



Capital Theatres Case Study

How Scotland's largest theatre charity integrated VisitOne's seamless digital solution to deliver an enhanced customer experience and drive additional revenues.

Case Study developed with support from Charlotte Gross, Director of Audiences & Niall Dewar Deputy Head of Front of House and Customer Services. Nov '24

Introduction

As Scotland's largest theatre charity and a purpose driven organisation, Capital Theatres presents world-class performances to inspire and entertain audiences of all ages.

Their three venues—Festival Theatre, King's Theatre, and The Studio—host over 700 performances each year, from breathtaking productions to community-focused events.

Guided by their 2024–2029 strategy, *Sharing the Extraordinary*, Capital Theatres is driven to ensure growth, sustainability, and success for years to come.

Enhancing the audience experience while creating new revenue opportunities is just part of how the venues aim to deliver their strategic goals of Organisational Advancement, Audience Development, and Resilience.

“ We are delighted to have more than recouped the cost of the system within the first year. ”

– Capital Theatres

Background

Capital Theatres is a leading performing arts charity in Edinburgh, Scotland, managing three of the city's prominent venues: the Festival Theatre, the King's Theatre, and The Studio. The Festival Theatre, located on Nicolson Street, is renowned for hosting opera, ballet, and large-scale musical events, with a seating capacity of 1,915.

The King's Theatre, opened in 1906, is celebrated for its rich history and annual pantomimes. The Studio, situated behind the Festival Theatre in Potterrow, offers a versatile space for early years and small-scale performances.

As a registered Scottish charity, Capital Theatres is dedicated to delivering a diverse range of cultural experiences and educational opportunities to the community.

Scotland's
Largest
Theatre
Charity ✓





The Challenge

The theatre needed a solution that integrated mobile ticketing and drinks pre-ordering with both their ticketing and their bars and cafés point-of-sale (POS) systems.

It was essential that this solution not only bridged the gap between systems but also supported both staff and audiences with a smooth and efficient interface.

A clear goal to achieve

Capital Theatres had a clear goal: to make their audience experience as seamless and enjoyable as possible, for everyone.

They wanted to introduce scannable mobile tickets, integrated SMS and email reminders, and a drinks pre-ordering system — all in one simple, user-friendly solution that could also help boost revenue.

“

We really liked the approach VisitOne had. They were open to developing new features, in collaboration with us.

– Capital Theatres

”

On average
visitors spend
20% more
when using
VisitOne. ✓





The Solution

The introduction of new technology involved multiple teams, so it was crucial that the implementation was supported by us every step of the way.

We worked closely with Capital Theatres to provide everything they needed, including supporting the selection of a new POS system that would use VisitOne's robust integrations.

“ Visit One were very responsive to suggestions and emphasised that VisitOne had been developed with their clients' suggestions and needs. ”
- Capital Theatres



Delivering adaptability

Our partnership with Capital Theatres was and continues to be built on listening, adapting, and delivering prompt updates. This enables us to address the team's feedback and improve the processes to suit their timelines and needs.

Pre-ordering and drinks collection made simpler

The Capital Theatres' front-of-house and bar teams collaborated to design the best ways to manage drinks collection points. With bars available to customers on every level of the auditorium it was essential that VisitOne was able to tailor customer messaging and the ordering process so staff knew the level of pre-orders per bar and customers knew where to collect their orders.

By capping the pre-orders per bar through the VisitOne solution, the venue was able to balance staffing levels so customers who had pre-ordered and those buying directly from the bar had great service. Managing the delivery of both options for customers became a much smoother and less pressured experience, ensuring a great experience for all.

VisitOne digital wallet

Today, Capital Theatres has fully embraced the VisitOne digital wallet. Bespoke package options are now available via the digital wallet link, offering even more for audiences to enjoy, and new exciting features are already in testing.

“ The transition was really smooth. And we heard from a few people that said, “that’s amazing... so much better.”

- Capital Theatres

The digital rollout has been extended to the Friends membership scheme, which includes exclusive discounts for the café, bars, and online pre-orders. So instead of sending Friends membership cards, now the default is that they receive their cards through VisitOne.

More than
5,000 ✓
additional
contacts
signed up



Engagement made easy

Additionally through VisitOne’s ticket forwarding feature, all members of a booking can be identified, enabling the venue to seek permissions for further communications.

This has enabled Capital Theatres to begin engaging directly with other members of the attending audience — not just the original booker.



The Results

More than 5,000 additional contacts have been signed up to the Capital Theatre's database from the ticket forwarding function and permissions gathering process.

Increased efficiency

With 90% of Friends membership cards now digital, this benefits both the planet and the team by saving time and money previously spent on mailing physical cards.

Improved experience all round

With over 400,000 customers visiting us annually, it is crucial to provide exceptional service and convenience at every stage of their journey. VisitOne has significantly enhanced the pre-show and interval experience for our audiences.

“ Among other benefits, VisitOne has allowed us to sell hospitality packages ahead of performances.

This, along with bar pre-orders, has led to a higher average spend through VisitOne.

”
- Capital Theatres

“ Helpful, intuitive, and user friendly is how we'd describe the VisitOne team and the VisitOne solution.

”
- Capital Theatres

Capital Theatres
recouped more
than the
cost within
1 year ✓



About VisitOne

Helping Arts Venues Thrive

Turning guest engagement into secondary revenue

Our mission is to enable arts and culture organisations to create valuable and personal connections with each of their ticket holders, using integrated, innovative, and engaging experiences.


We're trusted by



Get in touch


If you're looking to Integrate your systems and create customer journeys that enhance their experience, we would love to hear from you.

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visitors spend
20% more
when using
VisitOne. 

