

TicketsCandy Adds Reserved Seating With Interactive Venue Maps in Major Platform Update

TicketsCandy adds reserved seating, interactive venue maps, a rebuilt checkout, and new booking flow controls for timed events.

LOS ANGELES, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- TicketsCandy has released a major platform update that brings [reserved seating](#) to the [ticketing system](#) for the first time. The release also includes a rebuilt ticket checkout and new controls for events that use dates and time slots.



Reserved Seating

The new reserved seating tools allow event organizers to create interactive maps of their venues. Ticket buyers can view available seats and select the exact place they want before completing their purchase.

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Dmitry Yarchuk

The update expands the types of events that can use TicketsCandy for [online ticket sales](#).

Reserved seating can work for theaters, concerts, sporting events, comedy shows, school performances, dinner events, galas, conferences, and other events where location matters.

Organizers can build smaller layouts with a few rows of seats. They can also create larger venue maps with sections and multiple floors.

The system supports individual seats, tables, booths, seating sections, and general admission areas. This gives organizers more options for venues that do not follow a traditional theater

layout.

A dinner fundraiser could create tables around a stage and sell different ticket options based on table location. A community theater could separate orchestra and balcony seating. A sports venue could divide seats into sections with different prices. A comedy club could build a layout with tables near the stage and less expensive seating farther away.

Large venues can use sections to make their maps easier to explore. Multi-floor venues can show seating on separate levels.

This also gives organizers more control over ticket pricing.

A theater could offer adult, child, and senior tickets in the same orchestra section. The balcony could have its own set of prices. Buyers first select an available seat and then choose from the ticket options assigned to that part of the venue.

“Reserved seating was one of those features that changes which kinds of events can realistically use the platform,” said Dmitry Yarchuk, CEO of TicketsCandy. “A small theater may need 150 assigned seats while a larger venue may need sections, floors, and different prices. The goal was to make both cases practical without turning event setup into a technical project.”

A Faster, More Modern Checkout Built for What Comes Next

The new reserved seating feature arrives alongside a major rebuild of the TicketsCandy checkout.

The checkout now runs on a newer and more modern technical architecture. This helps pages load faster, improves security, and creates a smoother buying experience across desktop and mobile devices.

The interface was also redesigned to make each step easier to understand. Customers can move through ticket selection, attendee information, booking details, and payment with a cleaner layout and fewer distractions.

Speed matters during checkout. Even small delays can cause buyers to leave before completing an order. The new system is built to respond faster and reduce unnecessary loading between steps.

The rebuild is also important for the future of the platform.

The previous checkout made it harder to add certain types of ticketing tools without major development work. The new architecture gives TicketsCandy more flexibility to introduce new checkout features and more advanced purchasing options.

Reserved seating is one of the first major additions made possible by this change.

Organizers Can Now Choose What Customers Select First

The same release also changes how booking calendars work during checkout.

Events that use dates and time slots can now choose whether customers select their tickets first or select their visit time first.

The traditional flow starts with ticket selection.

Customers choose their tickets, enter their information, and then select a date and time.

The new option starts with the calendar.

Customers select the date and time they want to attend before choosing their tickets.

The difference can be important for attractions and appointment-style events.

A museum visitor may first want to know whether Saturday afternoon is available. A tour customer may care more about finding a 10 a.m. departure than reviewing ticket types. A cooking class may have only a few sessions each week.

Other events may still benefit from showing tickets first. A festival with several ticket levels may want customers to compare admission options before choosing a date.

Organizers can select the flow that fits each event.

"Different events are sold in very different ways," Yarchuk said. "Someone buying a concert ticket may start by thinking about price and seating. Someone booking a tour usually starts by thinking about Saturday at 2 p.m. Giving organizers control over that first step makes the checkout fit the event instead of forcing every event into the same process."

Reserved Seating Opens TicketsCandy to More Venue Formats

Reserved seating also gives smaller event organizers access to a sales process commonly associated with larger ticketed venues.

Local theaters can allow families to sit together without manually assigning seats. School performances can divide auditoriums into different sections. Charity dinners can sell table seating. Comedy clubs can map tables and booths. Sports organizers can offer different prices based on location.

The new release continues TicketsCandy's expansion beyond basic event ticket sales. The platform already supports timed entry, recurring events, ticket bundles, products, donations, mobile ticket scanning, online ticket widgets, event pages, and other event management tools.

With reserved seating and a more flexible checkout now available, organizers can manage a wider range of venue layouts and buying experiences from the same system.

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