



Experience Pass[®]

Portland Trail Blazers Case Study

The Portland Trail Blazers attract the next generation of fans and keep them coming back for more

"Reaching new fan segments in relevant ways is one of our top priorities."

- Vince Ircandia, Vice President of Business Analytics and Ticket Operations

The Situation

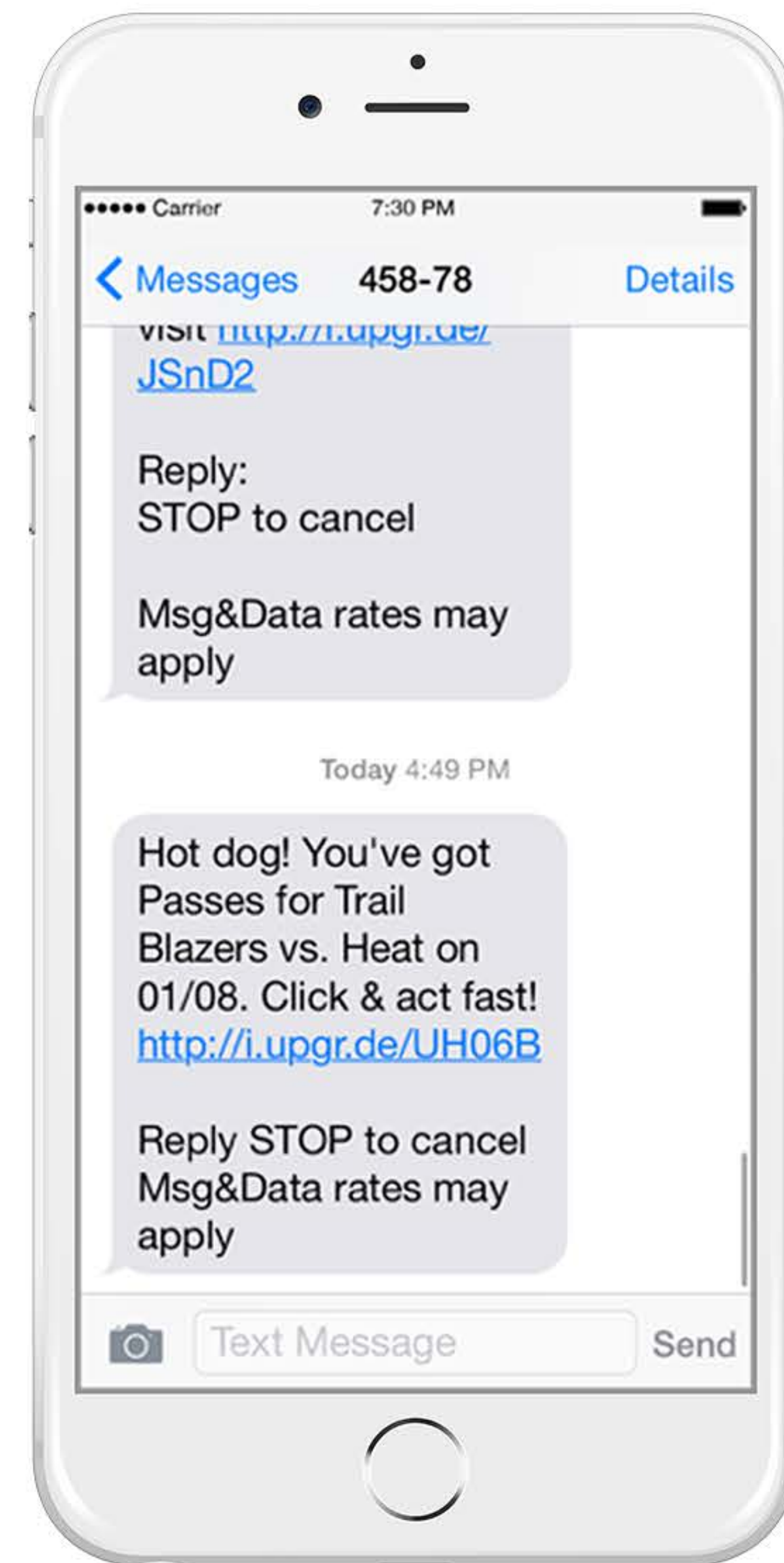
With a large student population coming from the local universities in Portland, the Trail Blazers saw the opportunity to bring high-energy fans into the often sold out venue as last-minute seats became available. The Portland Trail Blazers wanted to introduce this younger fan base to the value of attending multiple games per season and ultimately convert these casual attendees into life-long fans. Many students will stay local after graduation with the potential to become season ticket members, while others can grow the fan base in new locations.

The Solution

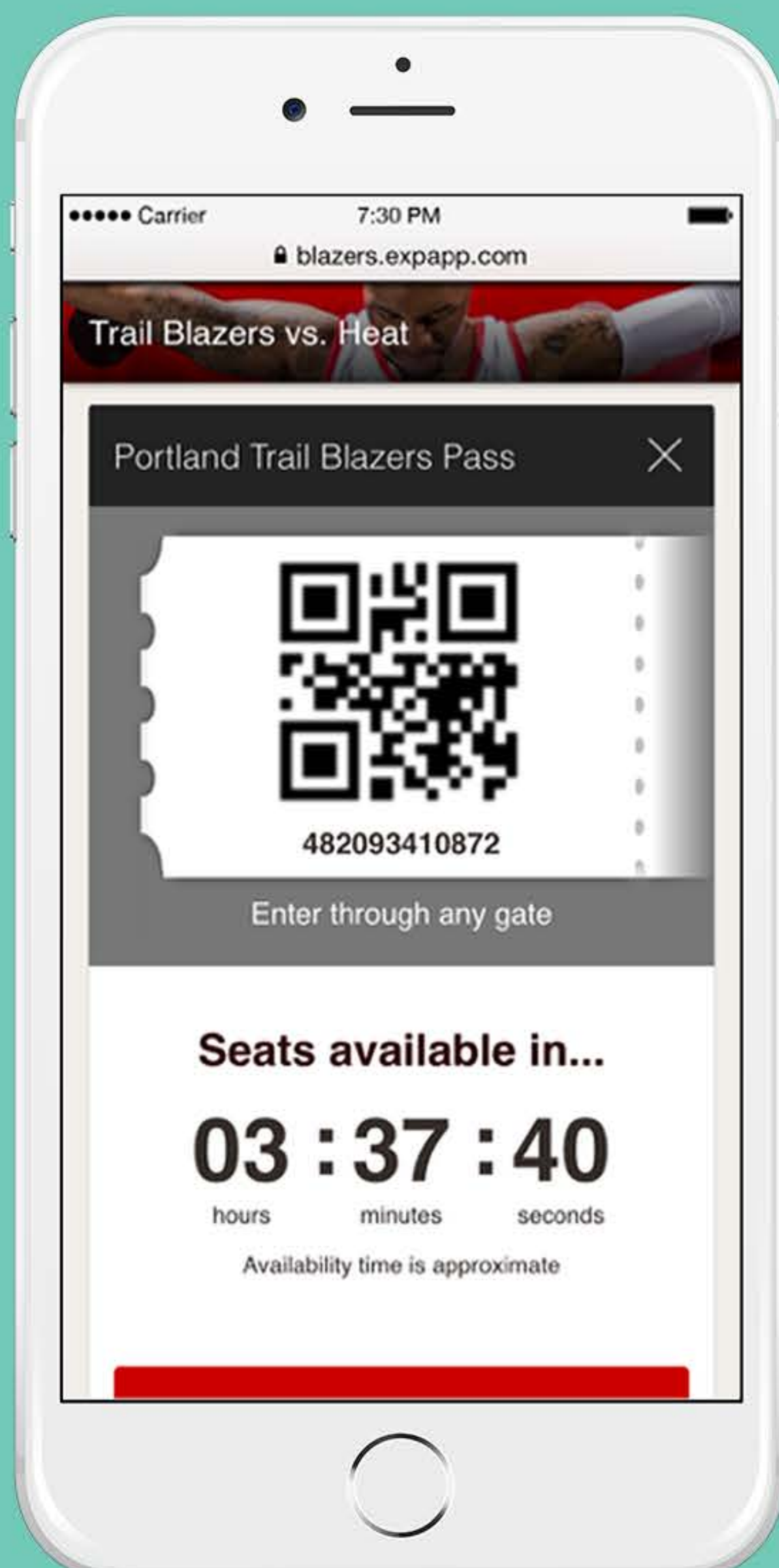
The Portland Trail Blazers streamlined their existing college night program, which consisted of a dedicated box office window and manual process of assigning tickets, and took advantage of **Experience Pass**, a single-game mobile ticket that helps teams sell through last-minute seating inventory. For the entire 2014-15 NBA season, students opted in to receive a text message alerting them of the last-minute availability to attend the night's game.

Text Message Alert

Text Message Alerting Fan of Availability Through Blazers Student Pass



Experience Pass = flexible ticket technology



Upgrade Seats

Once in the venue, these student buyers were guaranteed access to the standing-room-only sections; they could also purchase seat upgrades through the Blazers' team app resulting in incremental revenue for the Blazers. Most importantly, these price-sensitive fans gained exposure to one of the benefits of the most premium product in sports - the season ticket. They could see first hand the value of regularly attending games throughout the season and build the Blazers database for future multi-game package offers.

The Results

4500+ total passes sold

5500+ unique new fans in Blazers' database

38% of new fans repeated purchase

“With our venue often sold out, the Student Pass enabled us to give Standing Room Only access to a younger fan segment, with the hopes of turning these fans into life-time season ticket members.”

- Vince Ircandia, Vice President of Business Analytics and Ticket Operations

“I love Blazers Student Pass! I have gone to almost all the games so far this year and the tickets are very cheap! Thank you!”

“I love that you guys are doing this. Gives college students like me the chance to see her favorite sports team in action, without having to pay lots of money!”

“My wife and I are both full-time university students. We have 3 kids and one on the way, so making the time to see games can get tricky. Thank you, thank you, thank you for the Student Pass program.”

Interested in learning how Experience can help your team achieve stellar results and improve the fan experience?

LET'S TALK! And change your fans' experience forever.

Email us at letstalk@expapp.com

Experience is an award-winning technology company that's reinventing the fan experience at live events.

We help fans to personalize their live event experience at more than 300 properties worldwide.

Make it Memorable!

