

Blues team up with TicketCo for cloud-based ticketing

Wanderers introduce cloud-based payment technology via TicketCo.

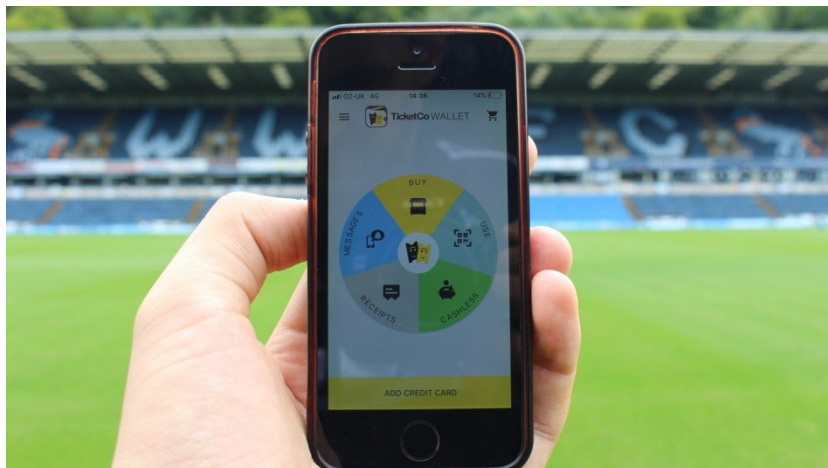


Wycombe Wanderers have partnered with TicketCo to offer fans mobile technology to make purchasing match tickets easier, introducing a brand-new ticketing platform ahead of the 2019/20 League 1 season.

The TicketCo system can send QR codes to supporters' phones which are then scanned at turnstiles to gain entry on match-day. The platform also provides Wanderers with an online ticketing and payment facility which integrates with the club's website and Facebook page.

The cloud-based technology will enable Wanderers to make tickets easier to purchase for supporters and enhance fan engagement via digital marketing.

It is the first significant off-the-pitch development introduced by the football club's new management structure of Rob Couhig, Mark Palmer and Peter Couhig.



Mark Palmer said: "This is a great step forward in our strategy to improve the fan experience and commercial revenues streams. The TicketCo platform is fantastic and it makes buying tickets so simple online, via mobile phones, the club website and Facebook. It will enable us to provide a better service to our supporters and help us grow the club.

The mobile-first ticketing system launches today (Wednesday), with supporters now able to use the platform to purchase tickets for Saturday's home friendly versus Championship club Brentford. All fans who buy tickets via this platform will benefit from a £1 discount on a pint of Fosters, Symonds or Theakstons in the Caledonian Suite.

Mark added: "Fans will still be able to buy tickets with cash or use print at home if they prefer. But we wanted to provide more convenient and modern ways for people to purchase tickets. We believe this will be a great partnership for the club and we will introduce more of the functionality as we move forward."

David Kenny, TicketCo UK Country Manager, said: "It is an exciting time at Wycombe Wanderers with the new board in place and the vision they have for the club. We are looking forward to helping develop the club and being part of its progression.

"Wycombe is a great community focused football club who are passionate about putting supporters first and we will work closely with the club to use our technology to improve the fans' experience."

Supporters who had bought tickets for Saturday's friendly with Brentford via the club's previous ticketing platform will be contacted directly via email to explain the change, and will be able to gain access to the stadium by displaying either their physical ticket or print-at-home version at the turnstile, as well as benefitting from the £1 beer discount at the bar in the Caledonian Suite.

Meanwhile, all season ticket holders will receive a replacement card in the post ahead of the beginning of the new league season.

Fans will still be able to purchase tickets from the shop on weekdays (10am-5pm, excluding Wednesdays), and on home matchdays from Ticket Office 1.

TicketCo's technology is designed to make event payments quick and easy for both organisers and consumers, thanks to its pioneering technology. The platform's technology is compatible with Android and iOS devices and enables organisers to promote offers on food, drink and merchandise in advance of events.

TicketCo has offices in Norway, the UK, Poland and Sweden. It has partnerships with several football clubs, including Kilmarnock, Legia Warsaw, Solihull Moors and Eastleigh.