "We were delighted to have been selected to supply tickets for this prestigious show – as a Devon-based company, we know how important it is to celebrate rural life and we are proud to support it. We have a long history of working with outdoor events of all types – from festivals to agricultural shows – offering the whole range of ticketing services."

Ollie Allen, Secretary of the Devon County Show, said: "The Devon County Show is one of the country’s top agricultural events, showcasing some of the county’s finest livestock, food & drink – it’s a celebration of rural living at its most vibrant.

"We chose to work with Ticket Zone to supply group ticketing services for us in 2018 as we know they have solid experience in this field.

"We were really happy with the work they did for us: group ticket sales were up from the year before and it helped us boost the profile of the event as a group visit destination to organisations all over the region. Ticket Zone are professional, flexible and easy to work with – using them allowed us to focus on sales of the other tickets, along with managing the event itself."



To find out more about Ticket Zone and how they can support you with your ticketing needs please visit

www.ticketzoneforbusiness.com