



Messe Leipzig,  
Bern EXPO, Messe  
Friedrichshafen

Germany, Switzerland

# Visitor Growth through Side Events: Axess Expands Ticket Sales Channels

**Side events, such as concerts or sports events, are an effective way for trade fair organizers to increase visitor numbers and attract new target audiences. At events like Leipziger Buchmesse and AMERICANA in Friedrichshafen, Axess integrated external platforms like Ticketmaster and Eventim to guarantee success.**

As the networking of technologies and external services grows, so does the complexity in the ticketing sector. Axess addresses this growing complexity with a tailor-made solution that enables different interfaces and partners to be easily integrated, creating a flexible and adaptable system that meets diverse requirements.

## **Open Platform, Endless Possibilities**

“An open system with interfaces to all major ticketing platforms offers trade fair organizers the ability to easily and seamlessly enrich the linear trade fair format with additional commercial side events. In addition, other external partners, such as transport companies or

travel agencies, can also be integrated. All of this leads to better venue utilization for our clients and allows them to expand their visitor base and increase revenue. Our software-based solutions are easy to use, work smoothly, and provide our customers with maximum flexibility in ticketing design,” explains Vincent Hofer, Head of Business Unit Fair & Convention Centers at Axess.

Both Leipziger Messe and Messe Friedrichshafen have relied on Axess access and ticketing systems for years. They utilize the **Axess SMART SCANNER 600** for access control and the SMART POS system for on-site ticket sales. Messe Friedrichshafen also employs the **Axess VISITOR.TICKETSHOP** for online ticketing.

Whether it's accreditations, ticketing, or third-party services, integration via open interfaces has become crucial to ensuring flexibility and efficiency in ticketing. A platform that communicates seamlessly with various providers is therefore essential to meet market demands and offer innovative solutions.



## Functional Expansion of Existing Systems

Both trade fair organizers have now introduced Axess interface connections to make ticket purchase easier through high-reach ticket sales platforms. The direct benefit of this measure, which also enables live ticket sales during the event: increasing visitor numbers and sales revenues.



### Messe Friedrichshafen: Interface to Ticketmaster Platform

At the Western fair AMERICANA, which was held for the first time in September 2023 on the grounds of Messe Friedrichshafen, an Axess-provided TM1 interface to the Ticketmaster sales platform was used. This automated system transmits side event ticket sales from Ticketmaster directly to Axess, ensuring seamless processing for visitors.



For visitors, tickets purchased via Ticketmaster are processed in the same way as tickets issued directly by the fair. Behind the scenes, the interface enables direct communication between Ticketmaster and Axess systems.

Meanwhile, trade fair tickets continue to be sold as usual through the Axess ticket shop, with each entry stored in the Axess Data Center. The verification of tickets purchased through Ticketmaster can be done both online and offline with Axess systems.



### Leipziger Messe: EVAXML Interface to Eventim Platform

Leipziger Buchmesse expanded its sales channels in 2024 by integrating the Eventim ticketing platform. Axess systems are connected to Eventim via an interface that also includes links to Eventim subsidiaries such as Ö-Ticket (AT) and Ticketcorner (CH).



The solution used at Leipziger Messe allows the automated import of externally sold barcodes into any Axess ticket product. Axess developed a module that allows the flexible definition of permissions for externally sold tickets. Leipziger Messe can now easily create combo offers, such as a trade fair and concert visit, with just a few clicks.

A key advantage of the comprehensive solution offered by Axess is that after one-time configuration, the synchronization of sales is automated. This allows tickets to be purchased "live" during the event. "Thanks to the new interface from Axess, we can offer our visitors a smoother entry process. Tickets sold via external ticketing providers now allow direct access through our turnstiles – without the previous manual effort. This solution increases the flexibility and performance of our venue, enabling us to serve different event formats even more efficiently. We are delighted with

the successful collaboration with Axess, which has further modernized our entry process," points out Christoph Weidemann, Department Head at Leipziger Messe.

### BERNEXPO: Combo Tickets for Public Transport

Swiss trade fair organizer BERNEXPO demonstrates how Axess interfaces can enhance ticketing beyond side events. Together with Swiss Federal Railways (SBB) and its subsidiary RailAway, a combiproduct between train and trade fair events was introduced. "For sustainability reasons and to improve the visitor experience, we have seamlessly linked public transport with our trade fair tickets. This simplification of processes offers significant added value to our visitors," notes Sven Mach, Head of IT Applications at BERNEXPO.



With this solution, the Swiss leisure marketer RailAway retrieves barcodes for trade fair access from the Axess system via a standard Axess interface and sells them as a cross-selling product with the train ticket. "After successful setup, the system ran smoothly and without disruptions. Additionally, we were able to expand our evaluations with new KPIs, providing us with valuable insights," adds Sven Mach. The Axess solution also simplified entry procedures at the fair. Ultimately, however, the decisive factor is how well new solutions are accepted by end customers: "Our visitors responded excellently to the combo ticket offer. Compared to previous events, we recorded an impressive double-digit percentage increase in RailAway combo tickets," continues Sven Mach.

In addition to Messe Friedrichshafen, Leipziger Messe, and BERNEXPO, Axess interface solutions are now in use at Salzburg Arena at Messezentrum Salzburg and Messe Dornbirn.