zippin

Allegiant Stadium Achieves 78% Revenue Increase with Zippin

The Las Vegas Raiders opened their new home, Allegiant Stadium, in 2020 as one of the most technologically advanced stadiums in the NFL with a goal to deliver world-class fan experiences.

The Zippin Solution

Allegiant Stadium deployed four Zippin-powered stores from day one, replacing traditional concession stands. The team selected Zippin for its design flexibility, speed of deployment, and reputation for quality, performance, and support. "The way we've booked our building, there isn't an off-season. We got these checkout-free stores up and running between Saturday events," explained Feldman.

Allegiant Stadium chose Zippin Lanes, turnkey checkout-free stores that are quick to install and designed to maximize throughput. They include Zippin's AI-powered checkout-free platform, entrance and exit turnstiles, and a configurable merchandise wall. Guests enter with a credit card or mobile app, select their items, and simply zip out without having to wait in line or scan any items.

What's more, just two employees are needed across two stores. According to Feldman, for smaller events, they often keep nearby concession stands closed due to staffing but are still able to process all guests through the checkout-free stores without slowing the shopping experience and without bottlenecks or lines.

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Fans just love the checkout-free shopping experience. We both win – fans are happier, and our bottom line is healthier."

The Challenge

Adam Feldman is Vice President of Stadium Management, Programing & Guest Experience for the Raiders, and what keeps him up at night is ensuring that fans choose to come to the stadium vs. staying in the comfort of their own homes.

The operations team was tasked with identifying ways to keep fans in their seats, enjoying the action as long as possible, which entailed finding a way to eliminate lines. Working with Levy, one of the biggest opportunities they identified was to eliminate the friction caused by long lines and bottlenecks at food and beverage stands. "Deciding to invest in Zippin to transform the concessions experience was a no-brainer," said Feldman.

Another challenge is hiring and retaining employees, which has only become harder in today's tight post-pandemic labor market. Fully staffing a traditional concession stand can take six or more employees, so it's not uncommon to keep some stands closed during smaller events. This can mean fans have to go farther to get refreshments, and then stand in longer lines.

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Adam Feldman
VP Stadium Management
Programming & Guest
Experience
Las Vegas Raiders

The Results

Allegiant Stadium has achieved remarkable results from its Zippin Lanes. Revenues, per caps, and average baskets have increased while average shopping times are significantly shorter than at traditional concession stands.

"Fans just love the checkout-free shopping experience. When they shop at one of our Zippin-powered stores, they can get what they want faster and catch more of the action, plus they can choose from a wider variety of products than our typical concession stand. We both win – fans are happier, and our bottom line is healthier."

↑**78%**
Total Revenues up versus last season

↑**61%**
Per Caps up versus last season

↑**15%**
Cart Average up versus last season

99%
Conversion rates

10x
More SKUs than traditional stands

35s
Average Time in Store

The Zippin Lanes at Allegiant Stadium also provide a host of other benefits, including:

Much broader selection of SKUs can be carried in stores.

Rear-stocking units help stores stay fully stocked without disrupting shopper flow.

Vendors can test new products and easily swap items between events.

Store employees have more enjoyable jobs as ambassadors versus being transactional.

Increased revenues at other concession stands located near Zippin Lanes.

New sponsorship opportunities can cover the majority of the upfront investment.

Contact us to learn more.