



X  Ticket Generator

Story Inn Streamlines

Event Ticketing with Ticket Generator



» The Challenge

The Story Inn was using ticketing platforms with steep transaction fees for public events, fees of which were passed on to the customer. The increased cost structure for hosting events diminished the quality and perceived value for guests.

» The Outcome

With Ticket Generator's **zero-commission and no platform-fee model**, The Story Inn eliminated ticketing fees for guests by assuming a minimal cost. Events now run on the single, unified platform.



Company

Story Inn



Website

<https://www.storyinn.com/>



Industry Type

Hospitality, Travel, and Tourism



Headquarters

Brown County, Indiana, US

Stats

Eliminated ticket
duplication completely

~600+

Tickets Per Event

~10%

Reduction in Costs

INTRODUCTION

The Story Inn operates as a destination hotel with an acclaimed restaurant nestled in the hills of Brown County, Indiana. Recognized as a national historic district, it fosters a sense of community through its character and charm. The Story Inn has built a loyal following through a variety of trademarked public events, including the Indiana Wine Fair.

To manage ticketing for all these events, Story Inn needed a platform that could do what Eventbrite and Ticketmaster couldn't: deliver a high-quality ticketing experience without charging excessive transaction fees for ticketing. Ticket Generator became that platform and has since become central to how Story Inn runs every public-facing event it hosts.

CHALLENGES BEFORE TICKET GENERATOR

Before adopting Ticket Generator, Story Inn was running its events via other platforms, which were costly in a way that compromised the guest experience:

1. High transaction fees that drove up ticket prices

Every ticket sold through Eventbrite came with fees that ultimately affected the guests. The fee structure made it harder to offer low-cost tickets for events that already required considerable operational investment.

2. No flexibility for multi-format events

Story Inn hosts events across very different formats — from an outdoor wine fair with 800 attendees to an intimate murder mystery dinner. Ticketing systems offered no easy way to manage varied event types with different ticket structures from one dashboard.

3. Manual ticket recovery when guests made errors

When guests mistyped their email addresses or phone numbers, recovering and resending their tickets became a manual, time-consuming process with no streamlined solution built into the platform to do so.

4. No cost-efficient path to scale

As Story Inn's event calendar grew, so did the operational cost of ticketing and event management. Every new event added more financial pressure rather than becoming easier and more cost-effective to run.



WHY STORY INN CHOSE TICKET GENERATOR

After evaluating other event management systems like Eventbrite and Ticketmaster, Story Inn chose Ticket Generator based on a friend's recommendation runs reserved parking, in his lawn, for Indianapolis Colts events in downtown Indy.

1. Dramatically low ticketing and event management fees

Ticket Generator's credit-based, predictable pricing eliminated Story Inn's ticketing fees by around **10% per ticket** – translating to better-quality event management at the lowest price. Even the guests felt the difference that no platform fees or zero commissions could make.

2. Flexible management of multiple ticket types across events

Ticket Generator's ability to support multiple [ticket designs](#) and tiers for a single event gave Story Inn the flexibility it needed. From general tickets to VIP ones, which the team is already planning for their upcoming fests, a single event management platform suffices.

3. Ticket resend for guest error recovery

When guests entered incorrect contact details, Ticket Generator's resend feature allowed Story Inn to recover and [reissue tickets](#) directly. This feature saved significant back-and-forth for an event like the Indiana Wine Fair, where around 30 of the 800 total attendees needed their tickets to be resent.

4. A single system for every type of event

Ticket Generator has managed and tracked tickets for the **600-person** Indiana WineFair. With success the restaurant has now sold out private dinners by integrating the **pre-sold ticket model**, into the restaurant business model. Guests who call for reservations for these public events are instead referred to the ticket site. Seamlessly integrating the ticketing platform with the conventional restaurant-diner model.



IMPLEMENTATION & RESULTS

Using Ticket Generator as their primary event management platform optimized Story Inn's event-handling significantly:

1. Referral-led, self-guided adoption

Ticket Generator was referred to Story Inn's owner by a friend and set up independently, reflecting the **platform's user-friendliness**.

2. Significant cost savings

Story Inn guests saved around \$4 per ticket for events using Ticket Generator's zero-commission and no-platform-fee model.

3. Ticket resend reduced friction at scale

The resend feature enabled the **recovery of around 30 guests** who made errors during event registration without disrupting the event's experience.

4. Consistent cost savings across every event

Every event Story Inn runs on Ticket Generator **continues to benefit from the credits-based, predictable pricing** that made them adopt it in the first place.



"I brag about Ticket Generator — it eliminated the 10% ticketing fee guests had been paying for events. The business paid only a couple hundred dollars to save our guests several thousands. Few investments offer a better return to improve the quality of experience for guests."

— Rich Hofstetter, Story Inn

FUTURE PLANS WITH TICKET GENERATOR

1. Expanding events beyond current events

Story Inn is already using Ticket Generator for its variety of fests and events, with plans to introduce VIP ticketing tiers using the platform's multi-ticket feature.

2. Continued use across restaurant and event formats

Rich plans to keep using Ticket Generator across the restaurant events, public festivals, pre-paid dining experiences, and any new event format Story Inn wants to experiment with. Ticket Generator's flexibility makes it the default tool of choice.

3. Vendor newsletter feature and partnership expansion

Story Inn works with a rich network of vendors — from lamb farmers and beekeepers to a meadery. Story Inn plans on co-featuring Ticket Generator in their vendor newsletter, hoping to nurture a long-term business relationship with Ticket Generator.



4. A platform recommendation that keeps growing

Story Inn has already referred Ticket Generator to others in the network running public events, especially those frustrated with the fee structures of Eventbrite or Ticketmaster.

CONCLUSION

Ticket Generator provides Story Inn a way to host a range of events at zero commission and no platform fee or hidden costs. The guest experience improved and hospitality and service processes could be streamlined after guests pre-paid, improving their overall experience

Across their events and formats, Story Inn has proven that Ticket Generator works at every scale and every format. Moreover, with **600+ average tickets per event**, and roughly **\$4 saved per ticket**, the numbers speak for themselves.

For any hotel, restaurant, or event organizer looking to cut ticketing costs, simplify operations, and deliver more value to guests, Ticket Generator is becoming the go-to platform that delivers. Moreover, it does so at a price point that makes it the only event management system that generates value.



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](#)

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