Staggering Success: Ravinia Festival's Record-Breaking On-Sale

4 MIN READ

Since 1904, music-lovers have gathered on the lawn at [Ravinia Festival](#) to enjoy a rich tapestry of performances that span classical, jazz, pop, and more. Home to the longest-running outdoor music festival in North America, Ravinia hosts approximately 400,000 guests at over 100 events each year. For a [season lineup](#) that boasts artists like Cynthia Erivo, Lenny Kravitz, Janelle Monáe, Maren Morris, Earth, Wind & Fire, and the 89th Chicago Symphony Orchestra Residency, the attendee experience begins when they purchase tickets, months before anyone steps foot on the sprawling lawns.

Constantly evolving a world–renowned venue and creating unforgettable experiences costs a lot – so Ravinia depends on the launch of their summer season to keep the financial engine running. At the end of April, Ravinia launched their season on-sale to the general public, leveraging [AudienceView Unlimited](#), an all-in-one platform built for live events, to deliver a seamless ticket-buying experience at scale.

Practice Makes Perfect

This on-sale was critical for the success of the entire season, during which the bulk of the years' tickets would be sold. Meticulous preparations began nearly a year in advance to ensure an on-brand experience for patrons. The AudienceView team worked closely with Ravinia's team to plan every detail, aligning technology and strategy to support their goals.

A recent evolution to the foundation AudienceView Unlimited is built upon, and the service it's hosted by, were pivotal in achieving this success. Following its migration to Microsoft Azure, AudienceView Unlimited delivers stronger security, improved performance, and the ability to scale instantly for peak demand—key advantages of a modern, all-in-one platform designed for live-event commerce.

> "Thanks to the migration to Microsoft Azure and continued architecture improvements, AudienceView Unlimited is a more resilient product," noted Chief Technology Officer, Ignacio Pombo. "This achievement is a testament to AudienceView's ongoing innovation and transformation. Our commitment to technological excellence and forward-thinking solutions ensures that we remain at the forefront of industry advancements."

AudienceView's technical team dedicated months to preparation, testing, and configuration to ensure that every aspect of the platform was ready to support high-volume traffic. This meticulous attention to detail highlights our role not just as a software provider, but as an end-to-end event commerce partner invested in

client success.

Breaking Box Office Records

Those preparations paid off as Ravinia broke box office records and exceeded everyone's expectations, selling much of their annual ticket inventory in the first two hours. For a sustained 70-minute period, AudienceView Unlimited maintained an average of 200 orders per minute, peaking at 275, without compromising performance. More than 28,000 patrons awaited their turn in the online queue, none the wiser to the technical feat happening behind the scenes.
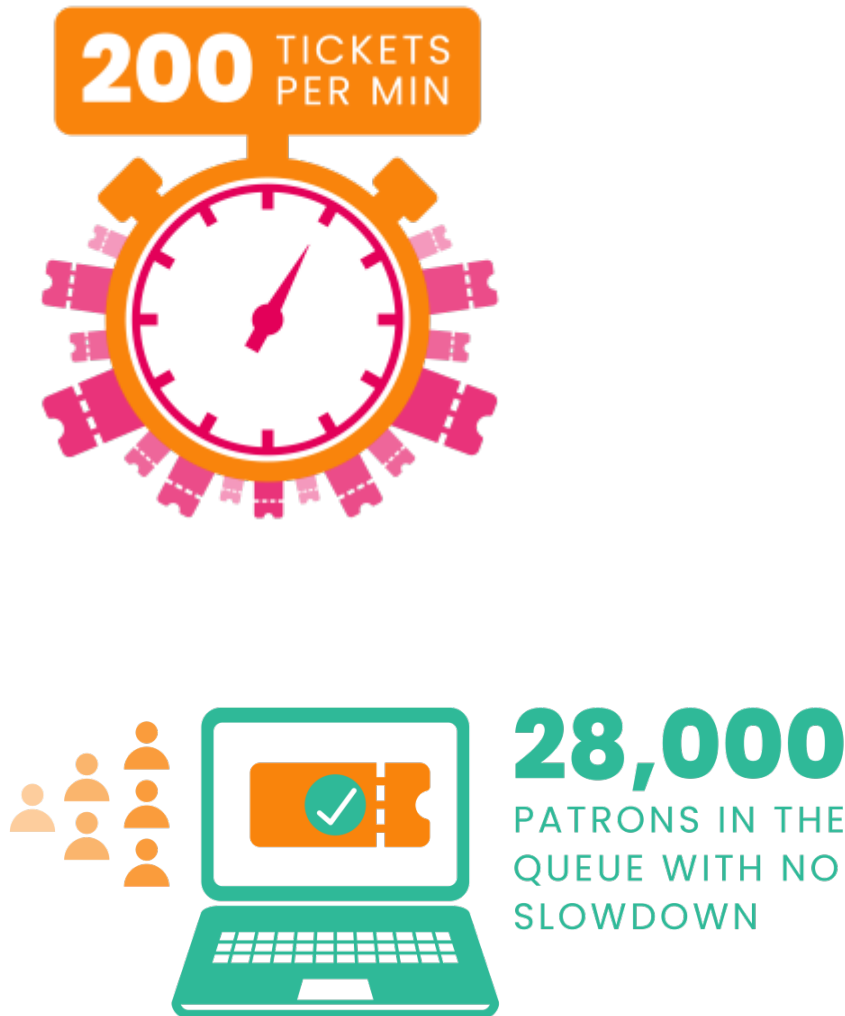
"Ravinia is very pleased with the level of communication and support we received from AudienceView as we planned for this year's on-sale events," said Gina Ehrlich, Chief Information Officer at Ravinia. "Both leadership teams brought together a group of top technical resources that successfully managed heavy demand using live metrics and a disciplined process. Ravinia is excited to continue our partnership with AudienceView and we look forward to running future on-sales on the platform."

Not only do these sales showcase the remarkable audience demand for Ravinia's events, but also AudienceView's ability to handle immense traffic seamlessly. This achievement wasn't just about numbers;

it highlights the impact of collaboration between technical and customer-facing teams, both at Ravinia and AudienceView. Four teams, coming together to provide one seamless experience with epic results. The seamless integration of their efforts created an atmosphere of comfort and excitement for patrons, as they navigated the online ticketing platform without encountering any slow-downs or interruptions. Witnessing the online queue steadily decrease while sales continued to surge was a clear indication of the platform's strong capacity and foundation.

> "The collaborative spirit between the Ravinia and AudienceView teams was truly inspiring," shared Keltie Shantz, Client Engagement Manager at AudienceView. "As the on-sale event unfolded, the atmosphere on-site shifted from a buzz of nervous anticipation to a wave of comfort and excitement. This transformation was driven by the collective efforts of both technical and client-facing teams, who worked seamlessly together to ensure a smooth process. Witnessing the queue numbers decrease and sales increase without interruption was a testament to the strong capacity and foundation of AudienceView Unlimited. Breaking records for both AudienceView and Ravinia sales velocity, we've demonstrated that united, we can achieve remarkable success."

Blue Skies – Ravinia CEO, Jeff Haydon, addresses both Ravinia and AudienceView teams after a successful day.

At the end of the day, audiences should be oblivious to the technical demands behind the scenes, illustrating the invisible success of AudienceView. We empower clients like Ravinia to focus on what truly matters: delivering exceptional live events. Backed by AudienceView Unlimited, a secure, flexible, and scalable all-in-one platform, Ravinia can grow its audience, optimize revenue, and create unforgettable experiences—season after season.