

## Case Study: Christmas Garden A/B Test

- Revenue: +25% in 3 years
- 5 locations with vs. 4 locations without Smart Pricer
- Ticketing system: SecuTix / myticket
- Previous pricing strategy: Static



In 2016, DEAG brought the successful Christmas Garden concept to Germany for the first time, launching it at the Botanical Garden in Berlin. Since then, Christmas Garden events have become some of the most popular outdoor pre-Christmas attractions in Germany and across Europe.

### Key Challenges

1

Increase revenue and profitability

2

Encourage early online sales

3

Attract more visitors to low-demand timeslots

# Christmas Garden: Dynamic Pricing Success

*"Over the past three years of working with Smart Pricer, we have seen firsthand how dynamic pricing shifts demand in practice: less congestion during peak periods and more predictable visitor flows. For us, dynamic pricing has become another lever for delivering an even better guest experience while further increasing the share of early bookings."*

— Sebastian Stein, CEO Christmas Garden



## 1. Analyze & Simulate

Smart Pricer ticketing analysis with simulations of various price settings



## 2. Define Strategy

Defining pricing rules and setting up price update processes



## 3. Go-Live

Automated pricing with forecasting and fan communication

# The Smart Pricer Engine: Fully integrated and automated in myticket



*"With myticket, we provide event organizers with dynamic pricing as a fully integrated, automated solution directly within the ticketing process - powered by the Smart Pricer engine.*

*After a one-time setup, the software independently manages prices based on historical data, current demand, booking behavior, weekdays, time slots, and a range of additional parameters. This enables organizers to systematically maximize revenue, actively manage capacity utilization, and automate their entire pricing strategy without any additional operational effort"*

— Moritz Schwenkow, CEO myticket

# 3 golden rules for high guest acceptance were applied

1. Be transparent and communicate to your customers that you offer dynamic pricing.
2. Ensure that more than 20% of your tickets are always cheaper than before, so your customers truly get a bargain.
3. Provide saving tips: "Book tickets for low-demand events early to get the best deals."

**Social Media: "Buy online early and save"**

**Booking Process: The dynamic price per "show/performance" is displayed**

**FAQ: Explain why and how the system works**

CHRISTMAS GARDEN  
ERLEBE  
magische Momente  
FRÜH BUCHEN  
UND  
ONLINE SPAREN  
Tickets auf  
christmas-garden.de

Januar 2024

Do	Fr	Sa	So
4	5	6	7
11	12	13	14
18	19	20	21
28	29	30	31

Verfügbare Besichtigungen für den Samstag 12. Ja

Einlasszeit	Preis
16:30 - 17:00	Ab 23,00 € i.B.
17:00 - 17:30	Ab 21,00 € i.B.
17:30 - 18:00	Ab 19,50 € i.B.

Why are there different admission prices on different days?  
We use a demand-oriented pricing system. This means that our admission prices are based on how many tickets have already been sold. The more tickets are sold, the higher the price. This means that we can offer you your Christmas Garden experience at a particularly low price on our low-demand days. Booking tickets early pays off. So you can secure your price advantage now.

Are tickets available at the box office?  
Yes, tickets are also available at the box office:  
- Adults: € 29,50  
- Children: 25,00 €  
- Public, students and senior citizens aged 65 and over (only Mondays to Thursdays, except between 2012 and 06.01): €25,00  
- Families: 85,00 €  
The cheapest tickets are only available online! The earlier you book a ticket, the cheaper the ticket price.  
The box office on site is open at the following times:  
- Monday to Thursday, Sunday: 4:00 p.m. to 7:30 p.m.  
- Friday and Saturday as well as December 20 to January 01: 4:00 p.m. to 8:30 p.m.

# DP locations performed better across all key indicators than non-DP locations



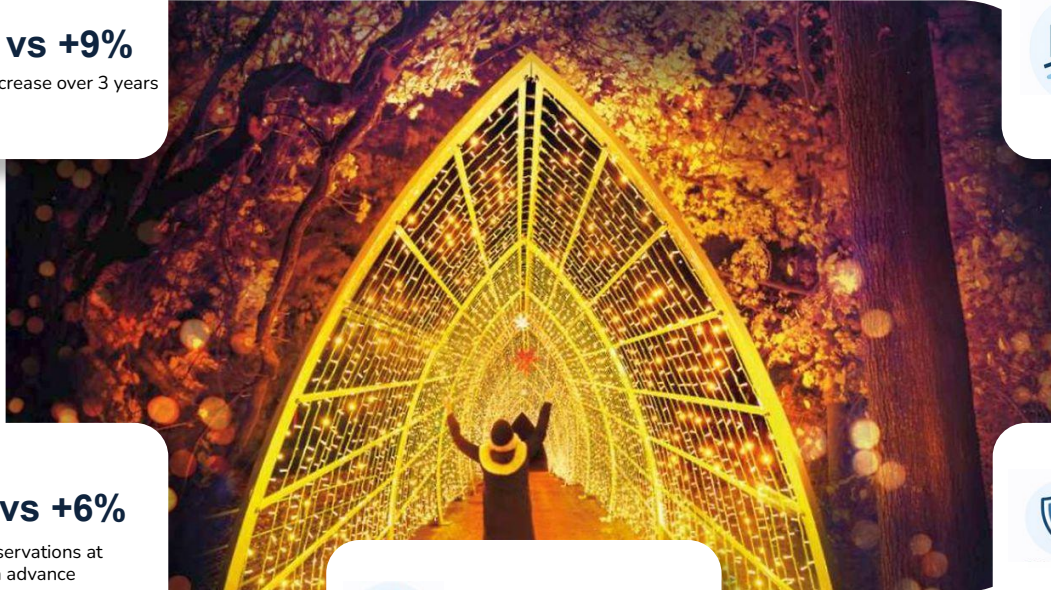
**+25% vs +9%**

Revenue increase over 3 years



**+15% vs +8%**

Visitor growth over 3 years



**+11% vs +6%**

Bookings/Reservations at least 1 day in advance



**High**

Guest acceptance



**+60% vs -38%**

Visitor numbers outside peak hours after 7 PM