

# DONOSTIA KULTURA



With S-360, Donostia Kultura was able to centralise the management of its cultural offerings, integrate several venues and all of its groups into a single database, optimise ticket sales, and achieve greater operational efficiency and an exceptional user experience.

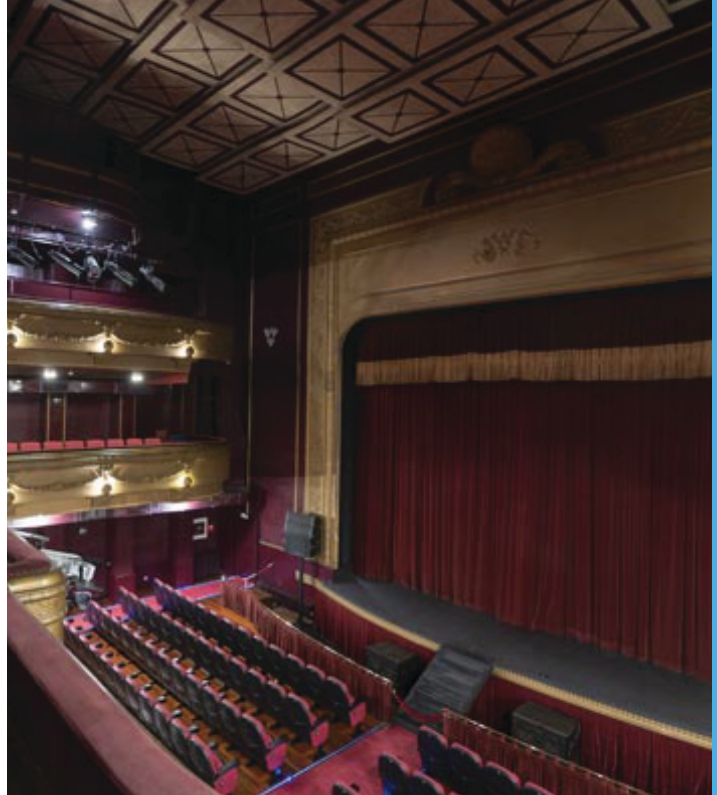
## RESUMÉ

### CHALLENGES

- Data fragmentation: User information was fragmented, making it difficult to have a centralised strategy for cultural provision at city level.
- Managing multiple venues: The variety of venues made it difficult to manage ticketing and day-to-day operations in a consistent way.
- Diversifying products and services: The need to manage tickets, season tickets, memberships, tours, accreditations, invitations and gift cards from a single platform was a challenge.

### SOLUTIONS

In 2017, Donostia Kultura implemented S-360 by SECUTIX, a fully integrated ticketing platform that includes the necessary tools for the complete management of its cultural offer and its different groups.



View of the Teatro Principal stage.

Donostia Kultura is a public corporation whose aim is to position culture as one of the main assets for the development and projection of Donostia-San Sebastián. It manages a wide range of cultural activities, including theatres (Victoria Eugenia, Teatro Principal), various performance spaces (Gazteszena, Imanol Larzabal...), the San Telmo Museum, 10 cultural centres and an extensive network of 13 municipal libraries. It also programmes events of all kinds, organises festivals and promotes new cultural platforms in the city, bringing together public and private initiatives. It also participates in all kinds of festive activities in the city.

The organisation's work is based on the organisation of cultural and festive activities, the creation of a quality programme and the provision of a wide range of cultural services. To do this, it brings together and promotes synergies between the teams that make up the organisation. In fact, Donostia Kultura has more than 220 people working in its cultural centres, library service, festivals, theatre and dance, music, administration and resources, communication and image, etc.

It's the cultural entity that sells the most tickets in Gipuzkoa and the biggest cultural club in Gipuzkoa with more than 126,000 members of Donostia Kultura and an increase in the last year of 5,095 new members.

## CHALLENGES

The aim was to implement a global model at city level that would integrate the entire cultural offer and promote efficient management of cultural venues and events, as well as better knowledge of and interaction with their audiences, which required advanced technological solutions to enable:

- Integrate a unified database so partners can centralise and manage all their cultural offerings from their personal space.
- Enable the integrated management of multiple venues and sites (numbered and un-numbered), including different verticals: Live Entertainment, Museums, Fairs and Festivals.
- Facilitate the integrated management of multiple products and services: tickets, season tickets, memberships, visits, accreditations, invitations and gift cards.

**S-360 has provided Donostia Kultura with in-depth knowledge of its more than 100,000 associates, as well as its customers allowing it to personalise its communications and make strategic decisions.**

## BENEFITS

Since 2017, the implementation of SECUTIX's S-360 platform has provided Donostia Kultura with an integral solution for the management, issue and sale of autonomous, customisable and fully manageable tickets in SaaS mode, with the aim of giving the entity complete operational and decision-making autonomy, with internal and external distribution channels, in-depth knowledge of the audience, personalised treatment and real-time access to all information.

The platform allows working with direct or internal sales channels, as well as integration with external channels if required. All channels are configured in an integrated and synchronised way, allowing each entity to manage them centrally and to access the status of each operation (sale, booking, cancellation...) in real time. It also allows the simultaneous sale of tickets, subscriptions, products, services and packages through any sales channel, working against a single capacity.

In short, the implementation of the project has meant a qualitative leap for Donostia Kultura in the management of its cultural offer. Thanks to this solution, the organisation has been able to unify processes, optimise resources and improve the user experience.





# RESULT

With the implementation of S-360, Donostia Kultura has managed to consolidate its processes and resources, achieving records in attendance and participation. The entity closed 2024 with a contribution of more than 12,500,000 euros to the local cultural industry, demonstrating a positive impact on the promotion, management and development of local culture, as well as positioning itself as a benchmark for innovation in the public sector.

In 2024, the public attended Donostia Kultura with 193,000 tickets sold for the shows organised by the entity.

**Overall, this transformation has consolidated Donostia Kultura as a benchmark for cultural management in the public sphere.**



‘We have managed to unify our cultural offer by integrating all our groups, whether they are members, clients or visitors, into a single database. S-360 has not only facilitated coordination between the various teams and venues but has also increased communication and loyalty among our 126,000 members, improving the audience experience and optimising each of our processes’.

**Jaione Askasibar Urdangarin**  
**Director of Communication & Marketing**

