Coca-Cola Arena Enhances Website Experience with tixity

18 October 2024 (Dubai, UAE) – Coca-Cola Arena has upgraded its website through a strategic collaboration with tixity, a leading ticketing solution provider. The collaboration has introduced a more efficient, secure, and user-friendly ticketing experience, seamlessly integrated into Coca-Cola Arena's system.

Mark Jan Kar, General Manager at Coca-Cola Arena, said, " Working together with the tixity team, we continue to develop and invest into a secure and innovative customer journey."

"Our collaboration with Coca-Cola Arena has been a source of great pride, inspiring us to push boundaries and continually elevate the ticketing experience to new heights." said Charles Hajj, CEO of tixity.

Technology And Integrations
Coca-Cola Arena's website upgrade, powered by tixity's cutting-edge technology, introduces a range of features designed to meet the venue's diverse needs.

- Seamless B2B integration for efficient collaboration with external ticketing partners.
- Support for third-party tickets with advanced barcode sharing and scanning capabilities.
- A mobile box office solution enabling efficient on-the-go ticket sales management.
- Advanced queue management to handle high traffic and minimize customer wait times.
- Streamlined check-in for event attendees through a fast mobile scanning app.
- Enhanced analytics and tracking for data-driven marketing strategies.
- Dedicated on-site accounts for comprehensive client support.
- Real-time access to sales data via a user-friendly reporting dashboard.

Redefining the Ticketing Experience

The evolution of ticketing at Coca-Cola Arena prioritizes user convenience and enhanced functionality, featuring:

- An intuitive interface for seamless event browsing and ticket purchase.
- In-advance purchasing options for food, beverages, and premium upgrades.
- Instant on-site currency conversion for international attendees.
- Real-time assistance for ticket buyers via WhatsApp chat support.
- Ticket protection to ensure peace of mind for both customers and organizers, offering flexibility in unforeseen circumstances
- Integrated Apple Pay and Wallet for faster, more convenient checkout.
- Easy registration and login via social media accounts.
- Custom micro-sites tailored for sports fixtures and event series.

A Future of Innovation

Coca-Cola Arena customers can look forward to an elevated experience that combines technology and customer service excellence, ensuring every event is memorable:

- 3D viewing allowing users to virtually explore the arena and select their preferred seating with a realistic, immersive view of the venue.
- A new mobile app offering access to event details, ticket purchasing, premium upgrades and real-time updates, for an effortless event experience on the go.

For more information about upcoming events and to explore the enhanced ticketing features visit coca-cola-arena.com

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For media inquiries and further information, please contact:
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About Coca-Cola Arena

Opened in June 2019, Coca-Cola Arena has revolutionized the live entertainment industry in the UAE and throughout the Middle East. Capable of hosting live shows 365 days a year, the fully air-conditioned, 17,000-capacity arena establishes Dubai as a major destination on the global events circuit. Coca-Cola Arena's unique automated seating design means it can be adapted to international and local events of all sizes, from international touring artists, sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings. Located in the heart of City Walk, Dubai's lifestyle destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5-minute walk from the closest Dubai Metro Station. The region's largest multipurpose indoor arena, Coca-Cola Arena is an asset of Dubai Holding entertainment portfolio and is managed by ASM Global, the world's leading venue management and services company. Follow us on Instagram: @CocaColaArena and Facebook: Coca-Cola Arena

About tixity

Expect More. Experience More.

At tixity, we simplify ticketing with innovative solutions designed to meet our clients' diverse needs. Our platform is designed to improve event management, simplify ticket sales, and deliver seamless experiences for all events stakeholders. Whether it's a local event or a large stadium concert, tixity's reliable technology ensure efficiency, security, and satisfaction at every step.

For more information visit tixity.com