

## TOURISM IN ACTION

### A RECIPE FOR SUCCESS!

Entrepreneurship, technology, customer service, and tourism; put them all together and you have a recipe for success. Each part of this recipe can be found in a technological leader in online ticketing solutions, ExtremeTix ([begin.extremetix.com](http://begin.extremetix.com)), a key distribution intermediary in the tourism industry. ExtremeTix has been on the forefront of ticketing solutions for many different kinds of events and venues within the United States and Canada. When it comes to providing tickets for air shows, live music, fairs, theaters, museums, festivals, golf tournaments, sporting events, amusement parks, motorsports, traveling exhibits, and much more, ExtremeTix leads the way through innovative technology and high levels of customer service.

Preparing for a massive influx of excited and demanding customers is no easy task. However, this task becomes a manageable undertaking when approached from the beginning. Starting with online reservations and ticket purchases through to the day of the event with effective and efficient ticket scanning and crowd control the process becomes seamless. Maneuvering through the demanding needs of both sides of the stakeholder equation—event and venue managers and individual consumers—the company has studied, adapted to, and evolved to meet market place demands. By providing key performance indicators, maximizing revenues, and ensuring superior customer service for organizers and promoters while at the same time providing customers with convenience, simplicity, and memorable experiences, ExtremeTix has created the perfect customer interface.



*Global positioning technology provides tourists with an onboard navigator on unfamiliar roads. Photo by Cathy Hsu*

## Changing Communication and Distribution Channels

Internet access has become ubiquitous. Take a look at Table 5.3 to see the phenomenal growth, penetration, and usage of the Internet. Smartphones are overtaking personal computers as the dominant platform to access the Internet. In countries, such as China, Japan,