

Foodservice Payment Innovation: Sports and Entertainment Venues

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INTRODUCTION: PAYMENTS INNOVATION

Scope

Key findings

A framework for assessing foodservice payment innovation

ASSESSING: SPORTS AND ENTERTAINMENT

Sports and entertainment: A diverse foodservice environment

Speed is of the utmost importance for sports and entertainment

Logistical challenges closely related to speed concerns

Moving to cashless models offers opportunity for insight, loyalty

UNIQUE CHALLENGES AND INNOVATIONS

Technology can help attendees maximise time in their seats

Atlanta's Mercedes-Benz Stadium pioneering cashless payments

Loyalty programmes at stadiums and venues underpenetrated

CONCLUSION: ASSESSING OPPORTUNITIES

Technology will help drive a better payments experience

CONCLUSION: ASSESSING OPPORTUNITIES

Attendees seek speed and deals, earn loyalty through experience

DEFINITIONS AND NOTES

Report definitions and notes

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