



## WATFORD FOOTBALL CLUB 2019/20

# HOME MATCH TICKETS – SALES POLICY

### **OVERVIEW**

IN detailing home match tickets sales arrangements for 2019/20, Watford FC is continuing its policy of prioritising fans who've regularly supported the team here at Vicarage Road over recent seasons.

There is no single, perfect solution. The aim has been to devise a policy that is as fair & equitable as possible, reflecting a combination of regularity and longevity of support, while trying to end with reasonable numbers in ticket access groups.

All data used in the figures below is drawn from the past four seasons - effectively since July 2014 - to provide consistency of purchasing numbers across both home and away sales policies.

Thanks to all supporters who've provided feedback about their buying experiences and requests for future technologies; the analysis from which helped shape the club's decision-making process.

### **METHODS OF PURCHASE**

THE Hornets are keen that all those intending to purchase home match tickets - whether for every game or just one or two - are familiar with <https://www.eticketing.co.uk/watfordfc/>, the club's online sales website, and have a Fan ID number.

Tickets will occasionally be available to purchase over the phone on 01923 223023 (Ticket Office Hotline) and in person –from the Ticket Office under the Rookery Stand – however buying online is the club's recommended route.

Anyone who has ever bought tickets through our Ticket Office team will have a unique Fan ID number assigned. This automatically creates an online account which can be activated and personalised.

The ability to purchase on behalf of other Fan ID numbers is available in the 'Network' section of the 'My Account' options. Each ticket bought will need to be assigned to an eligible Fan ID before a purchase can be completed, making the linking of Fan IDs important if you regularly buy tickets for two or more supporters.

For the purposes of building a booking history, please do not create duplicate Fan IDs. Issues with online purchasing can be resolved with help from our Ticket Office team: [ticket.office@watfordfc.com](mailto:ticket.office@watfordfc.com) or 01923 223023.

### **TICKET ACCESS GROUPS**

WORKING with its data partner Goodform, the Hornets have again created Ticket Access groups to arrange access to tickets for the most regular ticket purchasers. There will be around 2,600 match tickets available for sale.

These tickets will only be sold over the phone or in person at the ticket office. Season ticket holders are politely reminded that they are counted as already being a match ticket holder for all home fixtures, therefore a second ticket cannot be assigned to their own Fan ID number.

When tickets for a match are expected to reach general sale, we may choose to make tickets available to more than one access group at a time, to allow for a quicker and more efficient sales process.

- **Group A** recognises fans who've been to 25 or more home league and cup matches since July 2014
- **Group B** recognises fans who've been to between 10 & 24 home league and cup matches since July 2014
- **Group C** recognises fans who've been to between 1 and 9 home league and cup matches since July 2014
- **Group D** recognises fans who hold season tickets and wish to purchase additional tickets for friends and family who have not purchased before.

*Game count does not include friendlies.*

## **NUMBERS**

**Group A – 5,032 fans (a previous season ticket since 2014/15 counts as multiple purchases)**

**Group B – 3,547 fans:**

**Group C – 54,919 fans:**

**Group D – 13,900 fans:**

Tickets will not be made available for Group D sales for the home matches against Arsenal, Manchester United, Liverpool, Chelsea, Tottenham Hotspur and West Ham United.

**Note:** Numbers of fans in Groups A-C may increase as the season progresses since data extracts will be updated after every fixture sales process has ended or before the next set of home fixtures go on sale, whichever takes place first.

### **Why are exact numbers being published?**

Numbers of those eligible at any give time and the level of take-up will be included in all updates. This way, it is hoped to avoid or at least minimize very heavy server traffic and longer queue times via the Ticket Office hotline.

## **GENERAL SALE**

Any tickets not sold during the access group process may be made available for general sale. Timings will be communicated via our official website and social media channels.

Tickets will not be made available on general sale for the home matches against Arsenal, Manchester United, Liverpool, Chelsea, Tottenham Hotspur and West Ham United.

## **I LIVE ELSEWHERE IN THE UK OR OVERSEAS. HAVE I ANY CHANCE OF GETTING TICKETS?**

THE club is keen to ensure that 'long distance' supporters, who are likely to have limited purchasing history, are occasionally able to buy home match tickets.

We reserve the right to sell a small number of tickets for a home fixture to Watford fans based overseas or exiled elsewhere in the UK who have a valid Fan ID record created on or before August 1, 2019.

Such tickets will be sold entirely at the club's discretion and will be managed by Supporter Liaison Officer Dave Messenger: [dave.messenger@watfordfc.com](mailto:dave.messenger@watfordfc.com) / 01923 496367.

Tickets will not be made available via this route for the home matches against Tottenham Hotspur, Manchester United, Liverpool, Chelsea, Arsenal and West Ham United

## **NO CHANCE OF GETTING A TICKET? THINK AGAIN. WE WANT TO HELP...**

CLEARLY, adding to an existing profile will be easier for those already in Groups A, B & C above, since they are the fans likely to have most access to match tickets. However, the club is keen that all fans feel they have at least a chance of taking in a game or two during the season.

We are also acutely aware that we must continue to encourage the next generation of Hornets' supporters to attend matches at Vicarage Road.

As a result, the Hornets reserve the right to keep back 10 per cent of match tickets (where practical) for sale to those who fall outside of the groups specifically listed above. This includes initiatives such as tickets being made available, by way of example, to:

- Junior Hornets members and a parent/parents
- Children of existing season ticket holders
- Disabled Supporters
- Other under-represented groups

The sale arrangements for this 10 per cent allocation, where reserved, would be made available as early as possible during the relevant game's sale process and will also be co-ordinated by the club's Supporter Liaison Officer Dave Messenger: [dave.messenger@watfordfc.com](mailto:dave.messenger@watfordfc.com) 01923 496397.

## **SALES PROCESS**

AT least 72 hours before each sale commences, the Ticket Office team will publish a schedule of sale, broken down by date and Ticket Access Group.

Regular ticket sales updates will be provided via the club's official Twitter account, [@watfordfc](https://twitter.com/watfordfc), and also via an end-of-day (c. 5.30pm) Ticket Office daily update article posted at [watfordfc.com](http://watfordfc.com).

In order to give all fans a good chance to plan for their visit, the windows of time for Ticket Access Groups purchase will be relatively short. This will allow a more flexible approach to decisions during the sale with regards to involving other fans in the chance to purchase tickets well before the date of the fixture.

Pay-on-the-day (a ticket purchase at the Matchday Ticket Office) opportunities are unlikely to exist for many, if any, home Premier League match this season, which is why those wishing to attend are strongly encouraged to read in full each game's sales timings as well as ensuring that their Fan ID is linked to an active online account.

#### **A QUESTION FOR US?**

Feel free to send an email to [ticket.office@watfordfc.com](mailto:ticket.office@watfordfc.com), an address monitored closely during office hours. Calls are also welcome to 01923 223023, the club's Ticket Office Hotline, Monday-Friday 9am-5.30pm.