

AWAY TICKETING POLICY REPORT



As the 50-50 split on sales for the away tickets has always been such a bone of contention for both members and season ticket holders, we decided to poll our users to better understand what their feelings were on the matter.

Away Ticket Policy

Are you happy with the 50-50 split between season ticket holders and members?

Yes	[63]		[50.81%]
No	[53]		[42.74%]
Don't know	[8]		[6.45%]

Are you a....

Home and away season ticket holder	[8]		[6.45%]
Home season ticket holder	[49]		[39.52%]
Away season ticket holder	[2]		[1.61%]
Member	[61]		[49.19%]
None of the above	[4]		[3.23%]

What do you think the split should be? (ST/Member)

100/0 (100% ST)	[9]		[7.26%]
90/10	[7]		[5.65%]
80/20	[11]		[8.87%]
70/30	[5]		[4.03%]
75/25	[17]		[13.71%]
70/30	[5]		[4.03%]
65/35	[1]		[0.81%]
60/40	[8]		[6.45%]
55/45	[4]		[3.23%]
50/50	[52]		[41.94%]
45/55	[1]		[0.81%]
40/60	[1]		[0.81%]
35/65	[0]		[0.00%]
30/70	[0]		[0.00%]
25/75	[0]		[0.00%]
20/80	[1]		[0.81%]
10/90	[1]		[0.81%]
0/100 (100% Member)	[1]		[0.81%]

Total Votes: 124

Summary

As the results show, its split down the middle with almost exactly the same number of people unhappy with it is now, as believing it should remain 50/50. If it's ever to change, the general feeling is that if it should shift either side, then the season ticket holders should get the benefit of that move.

Comments / Complaints / Feedback

"I think the 50/50 split between members for away games is fair to be honest. I think STH holders should have the same right as members when it comes to away games."

"However, to make it more fair, it should be done on loyalty points for the big away games for members. STH get priority tickets for the finals and semi-finals and that's totally fair, but I think the away game policy is actually very good."

"I'm a member and think the present split is fine, and works for both sides"

"Why should members who pay £45 a year get the same chance as going to an away game as a STH who pays at least £650?"

"Well for that £650, you do get to see EVERY home game. Sure we (members) pay £45 a year to be members in the first place. But then it's still another £45 AT LEAST per match to see on top of that. $45 \times 19 = 855$. So when you think about it mate, it's not as if Season Ticket holders are pumping THAT much more money into the club or anything & should therefore get a higher priority."

"Is there many other ways to do it? 50/50 is as fair as you're gonna get really. We still have to pay the money, it's simply a case of first come-first served aint it? I don't go to too many (hardly any actually) away games, so I can't really talk from experiences or anything. I don't see what's so hard though if you're a season ticket holder to get up when they're on sale to you & buy your ticket. I mean - as long as you (and your party, assuming they're all STHs) get your ticket for the match, what's the problem?"

"This is the fairest system we've had for Away tickets for years, if not ever, everyone has an equal chance."

"There is no excuse this season, Away ST's were available during the summer and as I recall CFC didn't sell the full amount that were on offer."

"Loyalty points are a must for big games. I bet there are members who have been to every away game and couldn't get a ticket for Arsenal. If I was one of these people I would be really annoyed, and rightly so."

"I am a ST holder and I do not believe it is fair. I have voted for a 75%/25% but 25% must be given to Members who have the highest possible Loyalty Points. It cheeses me off that Members can pay £45, go to a handful of home games and then stand as much chance as me of getting tickets for away games."

"There needs to be some sort of loyalty system for the big away games where the members that have been to the most away games get priority over members that don't normally go to aways. The current system is a joke. Last year at Man Utd and Liverpool away I was surrounded by foreign tourists. I also don't think it's any good doing a loyalty system where it gives priority to members with the most points, I think the amount of away matches attended needs to be taken into account"

"I go to nearly all home games and most away games and fork out loads of money on Chelsea and I think 50/50 is fair. I've got tickets to all the games I've tried this season except arsenal away which really bugged me because I saved up for about 2 weeks for the money for that game."

"I think it should be a 75% split in favour of STH, with the members getting the remainder of the tickets based on loyalty points."

"I think what frustrated members with the previous scheme is that you were looking at Blackburn and Middlesbrough away as your only chance of seeing the boys in blue play away from the Bridge. That is what the club has tried to redress. Priority points for the big away games is a must."

"I voted 50/50. As someone else has already stated buying a home st shouldn't automatically guarantee you an away ticket. If you want to commit to going to every away game - buy an away st as well."

"There are always going to be ways and means of "defeating" the ticketing system, buying loyalty - call it whatever you want. Check out Viagogo for the Spare Seats being offered for sale by ST holders that don't attend many league games but I'll bet they turn up at the big games and at Wembley etc - correct me if I'm wrong: but it appears that you can buy your ST, sell the games you don't wish to attend for no loss / minimal loss (?), attend the remaining league matches for a discounted price and stand a bloody good chance of getting into a final assuming we get there. Now is that fair?"

"This is a loophole of sorts that needs tightening up. I used Viagogo to sell my Man City ticket as I was on holiday, this was the first home match - league and cup - that I'd missed in 4 years. But there are serial sellers on there who have a ST and flog off their seat for all but the big games.

Viagogo and the Box Office should be linked and not only should Members get loyalty points for buying from Viagogo but STHs should be deducted with the equivalent loyalty points every time a match ticket is sold in this way. Or there should be a limit as to how many times Viagogo can be used in a season. Failing that, how about preventing a STH from renewing if they've sold over a certain number of games in a season."

"My main point is that once the Away ST's have had their allocation the remainder gets split between home ST's and Members. However, as an ST holder you get to buy yours a week before I can buy mine. Is it a coincidence that most of the away matches close to London I struggle to get a ticket for? There is no way of proving or disproving that the allocation does get split 50:50. Guess that the only way you can prove that is for someone to come on here and state that, prior to tickets being offered to members, they could not buy a ticket with their ST. I would also imagine (Guessing again) that there is nothing to stop a ST holder from attempting to buy from the Members allocation once they go on sale to members. I would imagine you just take your chance with the rest of us and get up early, which would mean you do get better than the 50:50 split - outside of the club it's impossible to prove one way or the other"

"(An Arsenal Fan) At Arsenal, away ticketing is completely independent of home game ticketing - technically you could have never have gone to a home game and get away tickets on a regular basis. We have an away membership that's £10 to join and free/automatic for STH. You get a credit for every away game attended - be it Tottenham or Newcastle, or even Spartak Moscow - which are kept on file for the following two season plus the current one. Tickets are issued for, say, Chelsea away by inviting away members and season ticket holders to apply (first come, first served) who have 30+ credits, then 25+ and so on."

"(An Arsenal Fan)I'm quite surprised that your away ticketing works on a 50/50 split between STH and members, even a split at all, and then a free for all after that. Sounds really unfair to me if you go to the vast majority of away games (but not all, and thus not on the away scheme) and can't get tickets to the more popular ones. Surely loyalty should be rewarded (and being a STH doesn't necessarily mean loyalty)?"

There is much more discussion relating to this issue available here;
<http://forums.cfcnet.co.uk/index.php?showtopic=31621>