



TICKETING FOCUS GROUP

Meeting Notes

8th May 2024

Fan Services

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Meeting Notes

Ticket Price Benchmarking

The Head of Ticketing, presented slides relating to benchmarking of Season Ticket prices against external studies into pricing at other Premier League clubs. This compared at other clubs on several factors, such as seat location and age categories.

Participants discussed the method of benchmarking further, with discussions and feedback provided on this process. It was noted that prices for Under 17's and Under 14's was something they unanimously felt the club did well.

Digital Ticketing - Survey results and further discussion

The club issued a survey to all of the Ticketing Focus Group participants ahead of the meeting, and the results of these were discussed further.

Concerns were raised from participants of the logistics of implementing digital ticketing, with feedback given relating to contingencies if there were issues such as low battery or no use of a smartphone. The club reiterated extensive research had been taken out into digital ticketing, such as gathering information from other clubs that have already put this in place. There was a commitment from the club to ensure the feedback from the group was considered ahead of any implementation.

Loyalty Points

The Head of Ticketing raised a question to the group regarding how Loyalty Points operate, and if there are any ideas the participants had that would improve this process from a supporter's perspective.

The participants indicated that this was a tricky subject but on the whole felt the current process was the fairest way of allocating tickets for away fixtures. The club indicated they would be willing to discuss further and look at putting together a working group on the subject if there was an appetite from the participants for this.

Thank you for reading.



Fan Advisory Board

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