

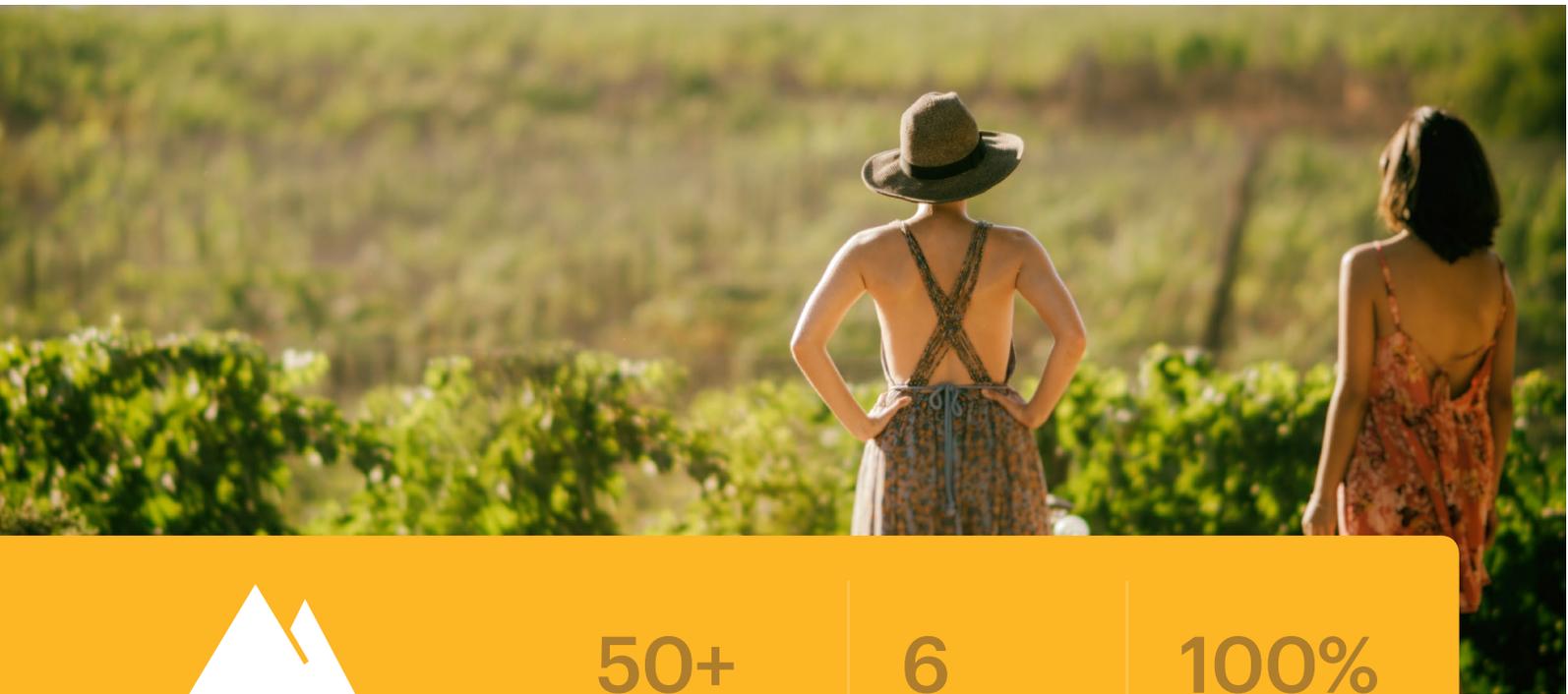
universe

# Success Stories: Baja Wine Tours for a Cause

Attractions



# Attracting attendees with **streamlined sales**



**BAJA WINE TOUR**  
*for a cause*

**50+**

all time attendees

**6**

events per year

**100%**

check-in rate

Since 2014, Baja Wine Tour for a Cause has organized many all-inclusive day-trips to wineries in Valle de Guadalupe, Mexico as specialized fundraisers for community organizations. Each tour accommodates about 50 passport-holding wine lovers in the greater San Diego area. Universe has successfully ticketed a handful of these events that encourage individuals to travel and experience the vineyards of the Baja region, all for a wonderful cause.



### Competitive pricing and fees



### Flexible payout options



### Extensive suite of integrations

#### CHALLENGE

The Baja Wine Tour for a Cause team was looking for a ticketing platform available on a variety of trusted sites to quickly process funds on a rolling basis for their vendor deposits and event expenses. Before using Universe, their biggest pain points mainly concerned payment processing, quick access to funds, high fees, and limited communication with event attendees.

#### SOLUTION

Universe was able to offer ticket payment plans to buyers as well as provide a simple and straightforward payment processing system with Stripe. The ticket fees were very competitive and reasonable compared to other options they were exploring. Additionally, the full suite of integrations such as Mailchimp and Facebook would help them to reach large audiences.

#### RESULT

With the help of Universe, Baja Wine Tours for a cause was able to sell more tickets. Not only were tickets sold at a faster rate than ever before but they were able to increase repeat customers at their events. Communicating with guests and checking them in with the Ticket Manager app also proved to be extremely efficient. Together, Universe has helped the Baja Wine Tours team meet their goals and exceeded their expectations.

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“

Universe’s custom event listings, facebook integration, and embeddable ticket sales gave our event ticket sales exposure on the digital platforms our target event attendees feel most comfortable buying. Also, having early access to our sales funds with Stripe Connect has been crucial to the success of our events.



Tony Uribe  
Founder

The screenshot shows the Universe website interface. At the top, there is a search bar with the text "Search for events" and a "Find Events" link on the right. The main content area features a large banner image of a vineyard with mountains in the background. Overlaid on the image is the text "VIAJE AL VALLE" and "BAJA WINE TOUR for a cause". Below the banner, the event title "Baja Wine Tour for a Cause: Create Purpose" is displayed, along with a "San Diego" location tag. A navigation bar below the title includes "Description", "Location", and "The Host". The "Description" section contains text about the wine tour, including details about transportation, food, and donations. The "Location" section includes a map showing the area around San Diego, with a "Get Directions" link. On the right side of the page, there is a "REQUEST A NEW EVENT" button, a "SAVE" button, and social media sharing options for Facebook, Twitter, and Google+. A "Report Event" link is also visible at the bottom right.

Make your next attraction the best one yet  
[universe.com](https://universe.com)