



**How McArthur helped ensure
620,000 Swifties
(and their friendship bracelets)
had an unforgettable
event experience.**



Ticketek and McArthur: The ERAS Tour 2024

She's currently the biggest phenomenon in music with millions of loyal, passionate fans across the world, and when Taylor Swift's ERAS Tour hit Australia it could only be our two most iconic cities and stadiums that would play host - Melbourne's MCG and the Accor Stadium in Sydney.

Melbourne and Sydney rolled out the red carpet for the legions of Swifties, and craft shops in both cities did a roaring trade keeping up with the Friendship Bracelet demand!

Ticketek and McArthur knew it was going to be BIG, and the sheer scale and complexity of the project represented a new benchmark in our 20+ years partnership.



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Planning and Preparation

The ERAS Tour was one of the most eagerly anticipated and in-demand series of performances to hit Australia in many years, and so planning needed to start early.

With 7 concerts planned for February 16th - 25th 2024 across the two cities, initial communications started in June 2023 with McArthur teams working in all Ticketek offices across the country to help manage the massive pre-sale and on-sales activities.

The first draft of rosters for on-the-day staff were distributed just prior to Christmas 2023, so we were ready to go!



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The Challenges



The Logistics

The tour was a juggernaut in every sense. Ticket demand was incredible and the more than half a million fans who were successful represented only a fraction of the actual overall ticket applications the team had to deal with.

At each event, apart from the sheer numbers, it was also the passion and the excitement of the Swifties that occasionally provided a challenge!

The Weather!

Surprisingly it was Sydney, not Melbourne that caused a few issues with the weather! All Sydney shows experienced the threat of heavy rain and severe thunderstorms prior to each event, luckily it was only one night that required a delayed start.

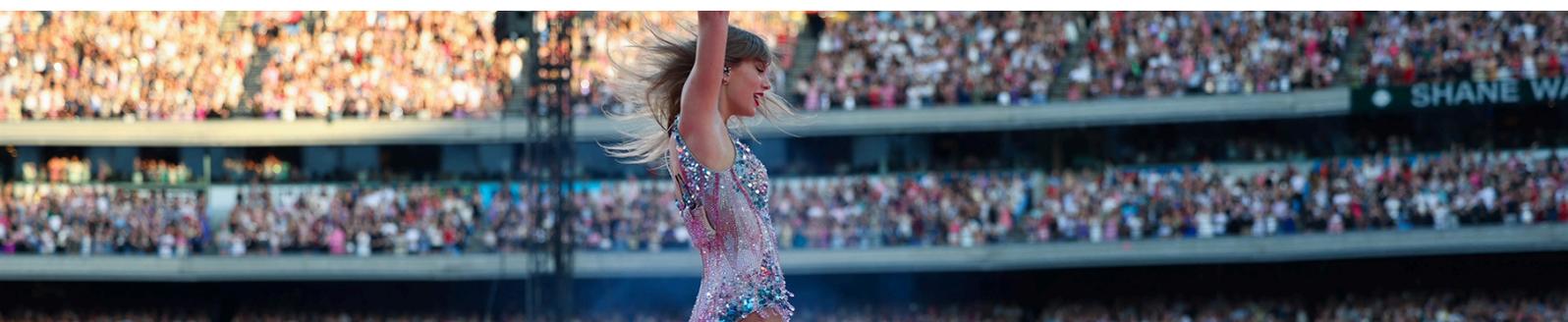


First-time technology

The ERAS tour was only the second time Ticketek had exclusively utilised the Ticketek app for ticket booking and delivery and communication, so there was a bit of apprehension leading up to the events, but everything went without a hitch and the app will now become a mainstay.

Merchandise and Marketplace

As event time got closer the unprecedented demand for merchandise required McArthur Ticketek teams to roll up their sleeves and help coordinate the collections of VIP merchandise, and also to quickly familiarise themselves with the Ticketek Marketplace system for ticketing reissues.



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Successful Implementation and Delivery

Five BIG days!

- ✓ 620,000 (very) happy Swifties
- ✓ 7 completely sold-out shows
- ✓ 137 active McArthur team members
- ✓ 2,400+ completed working hours
- ✓ 96% staff attendance rate



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...and most importantly a Happy Client...

Thank you for sending this through!

We can't thank you and your team enough. The McArthur Causal pool was brilliant in supporting our teams to deliver this massive event. Thank you to those staff who worked on the external concourse, I understand that many of them don't normally do ticketing related work, so we appreciate that they took a step outside their comfort zone.

For internal box office staff, they were faced with some very highly emotive fans, however as always, they provided the quality customer service that is to be expected of a McArthur, that works in the MCG Box office. Alan, Ed & Phill were extremely impressed with certain individuals that were able to handle extremely difficult customer with the up most professionalism.

Regards

Damian Sawdy

Client Services Manager

