



TICKETING FOCUS GROUP

Meeting Notes

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Fan Services

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Meeting Notes

Digital ticketing

Following previous discussions in this group, it was confirmed that turnstiles were upgraded at the end of 2022 to accept tickets using NFC technology. Subsequent to this, the club's ticketing software was switched to Ticketmaster and was bedded in during the 2023/24 season, following this period, the club were now able to facilitate access to games with digital tickets sitting in a wallet on a device, and this could be made available to season ticket holders and match to match ticket purchasers. The club have also taken allocations for away fixtures via digital methods when offered, and this process had worked very smoothly for any away game where it had been offered.

During the summer, the Premier League introduced new ticketing rules which stipulate that by the 2026/27 season, a minimum of 70% of home tickets must be issued as digital tickets or an NFC pass of a barcoded ticket held on a digital device.

The club were now in a position where they could begin to offer a digital ticket to supporters. Members of the group were shown a demonstration of how to add a ticket to a wallet on a digital device and how to enter the turnstiles at Molineux using a digital device. The club confirmed that this process had been rested by a small number of staff at the AFC Bournemouth fixture.

The club detailed how they intend the testing and implementation process to look, with the plan being to invite season ticket holders to come forward to convert their season ticket to a digital ticket a block at a time to ensure that additional resources can be provided to the specific turnstiles where testing was taking place. This process is expected to take place over the next 6-12 months and group members were encouraged to volunteer themselves to be part of the testing process.

A question was raised from the group regarding if multiple tickets could be uploaded to a device or if tickets could be uploaded to multiple devices at the same time, as in some instances a group or family member will take responsibility for having the tickets on behalf of all supporters in that group or family. The club confirmed that is configurable with different clubs having different rules. The club would take this feedback on board when deciding on how they wish to proceed.

A question was raised around the possibility of allocating a ticket to a friend or family member in the event the ticket holder is unable to attend. The club confirmed that ticket forwarding becomes a possibility once digital ticketing is implemented. This would allow supporters to select any of their tickets and forward it to any supporter with a supporter number, with the ticket then being sent digitally for that specific supporter to download to their device.

The group asked some questions on the entry process and the club stated that comms to supporters would encourage them to ensure that their ticket was added to their digital device wallet prior to travelling to the ground. The club had consulted with a number of other clubs regarding digital ticket entry and the consensus was most clubs were seeing slightly slower entry rates following implementation. This could be down to a number of reasons, and it was stated that newer stadiums with more modern turnstiles are geared up better for allowing access to supporters when using a digital device.

A question was raised regarding supporters who did not have access to a smartphone or a device that supported digital ticketing to which the club confirmed that there will be a mechanism for supporters who can't adopt NFC technology to request a traditional ticket. It was confirmed that season ticket holders would only need to download their digital pass once rather than download each game's ticket individually.

A point was raised about supporters from overseas who may not have access to data to download their ticket to a device, although this could be navigated around by using hotel wi-fi, for example. The club indicated that support would be available to all supporters throughout the implementation process and

following it through Fan Services. The club will also produce a series of FAQs relating to digital ticketing. It was acknowledged that communications around the implementation was crucial, and that clear, concise FAQs and guides would be very beneficial. The club stated that they would share FAQs with the group before publishing in order to gain feedback.

Group members who attended away games regularly all agreed that digital tickets had worked well at away fixtures.

Away allocations

The club shared information around away ticket rules and the implications of having unsold tickets when taking a full allocation of tickets.

The club thanked the group for their feedback in relation to the West Ham and Everton fixture, which saw ticket sales brought forward by a week in order to make a more educated decision in regard to the size of the allocation of tickets the club wanted to take. The club confirmed that all clubs must confirm their allocation requirements with the home club four weeks prior to the game.

The upcoming midweek fixtures against Newcastle and Chelsea were identified as games where the club were unsure of what the take up for tickets would be like, especially with the games being televised. The group agreed to provide more feedback to the club on demand for these games following the upcoming games against Everton and West Ham.

Ticket resale

A question was asked by the group in relation to the release of ticket resales, in particular that resale seats are not made available until all general admission (GA) tickets were sold out, including the Graham Hughes Stand. The club stated that they understand that this policy may be unpopular, however no other business would sell goods without a margin before good that don't have a margin at all. Some information was then provided on the value to the club of selling a resale seat against a GA seat. The club acknowledged that it is a situation of understanding the right balance between what is right from a financial position for the club and what supporters would see as being a good supporter service.

The club highlighted that any future introduction of ticket forwarding, as discussed earlier, may impact the desire for fans to resell their tickets with a ticket forwarding function allowing supporters to share tickets with friends or family members more easily.

Overseas supporters

A point was raised around the difficulty for overseas fans to purchase tickets, due to games going on sale so close to the date of the game, making it difficult to plan trips in advance. The club confirmed that discussions were ongoing within the Worldwide Wolves network to assist in making this process easier for organised groups.

Thank you for reading.



Fan Advisory Board

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