



Foodservice Payment Innovation: Sports and Entertainment Venues

September 2020

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/foodservice-payment-innovation-sports-and-entertainment-venues/report.