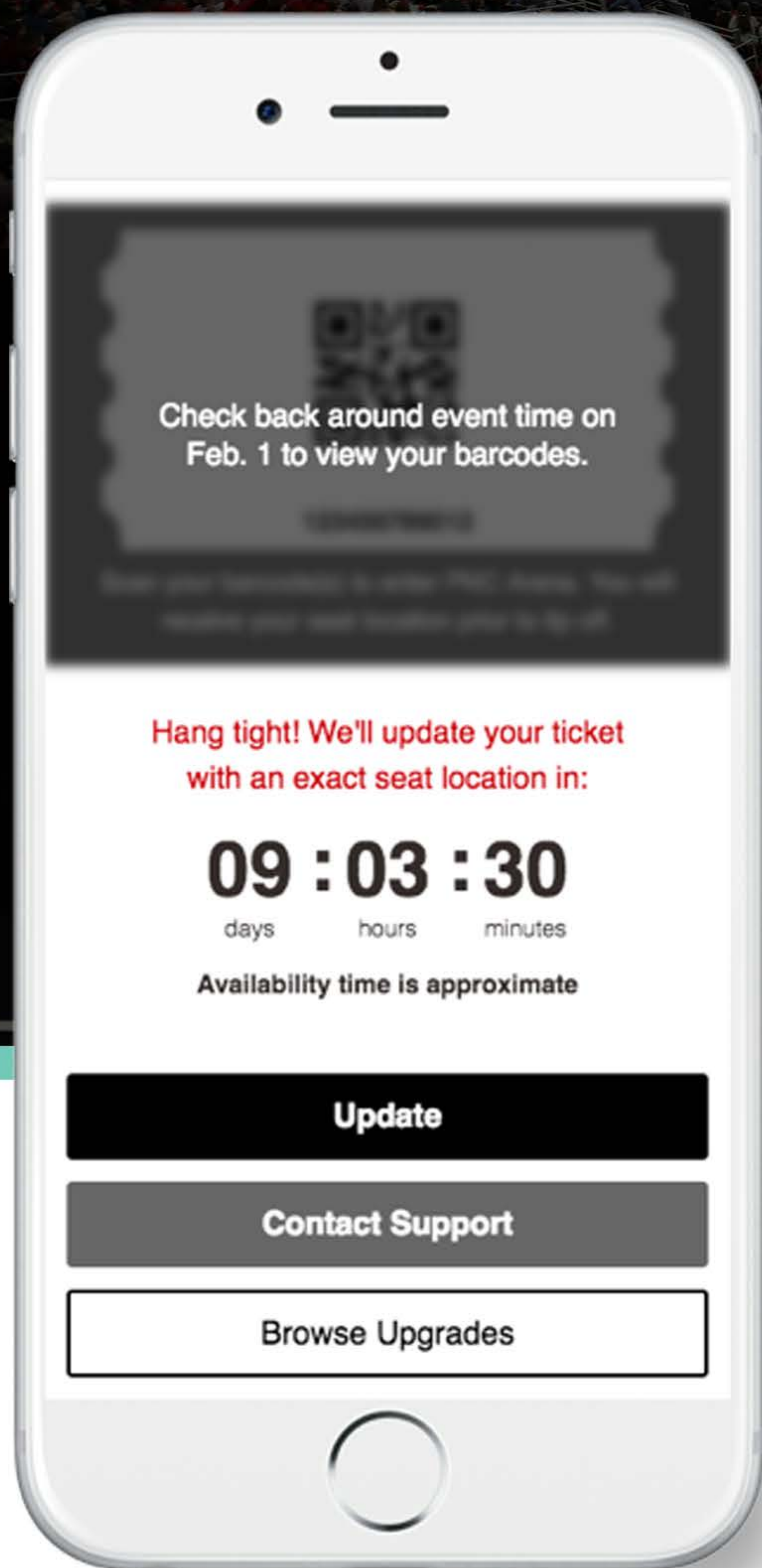




Experience Pass[®]

CAROLINA HURRICANES CASE STUDY

Hundreds of mobile-first consumers get a taste of what it's like to be a season ticket buyer.



THE SITUATION

The Canes had available inventory in the upper bowl of the venue and wanted to reach today's mobile-first consumer with a ticketing product that introduced them to the concept of attending multiple games.

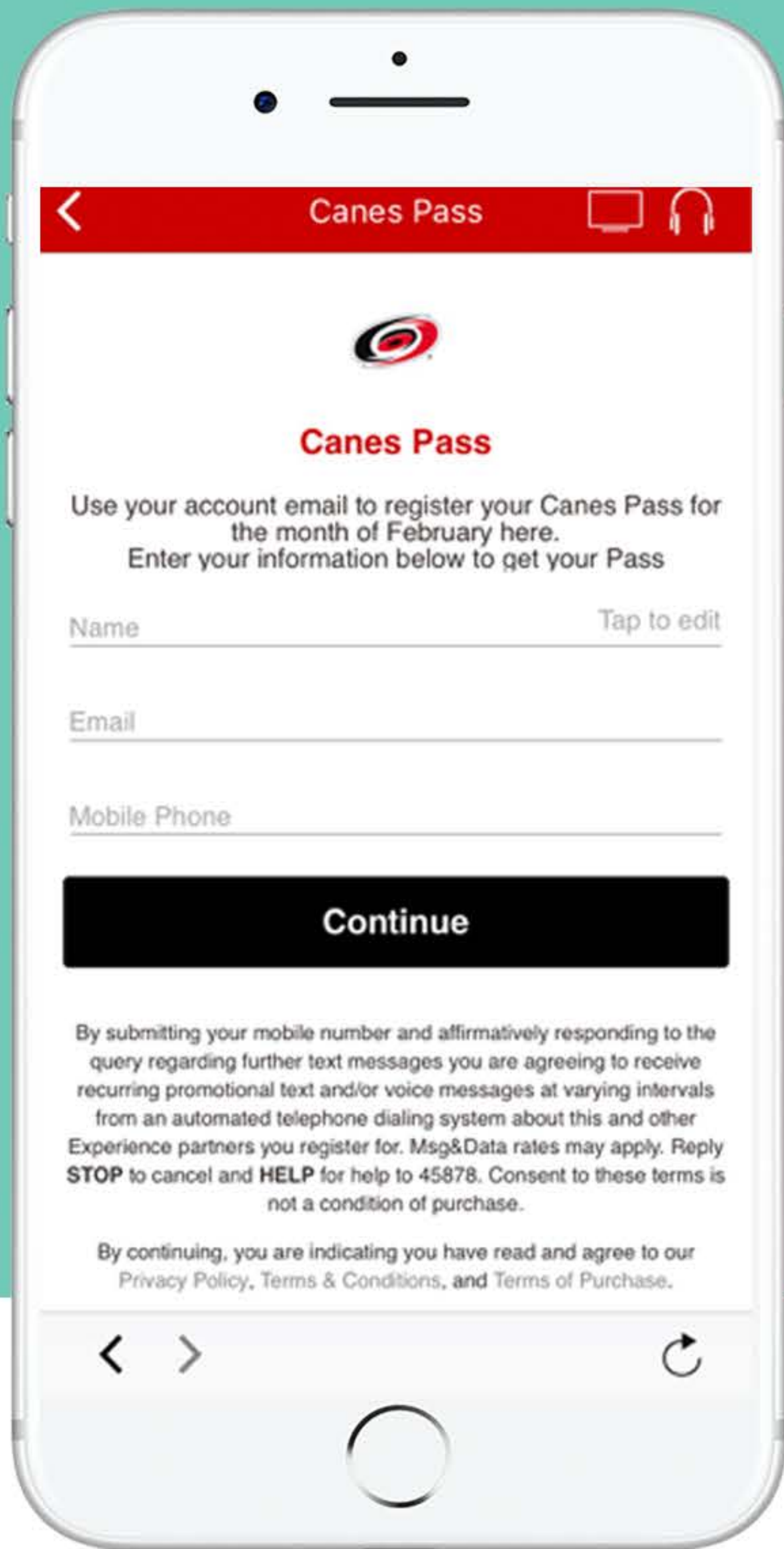
"@NHLCanes @tdcanes making an impact already. Love it. Considering season tickets for next year already.."

 @Jon_Gamble



THE SOLUTION

The Canes utilized Experience Pass[®] to offer subscription access to all home games (except one blackout) throughout February in the 2017-18 season. They called it Canes Pass - fans paid \$97 and could attend as many games as their schedule allowed with different seats in the venue each game.



- > The Canes built a streamlined landing page where fans bought tickets online and accessed their tickets in the Canes mobile app.
- > Canes Pass buyers could also purchase additional seat upgrades and experiences on the platform, conveniently located next to their tickets.
- > The Canes found such success reaching their target audience that they continued running Canes Pass in March and April.

\$118,000

revenue from Canes Pass



THE RESULTS

800

February ticket packages sold

430

March ticket packages sold

78%

of buyers had not purchased tickets in past three years

83%

scan rate

Wanna learn more?

Experience's mobile commerce, flexible ticketing, and data solutions empower sports and entertainment leaders to generate new revenue streams, sell more tickets, and make smarter decisions. Partnering with over 350 global properties, Experience is a two-time Sports Business Award winner for Best in Sports Technology (2014), and Best in Mobile Fan Experience (2016).

www.expapp.com