



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

UNIVERSITY OF PHOENIX STADIUM GLENDALE, AZ

Challenge

At the University of Phoenix Stadium Spectra is charged with achieving an improvement to the operating budget of the venue, in each fiscal year, and meeting the goal of booking 100 or more events annually. The Arizona Sports and Tourism Authority (facility owner) also challenged Spectra to book and produce new and unique events each year and exceed budgeted financial goals by at least 10% annually. Additionally, it is expected that the stadium maintain high customer service standards and receive positive client and customer surveys as well as online reviews.

Solution

- Employed an aggressive booking and event creation strategy to maximize the venue's usage and increase revenue each year
- Executed strong sales, marketing, public relations, and social media activities to drive ticket and ancillary revenue for the facility and its tenants and events
- Utilized the latest in technologies to increase the stadium's database, successfully promote events, and achieve cost savings through reduced utility usage
- Administered Spectra's industry leading customer service program that allows the stadium to be viewed very positively in the minds of consumers and facility users

Result

- Have exceeded revenue and event goals in every year of operation for the Arizona Sports and Tourism Authority. Fiscal year 2014's savings were \$1,660,125 and the facility hosted 127 events (182 event days)
- Hosted some of the most significant national sports and entertainment events including two Super Bowls, two BCS National Championship games, multiple concerts, WrestleMania, and numerous US National Team and international soccer matches
- Assisted with securing the National College Football Championship game in 2016, the National College Football Semifinal game in 2016, and the NCAA Men's Final Four in 2017
- Assisted the stadium's anchor tenant, the Arizona Cardinals, operationally in selling out all of their home games since 2007 and maintaining a Level 1 Rating (best possible) in the NFL's Best Practices Security Directive
- Deliver consistently high customer satisfaction surveys, patron surveys, and online reviews
- Most recent data shows the stadium averaged a 4.82, out of a possible 5, in customer satisfaction surveys and an average of 4.5 out of 5 in online reviews posted to Yelp, TripAdvisor, and Google