

SUCCESS CASE

RCD MALLORCA: Designing The Future Of Venue Experiences





About the club

With 108 years of history, **RCD Mallorca** is a decorated and ambitious club from Spain's Balearic Islands. Currently competing in LALIGA, it has a vision to drive sports entertainment experiences, backed by a diverse ownership team of global leaders from sports such as basketball, tennis and football.

Creating an entertainment hub

- The club has placed its Mallorca Son Moix stadium at the heart of its future growth strategy, offering singular fan experiences as well as expanding its facilities and delivering memorable technology activations.
- To maximize engagement inside the venue, RCD Mallorca is working to connect fan data that is generated from different touchpoints, and has begun working with Sportian to digitize different parts of its infrastructure, beginning with its ticketing
- Through Sportian's Smart Venues solution, it has enabled NFC ticket entry for all of its season ticket holders for this season, permitting quicker access on matchdays and accelerating its vision towards becoming a paperless organization



Results

- RCD MALLORCA HAS TRANSITIONED OVER **80% OF SEASON TICKET** HOLDERS TO NFC STADIUM PASSES WHICH CONTAIN ALL RELEVANT FAN INFORMATION, DRASTICALLY REDUCING THE USE OF PAPER TICKETS
- THE TIME TAKEN FOR THE **26,000 FANS** TO FILL THE STADIUM HAS BEEN SIGNIFICANTLY REDUCED WHILE PROVIDING NEW VISIBILITY OF THE VOLUME OF TRAFFIC AT EACH ENTRANCE, ENABLING IMPROVED SECURITY MEASURES
- WITH THE ADVANCED DATA BEING CAPTURED, THE CLUB IS WORKING TO **DELIVER REAL-TIME, LOCATION-SPECIFIC COMMUNICATIONS** TO ITS STADIUM VISITORS IN ORDER TO DEEPEN THEIR EXPERIENCE AND INCREASE FAN LOYALTY

“Allowing fans to access the stadium with their phone is the first step in creating personalized digital experiences across the venue. Sportian shares our vision for using real-time data to understand our fans on a deeper level and adjust our offering to engage them. It is our objective that every visitor leaves Mallorca Son Moix having received a personal and memorable experience with us.”

ROGER FORNS

TECHNOLOGY & INNOVATION DIRECTOR





Sportian