



HOW ONE FARM INCREASED AVERAGE ORDER VALUES BY NEARLY 30%

For many farms, increasing ticket sales is only part of the equation. The bigger opportunity often comes from increasing the value of every order placed.

That's exactly what happened with this Arizona based agritourism operator without needing to increase their base ticket prices.

Their Desert Fall Festival generated an average order value of \$62.37. Just weeks later, their holiday event, Desert Farm Lights, increased that number to \$80.83, a **nearly 30% jump in average cart value.**

“Ticketsauce has been a game changer for quick and efficient check-in. They show up for their clients in a way I haven't seen with other ticketing companies — and we've tried our fair share of other companies!

Their platform creates a great guest checkout experience, making online add-ons simple and straightforward, which naturally leads to higher ticket sales.”

- Shanelle Kunz, Desert Fall Festival & Desert Farm Lights

What Changed?

Interestingly, admission pricing remained the same between events. The per order increase came from a smarter mix of timing & add-ons.

key factors:-

- SEASON PASSES**
- FAST PASS UPGRADES**
- PREMIUM ADD-ONS**
- EARLIER SALES MOMENTUM**

Fall Festival Findings

The Fall Festival offered ticket add-ons for season passes, fast passes, and attractions like apple cannons and mechanical bull ride tokens which helped to increase per order values.

Fall Festival orders demonstrated strong guest willingness to upgrade their experience beyond general admission.

How Desert Farm Lights Took It Further

The Desert Farm Lights significantly expanded their upgrade and add-on strategy.

They successfully increased their average order values by selling:



- 3,406 Early Bird tickets
- 686 season passes
- 8,252 Fast Passes
- 6,842 Ice Skating add-ons
- 20,846 Horse Drawn Wagon ride add-ons

The Biggest Drivers of Higher Cart Values

Desert Farm Lights proved that guests are willing to spend more when offered upgrades that improve convenience or create memorable experiences.

This was proven by the standout success of the Horse Drawn Wagon experience, which alone accounted for more than 20,000 additional add-ons compared to the Fall Festival.

key factors:-

SELLING NEARLY 400 MORE SEASON PASSES

SELLING ROUGHLY 5,000 MORE FAST PASS UPGRADES

ADDING HIGH-VOLUME PREMIUM ATTRACTIONS LIKE HORSE DRAWN WAGON RIDES

EXPANDING EXPERIENTIAL ADD-ONS BEYOND ADMISSION TICKETS

What They're Planning Next

Building on that momentum, the farm is implementing even more revenue-driving strategies this year, including:

- **Checkout Offers**
- Dynamic ticket pricing by day of week
- Season pass upgrades
- Drink ticket add-ons

Ready to Use Ticketsauce to Increase Your Average Order Values? Scan to Book a Demo:

