



“ All of the success with Saffire is due in large part to their fantastic team. We genuinely enjoy working with them because of their enthusiasm, top-notch skills, and their commitment to helping us provide the best possible experience for our attendees, volunteers and vendors.

Syeira Budd, Fair Manager
King William Fair, San Antonio, Texas



King William Fair Sets Records in Ticket Sales & Attendance

The King William Fair in San Antonio, TX is known for its historic downtown location and exciting fiesta feel. Over 35,000 people attend the fair each year to celebrate San Antonio's oldest residential neighborhood and unique heritage. As a fan favorite event, they are able to pack six stages and dozens of events into a single fun-filled day.

This year, Saffire was thrilled to be chosen to partner with the festival to make it even easier for customers to purchase tickets online. “Our website has never looked better or functioned as well as it does with Saffire,” says fair manager Syeira Budd. “The process of building our new website and ticketing system seemed almost too easy and good to be true.”

After the launch of their beautiful new website and fully integrated ticketing, the **King William Fair saw online ticket sales increase by 106%**! A record breaking 50,000 people attended the festival in 2018, a 19% increase from last year.

To top it all off, their new website earned them a **Texas Festivals & Events Association's Kaliff Marketing Award for Best Event Website!** By launching a completely integrated website & ticketing system with Saffire, the fair doubled their online sales and saw record breaking numbers! To see how Saffire can help you increase revenue and make life easier for you and your customers, sign up for a demo at www.saffire.com.



512.430.1123
 info@saffire.com