

## Case Study: Grande Theatre de Genève

- Ticket sales: 8 Mio. CHF
- Occupancy: 75%
- Ticketing system: SecuTix
- Pricing strategy: Manual price adjustments



### Key Challenges

1

Grow revenues and  
profitability

2

Push early online Sales

3

Attract more guests to  
low demand shows &  
seat categories

# Grande Theatre de Genève

*"With Smart Pricer, we were able to generate meaningful additional revenue while maintaining a consistent and audience-friendly pricing."*

— Alain Duchêne, Director Marketing and Sales



## 3. Go-Live

Automated pricing with predictions  
and fan communication



## 2. Define Strategy

Define pricing rules and set  
up price update processes



## 1. Analyse & Simulate

Smart Pricer ticketing analysis  
with simulations of different price  
settings

# Results that prove themselves



**+8%**

Revenue (ATP change) in conservative setting



**>60%**

Online booking share



**>102 days**

Average pre-booking time



**Good**

Guest acceptance