

SUMMARY REPORT from Interviews – July 2020

SOLUTIONS TO SELL SPORTS TICKETS TO THE YOUNGER GENERATION

Challenges: Many interests, expect flexibility (that secondary provides), affordability.

- Not affordable pre and post COVID
- Social gatherings are now more of a health concern
- Transportation impact is significant
- Teams haven't adjusted the ticket offer to match interests
- Younger generations trust and appreciate the flexibility of the secondary market
- "Scarcity fear" of not being able to obtain a last-minute ticket doesn't exist

Solutions: Be Flexible, affordable and copy entertainment events they've supported.

- Build ticket offers that cater to their interests:
 - Bundle ticket packages to include a beverage or souvenir
 - Create theme nights that are relevant to them: Pub crawls, University, TikTok
 - Bundle tickets with post-game concert to attract the music audience to sample your event
- Age specific memberships that are unique and don't cannibalize the Season Ticket:
 - Not seat location specific but rather include access to a social area
 - Potentially restricted from premium games
 - Affordable (potentially monthly payments) with clearly understood message
 - Member specific and therefore not transferable
 - Allow members to buy guest's tickets to accompany them for a trial experience
 - Very easy for the member to economically justify
 - Membership swag, watch parties for playoff games, Cross Marketing value from CP's
- Locations that cater to their needs in the stadium not focused on sightline:
 - Lawn areas with Craft F&B and Beverage trucks
 - A GA social location that rewards preferred location to early arrivals
 - Try to create a bar lounge area within your facility that caters to the younger audience
 - Being part of a crowd might trump seeing the playing surface
- Recognize you're competing against other attractions and your secondary market:
 - Offer all-inclusive options. Memberships could include unique merchandise
 - Create multiple sight line ticket packages
 - Reward tickets purchased from your primary with facility perks, contests, etc.

- Include options attached to their smartphone
 - Enhancement features to the live or watch party experience viewed via their phone
 - Game day contests or special F&B or merchandise offers
 - Upgrade or additional ticket rewards.

For more information on upcoming Virtual Discussions and topics, contact Chris Kelly:

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