

Fan Engagement



45% of fans have bailed out of a food & beverage queue without making a purchase because it was taking too long.
source: Oracle - The Fan Experience



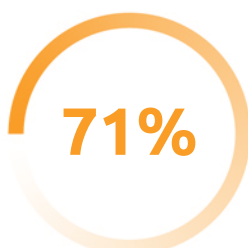
Sport or team-branded consumer goods are expected to be worth **\$46.87 billion** by 2026.
source: Leaders Report



US fans said they would spend **an additional \$20** on F&B if wait times were cut in half.
source: Oracle - The Fan Experience



72% of millennials would rather spend money on experiences than possessions.
source: Leaders Report



71% of season ticket holders make an food & beverage purchase at most games.
source: Oracle - The Fan Experience



72% of fans would prefer to receive personalised marketing content from their team.
source: Tappit Sports Report



Only **20%** of season ticket holders are members of a team's loyalty programme.
source: Oracle - The Fan Experience