



TICKETING FOCUS GROUP

Meeting Notes

28th August 2025

Fan Services

fanservices@wolves.co.uk

X: @WolvesHelp



Meeting Notes

MATCH TO MATCH TICKETS / GENERAL SALE

A presentation was provided by the head of ticketing in relation to match to match ticket sales following questions raised by the group regarding tickets not going to general sale for the Manchester City fixture. The presentation included screenshots of tickets remaining for the Manchester City at around 3.15pm before the 5.30pm kick-off time, with only a small number of single seats available.

The head of ticketing shared that the reason to not move to general sale for this opening fixture was to drive commercial revenue and membership uptake and went on to highlight the primary factor to determine whether a fixture goes to general sale or not is dependent upon seats remaining in the two weeks (or 10 days) prior to the date of the game. The head of ticketing stated that this was not a change of policy to that of previous seasons. For the 2024/25 season all but two games reached general sale. The club's target is to grow the membership base season on season and keeping a fixture only available to membership holders help to drive this base further. Last season the club finished with around 16,000 membership holders, so the target this season is to see an increase on this.

The club were also cautious to put an opening fixture against Manchester City to general sale, as they are conscious the message that sends for the rest of the season that all fixtures will go to General Sale in turn damaging the appeal of supporters becoming Members.

The group raised a rumour with supporters that no fixture will go to general sale this season, this was denied by the head of ticketing and evident with the fact that Everton is available on general sale. Feedback was provided from a member of the group regarding another team who leave General Sale as late as possible (approximately around four days prior to the game to drive membership sales. The club said whilst they can see this works for the mentioned club, it's not something they'd like to explore. It was raised that a regular ticketing update news story would be published on the website detailing changes to ticket availability, alongside information on Wolves Women fixtures held at Telford alongside any academy games held at Molineux in the future.

RESALE AND TICKET EXCHANGE

The group raised the availability of resale seats, and when these will be able for supporters to purchase. It was confirmed that resale seats become available when the general allocation of regular seats have sold out, however there is some discretion, such as in winter months when the only seats available are in the Graham Hughes Stand.

The intention of the resale scheme is to resell the odd game supporters are unable to attend as a benefit to supporters intending to attend all 19 home games, especially with the number of changes for TV increasing season on season. However, they don't want it to just be convenient for supporters to purchase season tickets and resell most games and only attend the bigger fixtures.

A member of the group mentioned the possibility of having a ticket exchange/transfer scheme where supporters can transfer their ticket to another supporter if they are unable to attend. The club mentioned that this was something they were looking to introduce and would be possible with the introduction digital tickets.

It was confirmed following a question from the group that there is no plan to replace the resale system with ticket exchange, but instead the plan is to have both.

DIGITAL TICKET INTRODUCTION

The topic of digital ticketing was raised following questions from members of the group prior to the meeting.

It was initially mentioned that it was a requirement from the Premier League to have 70% of the fan base using digital tickets by the 2026/27 season and that the club have been late adopters of digital tickets for various operational reasons. Being late adopters has allowed the club to monitor processes at other clubs and identify any issues they may have experienced when implementing these, with the view that it should allow the club to be better prepared for this integration.

A brief plan was detailed by the club where supporters would be invited stand by stand to choose a digital ticket option game by game, hoping to start over the coming games following a test with the away supporters at the West Ham fixture in the Carabao Cup.

The test with visiting supporters in the Steve Bull Stand went well and they had no reported issues on the day with these tickets. West Ham was chosen as a test due to the quick turnaround following the cup draw and the potential impact of a bank holiday weekend on the post if they had issued physical tickets. A question regarding passing tickets on to other supporters was raised by the group, and the possibility with this with digital tickets. The ticket office clarified that the rules in both the club and Premier Leagues ticketing terms and conditions indicate that when purchasing a season ticket, this is only for the named supporter to attend and ticket sharing between supporters is sanctionable via the club. However, with the introduction of digital tickets, there is the possibility to forward tickets on to other supporters who have a registered account with the club, and the policies and procedures surrounding this are currently being explored. The process would be available for supporters to access online through their ticketing account, utilising friends or family members linked to their network.

Another question was raised surrounding an age verification processes and facial recognition being involved on the turnstile to aid with identifying any concessionary misuse, such as passing a ticket that was purchased with a senior concession rate to a supporter that does not meet that criteria. The club mentioned that whilst no decision has been made regarding these points, they understand why clubs would want to ensure supporters are not misusing these concessionary rates.

Following this question, another was raised about whether a concessionary rate ticket could be upgraded with a fee and this was confirmed as possible by the Ticket Office.

The club confirmed digital tickets would use NFC technology as opposed to a ticket where supporters need to scan a QR code. This will sit in the users smartphone wallet and would update ahead of the next upcoming fixture automatically.

A question was raised regarding the impact of VPNs and Private Relays on digital tickets, as sometimes happens when using the Ticketing website to which the club stated that it would be very unlikely that this would impact on the use of digital ticketing.

AOB

Following slower than usual sales for the Newcastle away fixture, the Head of Ticketing asked the group for feedback about demand for upcoming fixtures in relation to allocation choices, particularly in relation to Tottenham and Sunderland. The group mentioned that it'd probably be too early to tell and would be strongly linked to the closure of the transfer market. It was then noted that this should be picked up following this date in the dedicated chat, where relevant feedback could then be provided on these two upcoming fixtures by the group.

A question was also raised about the away tickets for Bournemouth and whether these became available to supporters without away season tickets. The club confirmed that tickets sold out to Silver Away Season Ticket holders, however sales to silver away season ticket holders were staggered based on loyalty points of who hold a Silver AST, which is potentially what caused the confusion.

The group also asked about how many away season tickets holders had not renewed since they began the process of not offering any new ones out. The club confirmed that it was a not a significant number.

Thank you for reading.



Fan Advisory Board

Wolverhampton Wanderers Football Club
Molineux Stadium, Waterloo Road, Wolverhampton WV1 4QR