

SEATPROOF

Sell through every OTA without losing control of your inventory

A bridge between your ticketing system and the sales channels.
Built, proven, and running in production since October 2026.

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Four things that break the moment you sell through OTAs

Any attraction selling through GetYourGuide, Tiqets, Viator, Musement, Headout or another channel runs into the same wall. The channel wants to know what is free at any moment, wants to hold seats before the guest pays, and wants to be able to cancel. **Ticketing systems were not built for that.**

01 Your ticketing system has no concept of a hold

A channel manager holds first and confirms only after the sales channel has taken the money. Most ticketing systems only know sold. That in-between state has to live somewhere, or you sell the same seat twice while the guest is still at the checkout.

02 Several products draw from one pool

Entry, entry with rental, a senior rate and a package often share the same capacity. The ticketing system records that relationship nowhere, and the channel manager knows only one number per time slot. Leave it unguarded and you offer a multiple of what actually exists.

03 The availability you read is behind

We measured a ticketing system taking about two minutes to update its availability. On a quiet day you never notice. On the last tickets of a busy evening it is exactly the difference between a full room and an overfull one.

04 The specification is not always right

Three fields the documentation calls optional are in fact refused by the channel manager. With one of them the order is created and the barcode is issued while the sales channel knows nothing about it. You do not find that by reading. You find it by living through it.

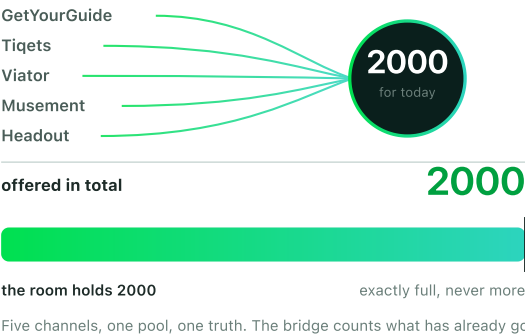
Five channels that know nothing of each other

Every channel asks what is free and gets the same answer. Nobody counts what the others already sold. That is how a room of two thousand gets sold five times over.

WITHOUT THE BRIDGE



WITH THE BRIDGE



This is not a thought experiment. On 14 October 2026 our own bridge offered six thousand places where there were two thousand, because every product had been given its own pool. It was measured, corrected and pinned down in a test, so that it cannot happen again.

One layer in between that leaves you in control

Your ticketing system stays in charge of the inventory. The bridge translates, guards and answers, so the channels get what they need without you handing anything over.

Which ticketing system you run and which channel manager you sell through changes nothing about that layer. Only the translation on either side differs, and that is exactly the part we build.

Availability index

Refreshed every minute, so a question is answered in milliseconds instead of waiting on your ticketing system.

Capacity pools

Products that share the same seats are guarded together. Sold is sold, whichever product or channel it went through.

Admin screen

See per day and time slot what the channels are shown. With a safety margin as an emergency brake, so you can hold seats back for the box office.

Reservation ledger

The state between holding and confirming that your ticketing system does not have. Expired holds release themselves.

Catalogue and import helper

Reads your events and first shows what it would map, with the reason it skips anything. Only then is something written.

Monitoring

An alert on your phone for stale availability, failed bookings or an unreachable database. Not afterwards in a log file.

If the ticketing system gives no unambiguous answer, the bridge refuses the order instead of guessing.

A refused order costs a few euros of margin. A guest standing in front of a closed door costs a review that stays up for a year. This is not a setting switched on later. It is how it was built.

Not designed, built

In production since October 2026 at a Dutch attraction with two venues. The figures below were measured on that production environment, not estimated. On 16 October 2026 a real booking was made on that same environment and cancelled again straight away, with a real barcode, and checked against the ticketing system itself that nothing was left open.

101

days on sale, drawn from 30 separate events in the ticketing system

2

listings at the sales channel, instead of well over a hundred

5

sales channels through one channel manager, without integrating per channel

58

automated tests, including simultaneous bookings on the same seat

<80 ms

response time of the bridge itself, measured in production

How an integration runs

1

Introduction and inventory

Which ticketing system you run, how your capacity is put together, which channels you want to reach. An hour of conversation, at no cost and without obligation.

2

Configuration plan

On paper: which product belongs to which channel, how the pools run, and what you need to switch on in your own system. You steer that before a single line of code is written.

3

Bridge on a test environment

With a real test booking and a real cancellation, so you watch it work before a paying guest is anywhere near it.

4

Live, and through the season

Monitoring, one fixed point of contact, and standby during the weeks that matter.

Who you are dealing with

Why not build it yourself

You can. Count on months, and on the kind of week where you discover that three fields the documentation calls optional are in fact required.

That groundwork is already done here. It is pinned down in tests, and it is the reason a next integration takes weeks instead of months.

One point of contact

The person talking to you is the person building it. No account manager in between, no handovers where knowledge disappears.

ISO/IEC 27001:2022 certified for information security, valid until 2029. That is the standard covering how your data and your guests' data are handled.

The first step is small

Send me the name of your ticketing system and the channels you want to reach. Within a day I will tell you whether it can be done, roughly what it takes, and where the snags are in your case. You are committed to nothing.

An integration takes weeks, not days. If you want to be live before the season, start well before it.

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