

CASE STUDY

National Museums Liverpool | Liverpool, UK
2,100,000 annual visitors



THE VENUE

National Museums Liverpool is a diverse group of seven museums and galleries, renowned for its extensive and varied collections. Located in and around Liverpool, our venues house some of the most important collections in Europe, featuring everything from Impressionist paintings and rare beetles to a lifejacket from the Titanic and artefacts from ancient Egypt. We cater to a wide audience, including families, tourists, and art enthusiasts, offering unique and engaging experiences for all of their 2.1 million annual visitors.

THE CHALLENGE

Following the pandemic, NML experienced a major shift in visitor engagement and internal processes. With a significant increase in ticketed events and a new online system for school bookings, the need for agility became critical. Their previous solution was no longer aligned with these evolving demands.

NML required a cloud-based, mobile-first ticketing system that could manage complex operational needs across multiple venues in real time.

The organisation required:

- ➔ A modern, cloud-based solution aligned with its ticketing strategy. Robust Gift Aid functionality.
- ➔ A mobile-first design that would allow users and visitors to flexibly use the system.
- ➔ A user-friendly interface for both front-of-house and back-office teams.
- ➔ Dynamic, accessible reporting to support informed decision-making.

The goal was not simply to replace a system, but to modernise operations in a way that would support long-term growth and operational resilience.



WHY TICKETURE

After a thorough evaluation process, Ticketure emerged as the clear choice. Ticketure aligned perfectly with NML's vision for modern, scalable ticketing.

Key decision factors included:

- ➔ Cloud-based architecture.
- ➔ Mobile-first design.
- ➔ Intuitive user interface.

PERFORMANCE SNAPSHOT

Since Implementing Ticketure

- ➔ More than 170,000 tickets sold in 2025.
- ➔ 20% increase in ticket sales year on year.
- ➔ Nearly 25% increase in membership sales on the previous year.

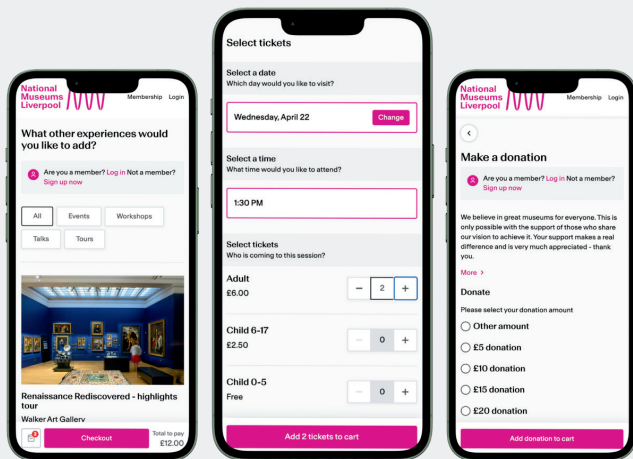
THE SOLUTION

National Museums Liverpool implemented Ticketure across several core areas:

- Timed entry and capacity management.
- Group & School bookings.
- Memberships & Donations (including Gift Aid).
- API integrations.
- Reporting and audience insights.

NML's onboarding process was smooth, efficient, and fully supported by Ticketure's implementation team. Staff were trained with minimal disruption to daily operations, ensuring a confident and seamless transition.

From the initial onboarding to ongoing support, the Ticketure team have shown true commitment to our success. Their professionalism and responsiveness have been outstanding.



THE IMPACT

Since moving to Ticketure, the Museum has seen clear operational and visitor-facing improvements.

- ✓ **Enhanced Productivity & Agility**
The cloud-based system and user-friendly interface have reduced administrative time and enabled quicker responses to operational changes.
- ✓ **Better Visitor Experience**
With a mobile-first design, ticketing is now more convenient and accessible for visitors, resulting in improved satisfaction and a smoother entry experience.
- ✓ **Data-Driven Decision Making**
With robust reporting and analytics, staff can now make timely, data-informed decisions to enhance programming, promotions, and operations.



THE PARTNERSHIP

National Museums Liverpool describes its relationship with the Ticketure team as friendly, responsive, and continuously improving. What truly sets Ticketure apart for NML is not just the technology, but the ongoing collaboration and innovation. Continuous updates to the platform ensure NML always benefits from the latest advancements in ticketing.

IN THEIR WORDS

We love Ticketure and all the things we can do with it. From being able to purchase a membership in under a minute, to being able to report on things we never could before.

Gemma Moore

Box Office Operations Manager | National Museums Liverpool

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