



TICKETING FOCUS GROUP

Meeting Notes

30th April 2025

Fan Services

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X: @WolvesHelp



Meeting Notes

Introduction

A brief introduction was given to the group outlining the reasons for holding the latest Ticketing Focus Group. This session served as a run-through of the renewal process, with opportunities for the group to raise any potential issues and provide general feedback.

Input from the group will help shape the communications to be sent out regarding the renewal process and assist in the development of the FAQs that will be published alongside the renewal information.

The club also confirmed the adult ticket price freeze, originally committed to last season, which had now been extended to include junior and concession prices.

Demonstration of the renewal process

The head of ticketing provided a live demonstration of the entire renewal process, from logging into a supporter's account, through payment methods and checkout, to the order confirmation page.

It was also confirmed that the club will publish a step-by-step guide to season ticket renewals, which will be included in the email communication.

Feedback from the group

The group first inquired about the renewal deadline, which the head of ticketing confirmed as midnight on 1st June 2025.

A point was raised asking if there would be further discussion regarding the expiry date of Wolves Cash given that it was not possible for season ticket holders to utilise against season ticket renewals. It was raised that some supporters would appreciate the opportunity to utilise their outstanding balance against one of the new kits for the 2025/26 season. The club confirmed that Wolves Cash was being discussed internally and would share this feedback as part of those discussions.

A suggestion was made to extend the duration of the final resale refund window to allow supporters more chance to claim their resale refunds via BACS, which the Ticketing team agreed to consider.

The possibility of an 'early bird offer' was raised. However, the club explained that due to Premier League scheduling and accounting reasons, it was not financially viable to offer this.

Seat relocation for season ticket holders was also discussed. Information was provided regarding a relocation period following the renewal deadline, and the club mentioned it is exploring options to allow this process to be completed online rather than solely over the phone, as was the case last season.

The group raised a point about transferring season ticket ownership—for example, if a family member had sadly passed away. The head of ticketing confirmed that transfers between family members are possible. The process involves contacting the Fan Services team, who can then assist with the process.

A question was asked regarding digital tickets and whether supporters would need to retain their existing season ticket cards from the 2024/25 season. The club confirmed that supporters will be asked to retain their current cards, with the intention of phasing in digital tickets starting from the first game of the upcoming season.

The group also inquired about opting out of auto-renewal. The club confirmed that it would be possible to do this and information regarding this process would be detailed in the season ticket renewal email.

Concerns were raised about digital ticketing, particularly issues experienced by some supporters at away fixtures. The head of ticketing explained some of these issues and advised that the club will take experiences from away fixtures on board when implementing digital ticketing at Molineux.

A question was raised regarding away season ticket renewals. The club stated that further information will follow the home season ticket renewal period, though the process for away season tickets would remain the same as last season.

Conclusion and AOB

The club thanked the group for attending the meeting and providing valuable feedback. They asked everyone to look out for the renewal email, which will be sent on Wednesday 7th May.

Thank you for reading.



Fan Advisory Board

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