

# 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