

Buffalo Bayou Park Cistern Manages Ticketing & Admissions for 50+ Weekly Tours

Unique historical site relies on Doubleknot's flexibility to support multiple types of ticket sales and prices

About Buffalo Bayou Park Cistern

A unique feature of Houston's Buffalo Bayou Park is the Cistern, a former drinking water reservoir built in 1926 and decommissioned in 2007 that includes multiple rows of 25-foot-tall concrete columns hovering over two inches of water on the reservoir's floor. Although the Cistern was once slated for demolition, Buffalo Bayou Partnership recognized the historical and architectural significance of the unusual space and worked with the City of Houston to take over its development and maintenance. Buffalo Bayou Partnership restored and repurposed the Cistern into a public space that showcases its unique architecture and houses an ambitious program of significant environmental art.

The Challenge

The Cistern was opened to the public for guided tours in May, 2016, with up to eight daily tours on three weekdays and up to 18 tours every Saturday and Sunday. The types of tours vary and may include historical tours, in which visitors learn about the Cistern's history and architecture; photography tours; and tours of environmental art installations that take advantage of the reservoir's unique features. Up to 40 tickets for each tour can be sold online or in person from admissions staff in the Wortham Insurance Visitor Center.

The staff sought a solution to control capacity, ticketing and purchase times for 2000+ visitors each week; to easily sell tickets online and in person at the Visitor Center; and to scan and validate tickets as visitors enter the Cistern. The staff also needed a mechanism to ensure that visitors read and agreed to each tour's terms and conditions, and support for free tours on Thursdays that require the same reservations and agreements as other tours at no cost.

Another requirement was flexibility to make changes to the availability calendar. Says Stephanie Kiouses, Venue and Visitor Services Supervisor for Buffalo Bayou Park: "Our schedule of tours keeps changing. After the current six-month art installation is over, we may get another exhibit and our hours and tours will change again."

The Solution

Buffalo Bayou Park had already chosen Doubleknot to manage reservations for birthday parties and volleyball courts elsewhere in the park. Doubleknot's comprehensive support for online, on-site and mobile ticketing and admissions meant that it could support the Cistern's needs as well. The Cistern's ticketing and admission solution includes:

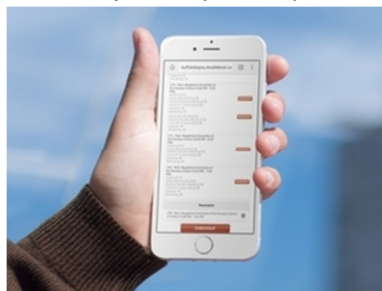
- Online ticket sales through any browser on any device (visitors must indicate agreement to terms and conditions before they can submit their purchase)
- Print-at-home and mobile tickets
- Sales Station app on an iPad with Doubleknot's secure credit card reader to sell tickets in the Visitor Center
- Doubleknot's check-in app on staff iPads to scan and validate tickets at the Cistern's entry

According to Kiouses, Doubleknot ticketing is a success. "We have unique ticketing requirements, so we appreciate being able to shape the entire process to meet our needs. Doubleknot really took the time to make sure that we understood the system."

Left: The Visitor Center uses Doubleknot Sales Station to sell tickets on-site (credit card reader not pictured)

Middle: Visitors can view a real-time availability schedule and purchase tickets on any device

Right: Visitors can display tickets on any smartphone (print-at-home tickets are also supported)



Learn More

Doubleknot delivers integrated online, mobile and POS solutions for nonprofit ticketing, memberships, admissions, registrations, reservations and merchandise sales. To learn more about Doubleknot's solutions, visit us at hello.doubleknot.com or call us at (408) 971-9120.