



# TICKETING FOCUS GROUP

## Meeting notes

8th August 2023

### Fan Services

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## Ticket price benchmarking

The Head of Ticketing, James Davies, provided a presentation relating to benchmarking and external studies into pricing for both match to match and season tickets. Benchmarking and research shown on various factors was shown, such as yield per seat and pro-rata price in comparison with other clubs. Further detail was given on how comparisons were made based on seat locations within the stadium compared with other clubs.

The participants questioned how many season tickets were taken up in the Graham Hughes stand following them being made available at a cheaper price. The Head of Ticketing confirmed that only 20 season ticket holders took up that option when renewing their season ticket seat with around 50 season ticket holders in that stand in total.

The participants questioned how many supporters were currently on the season ticket waiting list. The Head of Ticketing confirmed that this was around the 8,500 mark.

## Ticket resale / sharing

The club outlined a commitment to work closely with this group to investigate options for further improving the ticket exchange and / or a ticket forwarding scheme.

## Junior supporter season ticket pathway

The participants questioned if there was a set pathway to enable junior supporters to attend games and eventually become season ticket holders.

The Head of Ticketing acknowledged that junior supporters are very important to the club. The club believes the current pathway to becoming a season ticket holder is the fairest way of doing so as it does not favour one demographic over another. Junior supporters can become members and enrol on to the season ticket waiting list where they would then get an opportunity to purchase a season ticket. The Fan Services manager, Dave Wood, shared examples of supporters enrolling their newborn children on to the waiting list.

It was pointed out that in recent seasons, cup fixtures at Molineux have proven to be a successful way of introducing junior supporters to matches with these fixtures often having a more family friendly feel to them.

# Ticketmaster Sport

The Head of Ticketing took some time to explain the relationship with Ticketmaster Sport, the clubs new ticketing software provider. It was made clear that Ticketmaster Sport is a separate entity to that of Ticketmaster which facilitate tickets for the music industry and other sporting events.

The Head of Ticketing explained that the reason for the change was due to the contract with the previous provider coming to an end. The club had experienced issues with the previous provider during the 22/23 season which led to downtime causing issues for supporters attempting to purchase tickets.

Ticketmaster Sport was identified as the clubs chosen partner in December 2022 however contracts were not completed until June at the point the contract with the previous provider ended. As a result, there were some problems, particularly around Away Season ticket renewals and the Head of Ticketing apologised for these issues.

Following the initial issues, ticket sales for Manchester United and Everton away as well Brighton at home have gone smoothly. This will be continually monitored throughout the season.

The participants shared feedback in relation to their experience using the new system. The Head of Ticketing outlined a commitment that the ticketing team would work closely with participants in the group to resolve any persisting issues or glitches.

## Away sales

The club will look at sharing sales updates relating to the number of tickets remaining ahead of each sales window for an away fixture.

The club will also look into publishing the total number of supporters who are eligible to purchase tickets in each loyalty points sales window.

**Thank you for reading.**



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