

Wanderers fans embrace TicketCo technology

Online sales up significantly since launch of new system.

Wycombe Wanderers supporters are embracing digital technology introduced by the club to make buying tickets simpler.

The League 1 club partnered with **TicketCo** in the summer to improve online sales and reduce matchday queues – and the results have been startling. Last season, just 12.8 per cent of all match tickets for games at Adams Park were sold online, but this term that figure has been as high as 70 per cent for some matches.

Average crowds are up nearly 600 per game on last season, as fans embrace the club's new regime, success on the pitch and the new ticketing system. Advanced tickets are £2 cheaper online, and supporters can even pre-order a matchday pint with the TicketCo system. The new system has also helped the club improve the fan experience for supporters.

Mark Palmer, part of the Wycombe Wanderers management team, said: "Bringing in TicketCo has been great for the club and the fans. It has helped make the whole ticket buying process smoother for our fans. It is now easier to buy tickets they can benefit from a discount and enter the ground quickly and easily using an app on their phones, enabling them to save time and money which can be better spent in our Chairboys Village fan zone.

"For the club, the huge increase in online pre-sales makes it easier for us to plan ahead for match-days and allocate our resources accordingly. On the marketing side it means we are building our own database and can identify and maximise trends to the benefit of everyone. It is a win, win all round."

On average this season almost 1,200 fans per game are buying tickets in advance via the TicketCo Wallet app. This figure does not include season-ticket holders, who already have their entry secured.

David Kenny, TicketCo's UK Country manager, said: "It's been a pleasure to work with Wycombe Wanderers and see them progress on and off the pitch.

"By working in partnership with the club we have collaborated to really drive online transactions and look forward to developing further together. It is fantastic working with such a forward-thinking football club that cares about its fans. Supporters are now starting to see the additional benefits of the TicketCo technology as we develop Wycombe's cashless strategy in partnership with the club."

"We've come along to games and witnessed the buzz around the club and the way fans have taken to the new ticketing system. Our platform enables the club to sell tickets more efficiently and build in secondary sales like refreshments and merchandise, plus collect useful data that helps them plan and react."

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, Macclesfield Town, Solihull Moors and Eastleigh.