



# 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](http://www.euromonitor.com/foodservice-payment-innovation-sports-and-entertainment-venues/report).