

# 15 KEY CASHLESS STATISTICS

**68%** OF EVENTS DELIVER THE CASHLESS TAG DURING ACCESS CONTROL

There are multiple ways of delivering the NFC tag (access control, banks, at a specific location...), but the majority of events have chosen to do the pairing process during access control, in order to streamline attendees' experience and reduce waiting times.

**65%** OF ATTENDEES USE A CASHLESS TAG

All attendees may not use an NFC tag. They usually share their spendings with family or friends. On average, activation rate is 65%, up to 75% on some events. This is something to consider when buying card or wristbands. Note that some events choose to supply 100% of their audience with a tag.

**20%** OF TICKETS PURCHASED ONLINE ARE ACCOMPANIED BY A CASHLESS TOP-UP

Cross-selling allows attendees to top-up their cashless account directly when purchasing their tickets online. This rate can go up to 40% on some events. This gives more purchasing power to attendees (a top-up made when purchasing tickets, several months in advance, is painless and has been absorbed by the day of the event, giving visitors the opportunity to spend more on-site).

**120 ORDERS PER HOUR, PER SELLER**

Less staff are needed compared to a traditional POS system: no change given and no mental arithmetics! The processing time for an order is 30 seconds at peak periods, which means 120 orders per hour maximum.

**5%** OF THE FOOD & BEVERAGE REVENUE IS THE COST OF WEEZEVENT CASHLESS SOLUTION

Increase in revenue, security, data... innovative for the attendee with quick & easy fun!

**£26 PER AVERAGE RECHARGE**

The average amount of a top-up is £26 in 2017, compared to £22 in 2016. This increase is due to increased adoption of cashless by the public. Note: the amount of on-line top-ups is generally £9 higher than those made on-site.

**18%** AVERAGE HAS NOT BEEN SPENT AT THE EVENT

When the event closes, almost 20% of the money topped up on attendees accounts has not been spent. This can reach 25%.

**65%** OF EVENTS HAVE CHOSEN NFC WRISTBANDS

The advent of NFC card payments has helped with establishing adoption for NFC. Wristbands offer a cheaper solution and with access control built in this trend looks set to continue. For permanent installations (clubs, parks, etc.) NFC cards are still the favoured solution, and work well when combining cross-selling and upgrades, such as memberships.

**80%** OF ONLINE TOP-UP ARE LESS THAN 3 DAYS BEFORE THE EVENT

The majority of online top-ups are made in the 3 days preceding the event. Attendees often wait for the last moment to prepare for their visit.

**30%** OF TOP-UPS ARE DONE ONLINE

This rate is expected to climb in the coming years, in 2017 the rate climbed to 70% for some festivals. As this grows there will be less work for teams on the ground, and improve customer experience by reducing waiting times! It's worth noting that a modern cashless system must be able to work offline, especially when in some cases cash makes up for only 15% of top-ups.

**44%** OF EVENTS USE CASHLESS TO HIGHLIGHT A PARTNER

28% of events have added the logo of a sponsor to their NFC tag, while 16% of them have integrated a sponsor in their cashless offer (mobile payment partner, brand activation via NFC).

**60 TOP-UPS PER HOUR, PER CASHIER**

This is the maximum rate seen for on-site top-ups. This figure tends to drop as the share of online top-up is growing. Attendees understand that topping up online avoids queuing on-site.

**£14 AVERAGE SPEND PER ATTENDEE PER DAY**

This can go up to £24 per attendee. Cashless solutions promote increased spending through simplicity and speed of use: less waiting in queues, more fun at the event! However, it is often difficult to accurately measure the increase in the average basket size due to many external factors such as weather, lineup, prices, to name just a few...

**10 PURCHASES PER BUYER**

On average, each buyer makes 10 purchases during an event. Depending on the duration of the event, this figure can vary between 6 and 18 transactions.

**6%** OF REVENUE REMAINS UNCLAIMED AFTER REFUNDS

After refunds are complete, an average of 6% of unclaimed funds are left on accounts (this goes from 3 to 10%). This figure is fairly stable over the last three years.

## MORE THAN 200 CASHLESS EVENTS

HELLFEST • LOLLAPALOOZA • DOWNLOAD FESTIVAL • SUMMER STADIUM FESTIVAL • PITCHFORK FESTIVAL • ART ROCK • ART SONIC • AXE BOAT BEAUREGARD • BOBITAL • BRIVE FESTIVAL • CABOURG MON AMOUR COGNAC BLUES PASSION • ECAUSSYSTEME • FANZONE TOUR EIFFEL EURO 2016 • FESTIVAL DU ROI ARTHUR • FESTIVAL INTERCELTIQUE DE LORIENT FRANCOFOLIES LA REUNION • FREE MUSIC • HOP POP HOP FESTIVAL I LOVE TECHNO • IMAGINARIUM FESTIVAL • KOLORZ FESTIVAL • LES BICHOISERIES • LES DÉFERLANTES • LES ESCALES • LES NUITS SECRÈTES MAIN SQUARE FESTIVAL • MARVELLOUS ISLAND • MUSILAC • NORDIK IMPAKT • NUITS SONORES • OUEST PARK • PANORAMAS • PAPILLONS DE NUIT • PEACOCK SOCIETY • RETRO C TROP • ROCK EN SEINE • ROCK IN EVREUX • ROCK'N SOLEX • SAKIFO • SUMMER SOUND • TERRES DU SON THIS IS NOT A LOVE SONG • TRANS MUSICALES • VIEILLES CHARRUES WATER MIX • WE LOVE GREEN ...

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