



## **'Walk of Lights brought to you by Christmas Wonderland' becomes Singapore's most loved ticketed attraction event in 2020; Over 100,000 visitors safely experienced the attraction at 'Gardens By The Bay'**

*BookMyShow's contactless ticketing solution along with staggered entry time slots & multiple sessions ensured safe, socially distant experience for record number of visitors in 2020*

**Singapore, January 13, 2021:** Adding some much-needed cheer to an extraordinary year, festive attraction **'Walk of Lights brought to you by Christmas Wonderland'** by Blue Sky Events Pte Ltd marked the onset of safe on-ground experiences for visitors. Held at **Gardens by the Bay** between **December 4th, 2020 and January 3rd, 2021**, the month-long festival **welcomed over 100,000 ticketed visitors**, becoming the **island city-state's most loved and visited public event of the year**.

Organised by **Blue Sky Events Pte Ltd**, the event was a 370-metre self-guided scenic tour featuring eight stunning light installations in brand new designs, including a stunning 17-metre tall Spalliera, a 40-metre long Path of Tranquillity, amongst other light installations. To provide a top-notch experience to its visitors, **'Walk of Lights brought to you by Christmas Wonderland'** **followed all Safe Management Measures**, which included a **contactless ticketing system implemented and managed by BookMyShow**, the leading global entertainment destination and ticketing system provider.

The event **implemented contactless ticketing at the venue** and used BookMyShow's ticketing solution to **allow people to scan a QR code at the venue** and buy tickets in a few simple steps, without interacting with a human representative.

To ensure safe management measures were met, tickets were sold in multiple time slots of 30 minutes and limited to five people per group. **BookMyShow's event manager system enabled the organiser to scan tickets while guests entered and exited the venue. The system can track the number of visitors at any given point on a real-time dashboard, providing event organisers the opportunity to monitor the occupancy within an event site closely.**

Commenting on the success of the festival, **Kevin Soh, Executive Director, Blue Sky Events Pte Ltd** said, *"Christmas Wonderland is thrilled to have been able to continue to bring festive joy with the Walk of Lights to over 100,000 visitors in Singapore, while maintaining safe management measures. We thank the BookMyShow team for their robust ticketing solutions, efficient technical support and contribution to the success of the event."*

**Kenneth Tan, CEO – South East Asia, BookMyShow** added, *"We at BookMyShow, are truly honoured to have been the official ticketing partner for Singapore's staple, must-see, year-end event, 'Walk of Lights'. With several firsts executed at such a large scale, together with the good folks at Blue Sky Events, we are glad to have been able to provide a seamless, safe, socially distant yet absolutely enjoyable experience for scores of visitors at this festive attraction this year."*

### **About BookMyShow**

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination with global operations across Indonesia, Dubai, Sri Lanka and Singapore amongst others. BookMyShow works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, BookMyShow has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards. Some of the key properties that BookMyShow has brought to its markets over the past 2 years include U2: The Joshua Tree Tour,



NBA India Games, Disney's Aladdin, Cirque du Soleil BAZZAR as also international artists such as Coldplay, Ed Sheeran, Justin Bieber to name a few. For additional information, visit [www.bookmyshow.com](http://www.bookmyshow.com)

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