THE CASE FOR A CASHLESS FESTIVAL

Do you want to drive more revenue at your festival? Is something missing in the fan experience? We have the solution. With Front Gate's Cashless payment integrations, you'll have the ability to increase your overall revenue, save time with simplifying and streamlining POS transactions and accounting, decrease fraud, and gain real-time reporting.

ADVANTAGES



Increases revenue



Saves time



Decreases fraud



Safe and secure

CHALLENGES

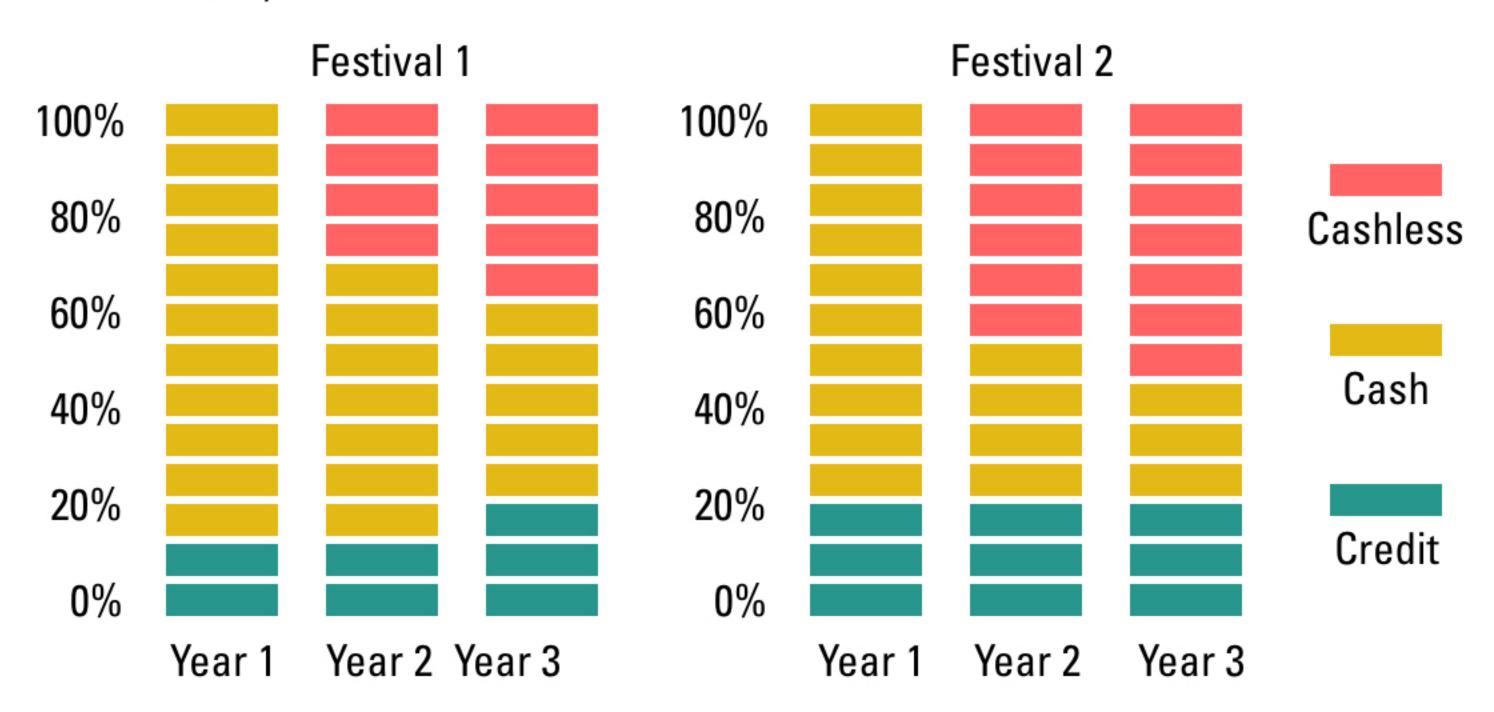
Average per-capita spend year over year is static

1-2% of all cash spent at a festival is lost or skimmed

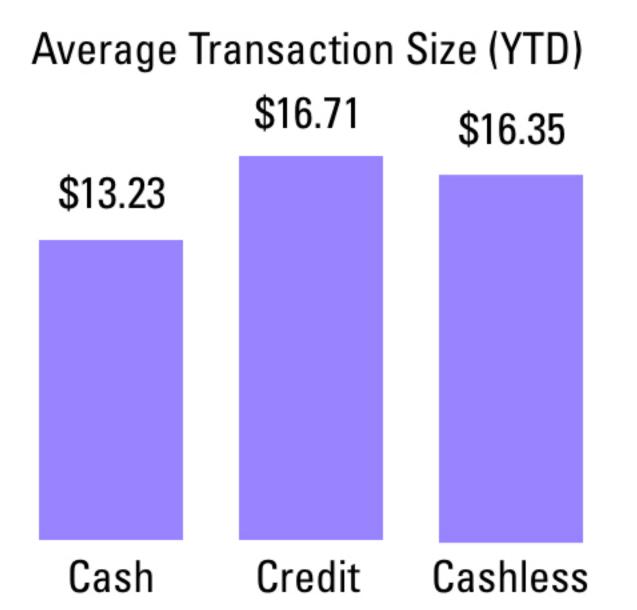
Fan experience has become stagnant

CANNIBALIZATION OF CASH

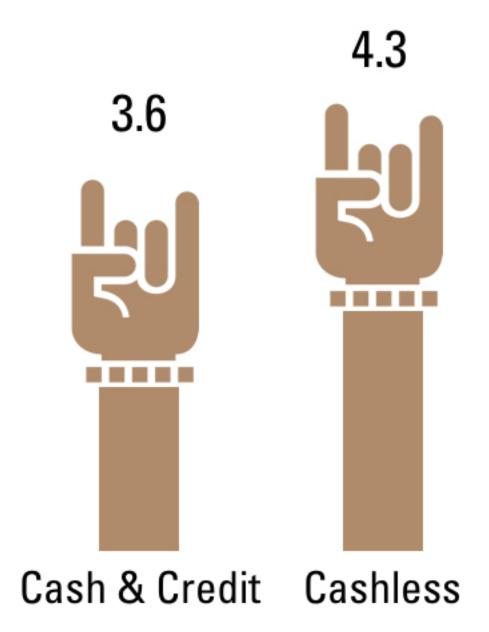
Reduce cash, not credit



DATA



Number of Transactions Per Person



FACTS



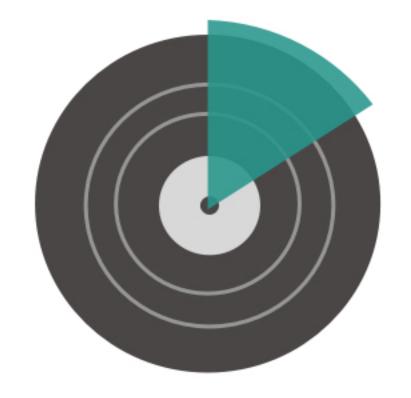
24% increase in per

transaction spend between cashless and cash users



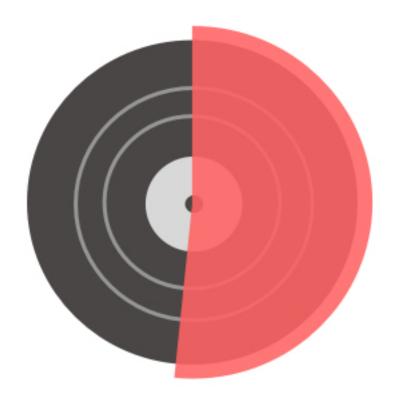
20% tincrease in # of

transactions per patron between cashless users and all other MOPs



16%

per head increase in revenue



51% 4

decrease in cash on site



100% adoption rate for those who register

