

# OUTSTANDING TICKETING QUESTIONS

## 9 OCTOBER 2018

### 1. SEASON TICKETS: General

- Have all ST's now been sold for next season? Is the total number of ST holders 42,000?
- What's the breakdown of ST's at each price point?
- Are 1882 seats included in the GA inventory?
- How many local residents took up the option of a Season ticket?

### 2. LEAGUE PRICING

- When is the Club releasing match day pricing for League games for next season?
- When will on sale dates be published for home league games?

### 3. CUP SCHEME

- Please clarify the number of additional ticketing points awarded for upgrading from Silver to Gold? Is it 5 or 10?
- Please clarify why these additional points are being disregarded for games where tickets are allocated by points? Surely this is the whole idea of signing up to the scheme!
- Please clarify the mechanism for reselling a ticket or obtaining a refund for any cup game a fan is unable to attend
- Please clarify that, on cancelling autopay, all points accrued from cup matches to date are retained with solely the 5 or 10 points awarded for upgrading deducted
- If autopay upgrade points are to be deducted in this circumstance, is the Club confident it will be able to do this correctly?
- Please clarify whether opting in to the cup scheme will be an annual occurrence now or whether those in the scheme at the end of the season will automatically remain in the scheme for the following season, as happened historically?
- Please confirm that those ST holders choosing not to join the Cup scheme will still have an option to purchase their ST seats for cup games ahead of any members sale window, as per Silver at present?
- Please confirm that 'the seat' reserved for cup matches will be the seat purchased as an ST seat, unless that is within an area clearly flagged as one where it is necessary to relocate for cup games
- Please explain how the £50 reductions for the loss of the 2 cup vouchers were calculated into this season's ST pricing
- Could you clearly explain the changes in terms and conditions for Gold members this season

### 4. CUP PRICING POLICY

- Please clarify the approach the Club is taking to the League and FA Cup pricing this season. Will this be the progressive approach seen to date where minimum / accessible price points are secured for early stages, including family packs and concessions in all areas, designed to maximise attendance rather than maximise revenue?
- How is the Club planning to deal with a situation in which a visiting club takes 15% of tickets at the new stadium, leaving fewer seats available than the number of home ST holders who may have committed to tickets?

### 5. RESALE

- When will full details of the Ticket Exchange be available? When will the platform open and will this open for cup games as well?
- When will full details of the Ticket Share scheme be available?

### 6. PREMIUM SALES AND SHOWPIECE GAMES

- Please confirm that the Premium Sales team have stopped selling home ST's on the back of guaranteeing access to away matches

- Please clarify the process by which away tickets are allocated to Premium ST holders
- Please clarify the process should a Premium ST holder wish to downgrade to a GA ST in the future, including what happens to their ticketing points totals
- Please clarify what 'Club Events' Premium ST holders will accrue ticketing points for attending or participating in
- Please confirm the percentage of tickets given to staff, partners, sponsors and players for each away game
- Please clarify the arrangements for Premium ticketing access for FA Cup semi-finals, final, League Cup Final, Champions League/ Europa League Final
- Please update on the marketing and sales approach of official partner, Eventmaster, following earlier discussions around selling the atmosphere and encouraging visiting fans in home areas. And on the outrageous pricing of over £700 for the Liverpool match
- Please comment on the Groupon deals available for games at Spurs and how this is good for our atmosphere, or reputation

## **7. AOB**

- Have all membership refunds been processed for members who upgraded to Season Tickets this summer? Why was this fee not deducted from the balance of the Season Ticket, as advised? Why has it taken so long to rectify?
- When will the ticketing points be awarded to ST accounts for attendance this season?
- When are the ST membership packs, including stadium cards, being issued?
- We would like a discussion around 'parachute payments' of ticketing points for ST holders who are unable to renew and revert to being members. This is best discussed in person.
- Can we understand the Club's role in NFL ticketing, please? It was our understanding there was no involvement, but Premium tickets were being heavily pushed on the Spurs website
- We would still like a dedicated ticketing meeting, please. As soon as is possible!