

SINGLE-DATE ARENA EVENT — Full Sell-Out, Record Revenue



"DynamO Pricing's support in organizing Duma Theatre's most significant event was exceptional. Their guidance on opening strategies, VIP management, and pricing different sections based on value and popularity was highly effective. This partnership, built on years of collaboration, resulted in higher revenue, greater audience numbers, and increased flexibility to react to market fluctuations."

Gergely Litkai, Owner of Duma Theatre



EVENT OVERVIEW

DynamO worked in strategic partnership with Dumaszínház to design and execute the full pricing strategy for its annual arena event at the MVM Dome, combining automated dynamic pricing with continuous sales monitoring and hands-on optimisation support.



Revenue:

\$750,000+ (record high)



Venue:

MVM Dome Budapest



Attendance:

13,981 (sold out)



RESULTS

- Full occupancy with controlled price optimisation
- Record-breaking event revenue
- Balanced execution: audience growth and revenue maximised simultaneously

RECORD OCCUPANCY – in the First Year of Partnership



EVENT OVERVIEW

In 2025, the Edinburgh International Festival switched to DynamO from its previous dynamic pricing provider and, in the first year of the partnership, achieved its highest seat-filling rate in 10 years. DynamO provided strategic support ahead of on-sale and operational guidance throughout the sales cycle, with consultation gradually reducing as the team became more confident in the system. The approach balanced revenue optimisation with accessibility, maintaining a strong value proposition — with 50% of tickets priced at £30 or below — alongside automated demand-based pricing.

"DynamO is a powerful and versatile pricing solution that integrates seamlessly into our tech stack. Most people view dynamic pricing as a commercial tool, but DynamO has helped us to not only increase our revenue but maximise attendance and maintain our commitment to affordability initiatives. It's been really nice and refreshing to work with a partner that gets who we are and what we are trying to achieve."

Leon Gray - Head of Ticketing & Audience Experience at Edinburgh International Festival



10-year seat-filling record

111,000+ attendees

88% overall seat fill

66 sold-out performances

75 performances dynamically priced

RESULTS

- 10-year occupancy high achieved in year one post-provider switch
- High-volume optimisation across 75 performances, with 66 sell-outs
- Revenue + accessibility delivered together via pricing architecture and automated optimisation



DYNAMIC PRICING DRIVES INTERNATIONAL MOTORSPORT ATTENDANCE RECORD



EVENT OVERVIEW

In 2026 the FIM SuperEnduro World Championship staged seven adrenaline-filled rounds across Europe, including the Budapest GP at the MVM Dome on 31 January 2026. SuperEnduro combines elements of motocross, enduro and trials into indoor obstacle racing. The event attracted 15,000 spectators, setting a record attendance across all SuperEnduro host countries. DynamO dynamically priced a significant share of the arena inventory, optimising demand across key sectors, while also shaping the allocation and pricing of fixed-price categories. This integrated approach combined automated optimisation with strategic revenue planning, delivering a record-breaking, fully optimised arena event.



"This year we worked closely with DynamO on pricing, expanding our cooperation from strategy into execution. Despite introducing a new ticketing partner and several operational changes, everything ran smoothly. The record attendance speaks for itself – dynamic pricing clearly proved its value, and I wouldn't be surprised to see an even wider rollout next year."

Gergő Hartinger-Debreceni CFO at TRP Hungary



15,000 spectators

championship-wide attendance record

5,700+ tickets

dynamically priced

First year dynamic pricing applied within the event series

RESULTS

- Championship attendance record achieved
- Dynamic tickets delivered strongest sell-through
- Demand-responsive pricing maximised performance

