

## RED ROCKS AMPHITHEATER CASE STUDY

### Background

Opened to the public in 1941, Red Rocks Amphitheater is an open-air amphitheater built into a rock structure near Morrison, Colorado. Red Rocks is known as one of the world's best and most beautiful concert venues and hosts multitudes of world-class concerts where musicians take advantage of the natural acoustics from the surrounding rock formations. In 2021, Red Rocks was the most-attended concert venue in the world, hosting more than 150 events annually.

Red Rocks Amphitheater is owned and operated by the City and County of Denver.

### Problem

According to Red Rocks' Senior Manager of Ticket Operations Brian Cardenas, Red Rocks made the transition to digital-only tickets to follow industry standards and meet the needs of concert attendees in 2018. However, this switch left ticket holders without a physical memento they could hold in their hands, frame, and enjoy as a keepsake for years to come.

While some patrons were fine without a physical ticket, many patrons wanted to have the option to purchase a commemorative ticket. Having a keepsake of the event was a valuable part of their overall experience that they missed with digital-only ticketing.

### Solution

To meet patron demand for physical commemorative tickets, Red Rocks started with Direct Souvenir® from Weldon, Williams & Lick (WW&L) in 2019.

WW&L's Direct Souvenir® program is an end-to-end solution, helping venues connect their patrons to printed, commemorative tickets before, during, or after the big event. Although Brian joined the Red Rocks team after the partnership with WW&L and the venue's Direct Souvenir® program had been established, he says offering a physical keepsake ticket (which they call a collector's ticket) to complement the digital ticket has been a winning strategy for Red Rocks ticket operations.

Brian points to the quality ticket stock, done-for-you system, and opportunities for revenue generation and patron engagement as the top factors influencing Red Rocks' continued use of the WW&L Direct Souvenir® product.

"WW&L's team has worked with us through changes to our collector's ticket and has helped us to make this a successful program," said Brian. "They are great partners, which is a big reason why we've continued to work with them."

#### Red Rocks Amphitheater

**Location:**

Morrison, CO

**Challenge:**

- To offer guests a physical keepsake from the event
- To drive revenue from a quality collector's ticket

**Key Results:**

- Improved patron experience with high quality collector's ticket
- Delivered a new revenue source without impacting ticket operations staff
- Increased brand exposure



## Outcome

Brian and the Ticket Operations team at Red Rocks Amphitheater have identified several positive outcomes since partnering with WW&L and implementing the Direct Souvenir® system for their collector's ticket:

### Hassle-Free Revenue Generation

The Red Rocks collector's ticket is available for every concert and event that takes place at the amphitheater. With over 150 events each year, the increased revenue has been notable. "The Direct Souvenir® system is a good revenue generator for our agency, and I think it's successful because Red Rocks is such a top destination and iconic venue for patrons. Because of that, they want a souvenir they can keep to help them remember the experience," said Brian.

"The way we offer the collector's ticket during the digital ticketing purchase flow has prompted patrons to go ahead and grab the keepsake ticket as they check out, which has also positively impacted our sales and revenue. I think it surprised some people within our agency how well it sold and how much revenue it brought in."

Brian indicates that the done-for-you functionality of the WW&L Direct Souvenir® system has enabled Red Rocks to create this additional stream of income from their collector's tickets without hassle.

"There's minimal manual work or effort on our side, and it continues to run smoothly," said Brian. "We just let our partners handle the souvenir ticket details, and the system essentially runs itself, so it's really ideal."

### Increased Brand Exposure

In some cases, Red Rocks will get approval from artists to include their name and/or artwork on the collector's ticket, along with the event date and Red Rocks branding. If the artist or tour does not opt-in, they offer a Red Rocks branded ticket featuring custom artwork and design on WW&L's Super Rainbow glossy ticket stock. Either way, the collector's ticket increases Red Rocks' brand exposure.

### Enhanced Patron Experience

The Red Rocks Ticketing Operation's primary focus in partnering with WW&L and implementing the Direct Souvenir® product was to ensure their patrons had a top-notch, premium quality collector's ticket for every event, and they have achieved that goal.

"We wanted to make sure when our patrons received the collector's ticket and opened it, they got that 'wow factor,'" said Brian. "We wanted them to be glad they purchased it and ready to purchase it again for the next show. And the feedback we have received has been really good. The collector's tickets look and feel high-quality, and the patrons notice."

### Weldon, Williams & Lick, Inc.

#### Location:

Fort Smith, AR

#### Access Control Solutions:

- All in Books
- Badges & Credentials
- Membership Cards
- Season Sheets
- Souvenir Tickets
- Thermal Tickets
- Wristbands

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Brian Cardenas, Red Rocks Amphitheater, Senior Manager of Ticket Operations