

CASE STUDY



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OVERVIEW

How to Scale from 5K to 110k Guests Without Missing a Beat

Santa Anita Park's journey with digital ordering began with the pandemic. Embracing the shift towards a more digitized dining experience, they integrated the GoTab system to keep pace with the evolving health, safety, and guest experience demands.

As they navigated through the pandemic, GoTab's QR ordering system became a cornerstone of Santa Anita Park's operations. Now, in the main dining area, they use a blend of traditional and modern service models, utilizing POS systems for servers while using QR codes for self-service areas. The goal is to always strike the right balance between personal touch and efficiency.

COMPANY

Santa Anita Park

INDUSTRY

Thoroughbred Horse Racing

FEATURES

Point-of-Sale

Pocket POS

Mobile Order & Pay



THE SITUATION

Santa Anita's adaptive strategies using GoTab have been put to the test during their large events. Digital ordering runners, equipped with handheld devices, are now the bridge between the kitchen and the customers, ensuring a seamless flow of orders and service.

These large events highlight the invaluable role of GoTab in managing high-volume days with ease. GoTab's ability to scale up server space for larger events, coupled with easy-to-manage programming, showcased the flexibility and adaptability the system provides.



Our events can average 5,000-7,000, to 110,000 for our annual Breeders Cup. GoTab helps the team achieve exceptional agility, managing a staggering influx of orders with precision.

— Rick Bakker, Director of Hospitality

THE SOLUTION

GoTab's mobile delivery options have been transformative, allowing Santa Anita Park to efficiently serve their extensive seating areas, from 1,500 outdoor to 2,500 box seats, with fewer staff. This approach not only cuts labor costs but also plays a crucial role in the park's success, supported by GoTab's dedicated assistance on peak days.

Santa Anita Park's adoption of digital ordering, spurred by the pandemic, has been transformative. By integrating GoTab, they've redefined patron engagement, prioritizing exceptional customer service while solidifying their reputation as a top dining and entertainment venue.

THE BENEFITS

- ✓ **Perfect for Super-Sized Events**
Manage anywhere from 5k–110k guests and a staggering influx of orders with precision.
- ✓ **High-Performance Scalability**
Scale server capacity and provide dedicated customer support on peak event days
- ✓ **Maximum Guest Optionality**
Hybrid service—POS in dining areas and QR ordering for self-service—significantly reduces labor costs



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.