

Felipe Motta Boosts Efficiency

with Ticket Generator's QR Code Ticketing



» The Challenge

Felipe Motta sought a reliable ticketing solution to manage event entry, streamline distribution across channels, and handle large attendance with efficiency.

» The Outcome

With Ticket Generator, Felipe Motta generated 638 tickets, supported by 40 coordinators, achieving 95%+ API-driven ticket creation and smooth attendee management with up to 96% event attendance.

638+

Tickets
Generated

96%

Max attendance
in one event

95%

Tickets Generated
via API

 **Company**
Felipe Motta

 **Website**
felipemotta.store

 **Industry Type**
Food and Beverage

 **Headquarters**
Panama

INTRODUCTION

Felipe Motta, a renowned distributor and retailer of wines, spirits, and gourmet products in Panama, organizes an annual Wine Fair that attracts wine lovers, producers, and industry professionals. This event offers attendees a chance to sample curated wines from around the world, a major highlight for the brand's loyal customer base.

Previously, ticket sales were handled only in person through physical stores, which limited accessibility for customers outside the immediate area and created operational bottlenecks during event check-ins.

By switching to Ticket Generator, Felipe Motta introduced both digital and physical ticketing options, streamlined entry with secure QR Code check-ins, and elevated the attendee experience with customized ticket branding.

CHALLENGES BEFORE TICKET GENERATOR

Before adopting Ticket Generator, Felipe Motta faced key limitations:

- 1. Limited ticket accessibility:**

Tickets were only sold at physical locations, restricting sales to local customers.

- 2. Manual check-in process:**

Entry verification was inefficient and lacked a digital solution.

- 3. Lack of design flexibility and tracking:**

The prior system didn't support branding, real-time validation, or digital issuance.



WHY FELIPE MOTTA CHOSE TICKET GENERATOR

The team at Felipe Motta selected Ticket Generator for its ability to modernize and simplify event ticketing. The platform stood out for several reasons:

- 1. Ease of use and quick setup:**

The platform is intuitive, and setting up our first event was quick and hassle-free.

2. Customizable ticket design:

Tickets were tailored to match the branding and tone of the Wine Fair, creating a polished and professional experience.

3. Secure QR Code check-ins:

The validation app made event entry seamless and organized through real-time scanning.

4. Real-time issuance and verification:

Tracking who had received and validated tickets helped ensure a smooth event flow.



IMPLEMENTATION & RESULTS

1. Smooth onboarding:

The transition to digital ticketing was simple, with responsive support that ensured any queries were quickly resolved.

2. Enhanced attendee experience:

Offering both digital and physical ticket options provided more flexibility to attendees and improved accessibility.

3. Professional check-in process:

The QR Code validation app helped staff manage entries more efficiently, improving the overall event experience.



FUTURE PLANS WITH TICKET GENERATOR

- Ongoing use for future events

We plan to continue using Ticket Generator for our future events, as it has greatly improved the way we manage ticketing.



CONCLUSION

Ticket Generator helped Felipe Motta transform the ticketing experience for their prestigious Wine Fair. From wider ticket accessibility to streamlined check-ins and branded ticketing, the platform offered exactly what was needed to modernize operations.

With plans to continue using Ticket Generator, Felipe Motta's partnership with the platform is set to grow stronger with every event.



About Ticket Generator

Ticket Generator is a secure and easy-to-use ticketing platform that helps organizers create, distribute, and validate event tickets with QR Codes. Trusted by global brands and non-profits, it offers features like bulk ticket generation, real-time scan tracking, and customizable design.



[Explore Ticket Generator](#)

 support@ticket-generator.com

Ticket Generator is a product of Trycon Technologies Private Limited. Trycon helps businesses better engage with their customers using the power of QR Code technology. Established in 2013, Trycon continues to innovate in QR Code solutions. To learn more, visit trycon.io or email us at contact@trycon.io.