



Lollapalooza Brasil Increases On-Site Spending for Back-to-Back Years Using Intellitix Data & Insights

Client:



Intellitix Solutions Provided:

Access Control

Cashless Payments





KEY ACCOMPLISHMENTS

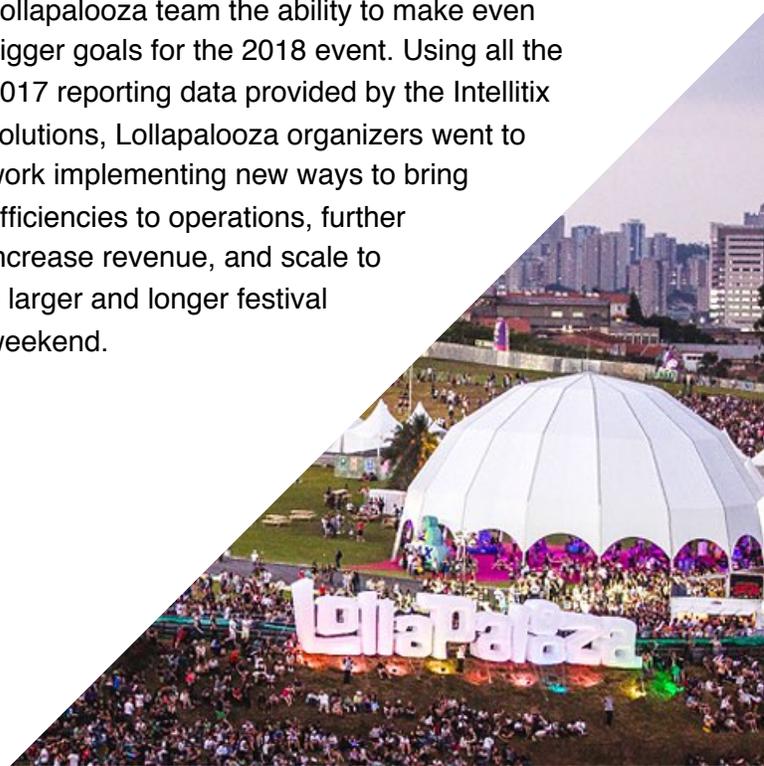
- 1.** For the second year in a row, significantly increased on-site spend
- 2.** Further decreased queue wait times with RFID Access Control
- 3.** Used previous years data to streamline the event footprint and add extra festival days
- 4.** Implemented real-time transaction reporting with the Cashless Payment solution

BACKGROUND

Lollapalooza Brasil is currently one of the largest music festivals in the world, attracting over 150,000 guests and dozens of musical acts. The Brazilian version had its inaugural event in 2011. While the festival had worked to increase its profile while maintaining its annual success, organizers also realized the need for a better way to manage the large crowds and reduce their reliance on cash transactions.

Organizers had relied on paper ticketing and a token system for food and drink purchases, which not only meant slow entry and exit queues, but less vendor transparency and greater risks with a large amount of cash on-site. The event team knew they needed a robust solution that included a point-of-sale transaction integration, on-site networking, and advanced access control.

After partnering with Intellitix in 2017, the event evolved with the introduction of RFID Access Control and Cashless Payment solutions. The new ability to track spending, shorten wait times, and help optimize the number of POS locations gave the Lollapalooza team the ability to make even bigger goals for the 2018 event. Using all the 2017 reporting data provided by the Intellitix solutions, Lollapalooza organizers went to work implementing new ways to bring efficiencies to operations, further increase revenue, and scale to a larger and longer festival weekend.





THE GOALS

- 1.** Increase on-site spending by festival attendees and improve vendor transactions
- 2.** Turn previous two-day event into three-and-a-half-day event while maintaining quality and results
- 3.** Use previous years' data to optimize operations and reduce overhead costs
- 4.** Decrease access point wait times while increasing security on the additional event days

THE PROBLEM

In years past, Lollapalooza Brasil was plagued with long lines throughout the event. This was in part due to paper ticketing that relied on security personnel manually scanning the ticket before guests could enter the event. Waiting in lines was a main guest complaint, and organizers clearly needed a new solution.

Organizers also knew they could increase the on-site spending and reduce cash leakage by eliminating the need for the token-based system they had been using. Previously, guests had to buy tokens to buy food or drinks inside the venue. This outdated and manual method also meant organizers couldn't gather real-time transaction data. The lack of access and ability to know exactly what was happening on-site at any moment was a gap the organizers needed to address.

Overall, the success of Lollapalooza Brasil was being hampered by slow access speed and a payment process that added unnecessary steps. Intellitix's Cashless Payment and Access Control solutions were implemented at the 2017 event to solve these problems, but even more was expected for the next edition.

After analyzing the data and insights provided by Intellitix from the previous years deployment, the organizers had the confidence to increase the size and scope of the 2018 festival.

However, with the addition of new event days, and the expected growth in capacity, organizers knew they needed to maintain high-quality service while handling the increased crowd size and additional access points. They needed Intellitix to take an already successful deployment and make it even better.



THE SOLUTION

Data-Driven Insights

Using all the advanced reporting from the 2017 event, Lollapalooza organizers worked with Intellitix to scale the event to a three-and-a-half-day festival. Adding another event day not only increased the revenue potential, but organizers also knew they would receive a better ROI on their Intellitix investment by diluting their spend over more days and simply expanding their 2017 system.

Having all this data on hand made decision-making easier when deciding on new access points, adding POS terminals and wristband top-up stations, and where potential bottlenecks may occur. “They simply could not have increased the size and scope of the festival without having this data...we gave them that confidence,” says Sean Coates, Customer Success Manager.

Cashless Payments

The token system in place at Lollapalooza Brasil before 2017 negatively affected the festival’s bottom line. By adding Intellitix Cashless Payments, the festival brought in significantly more profit, decreased wait times, maximized sales for vendors, and gathered pertinent sales data for better decision-making. With over 1,000 POS terminals, it was a great way to truly maximize the sales opportunities, especially when dealing with a crowd in excess of over 100,000 people.

Intellitix’s payment solution significantly updated the buying process, while helping revamp the strategy for the 2018 edition. Knowing they now had the infrastructure in place to add additional event days with increased capacity, Lollapalooza organizers were able to optimize their POS and top-up station placement to further increase sales in 2018. Not only were they able to handle the increase in transaction volume, but they were able to capture every bit of data to make even better decisions going forward.

Wait Time Reduction and Access Control

Using the data from the 2017 event, organizers now had a benchmark for wait times and traffic and used this information to better deploy access terminals and manage access control in 2018. By adding a fulfillment process, organizers greatly increased their entries per minute and cut line up size in half.

After completely networking the site in 2017, Intellitix returned to enhance the network at the venue to meet the new capacity requirements for the expanded 2018 event. Organizers remained impressed with the stability and implementation of the increased network. Organizers could control the portal access on-site and, not only did the RFID Access Control increase entrance speed, but it also reduced ticket fraud and the need for ticket-checking security.

FINAL THOUGHTS

As one of the largest events in the world, Lollapalooza Brasil brought a set of unique challenges Intellitix was eager to overcome. "This is a great example of Intellitix helping an internationally recognized, premier festival seamlessly provide world-class Access Control and Cashless Payments through the use of RFID technology," says Coates.

The event team knew they needed a robust RFID solution that included a point-of-sale transaction integration, on-site networking, and advanced access control. Intellitix's experience with large festivals of this kind and the ability to work with the team on-site to ensure a smooth implementation process was crucial to the partnership.

After seeing how Intellitix's solutions dramatically reduced wait times, introduced advanced data collection and sales reporting, and increased on-site spend, organizers were thrilled to be able to plan ahead using real data. The event organizers could now actually see the data behind their sales, get a better understanding of the resources they should be deploying, and learn how to maximize their cost structure.

[Get In Touch](#)

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