

The modern fan experience blueprint

How stadiums & arenas can convert fan
moments into lasting ROI





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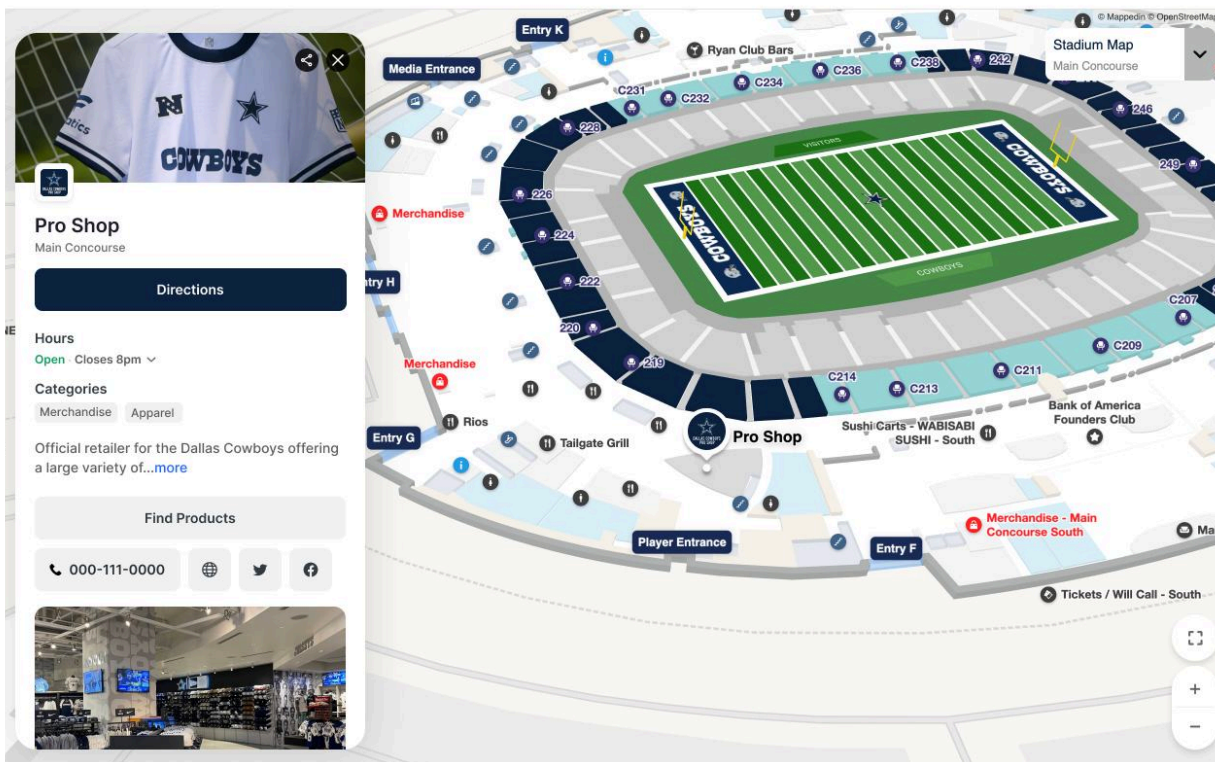
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Introduction

From chariot races at the Circus Maximus in 6th century Rome to the 1920s “Golden Age of Sport,” humans have always loved taking part in spectator sports.

But unlike eras past, today’s sports fans expect more than a seat and a hot dog. Stadium operations teams are competing for attention before fans ever step through their gates... and fan expectations don’t pause once they find their seat. Because of rising pressures to drive more revenue due to increasing operational and capital costs, stadium leaders are doubling down on providing next-level fan experiences. Modern trips to the stadium often include elaborate entertainment shows, deluxe seating and dining opportunities, and digitally optimized experiences.

This guide outlines where the fan experience has been, where it’s going, and how modern indoor mapping anchors a safer, more accessible, and more profitable stadium experience from curb to seat.



**42% of fans are
willing to spend
over \$250 for
sporting events
that include
premium
hospitality.**

Source: PwC fan experience &
revenue survey



Fan experience

Now vs. then & what's ahead

80%

of a venue's ticketing revenue is generated by premium seating.

53%

of high-income fans think technology can improve the way they order concessions through in-seat ordering apps.

Yesterday's game day was linear: park, arrive, find your seat, maybe grab a hot dog, and head home. Today's fan journey is dynamic and digital, spanning arrivals, upgrades, food runs, merch hunts, and meet & greets.

Wayfinding

Static signs → Real-time routing

Fans don't want to wander. Static signs help, but they don't adapt to closed sections, long lines, or last-minute changes. Real-time routing puts the fastest, clearest path in every fan's hand, which reduces friction and keeps crowds moving. Stadiums that provide digital, personalized wayfinding experiences in-stadium benefit from happier fans and smoother crowd flow.

Ancillary revenue

Concessions → Sponsorships & premium experiences

Food and beverage still matter, but modern stadium revenue streams are expanding beyond concessions. Digital, in-stadium experiences through apps and/or digital maps can fill in the gaps by driving revenue with the average fan. These digital experiences can surface sponsored routes, highlight premium clubs, and promote limited-time offers right when fans are deciding where to go, turning navigation moments into monetization moments.

Accessibility

Ad hoc accommodations → Inclusive, tech-enabled options

Accessibility in U.S. stadiums was once deeply lacking, with ad hoc signage or accommodations covering the extent before the 1990s. Then, the American Americans with Disabilities Act was signed into law. This legislation created a major shift in how stadiums approached accessibility. It set new design expectations in parking, seating, navigation routes, restrooms and more.

Modern stadiums know accessibility shouldn't be an afterthought. Inclusive, tech-enabled routes, signage, and guidance create equitable experiences for every fan and make it easier for your staff to serve everyone confidently and consistently.

The modern fan experience



So what should stadiums do to not only meet fans where they are, but also **create exceptional, revenue-driven experiences?**

In short, stadiums and sports franchises need to digitally transform both their fan-facing experiences as well as behind-the-scenes operations. When your maps, signage, and alerts work together, you improve the game-day flow, boost spend, and earn loyalty with experiences that feel effortless.

St. Louis CITY SC's 84% fan satisfaction rate with digital maps

St. Louis CITY SC set out to deliver a best-in-class match-day experience and recognized that both fans and staff needed intuitive navigation inside CITYPARK to discover seats, food, merch, and activations directly from the team app. They integrated **Mappedin** into the CITY app, providing an interactive 3D stadium map complete with search, a Save My Section feature, and seat-aware vendor suggestions. The [interactive stadium map](#) is the second most-used feature in the official St. Louis CITY SC App, driving new revenue opportunities and improved fan satisfaction.

The winning strategy

Digital signage & directories

On-site digital directories at key decision points guide fans with clarity and consistency. When those directories connect to mobile via QR codes, you extend guidance into the palm of every fan's hand.

Wayfinding

Clear, interactive wayfinding helps fans locate seats, restrooms, concessions, and premium areas quickly, cutting down on confusion and missed moments.

Advertising

Sponsorships and promotions placed within digital spaces like maps and directories drive awareness and action without interrupting the experience. It's helpful for fans and impactful for partners.

Operations

Behind the scenes, your teams need tools that keep everything in sync. When operations, safety, and accessibility are mapped and maintained centrally in one digital "source of truth," you respond faster and deliver more consistently across every event. Here's where digital indoor mapping technology can aid stadium operations:

- **Emergency response:** Provide clearly marked exits, accurate evacuation routes, and real-time safety alerts to help both staff and fans take the right action when it matters most.
- **Crowd flow:** Guide fans along high-traffic routes. With real-time navigation, routes can adjust in real time to improve flow, reduce bottlenecks, and keep lines moving.
- **Accessibility:** Ensure everyone can navigate your venue with confidence from entry to exit with ADA-friendly routes, WCAG-compliant digital signage, and inclusive guidance.

Create better fan experiences with Mappedin

With proven expertise powering 4+ billion square feet in venues around the world, including world-class stadiums like CITYPARK and MetLife Stadium, Mappedin helps you turn floor plans into searchable, interactive maps for wayfinding, operations & venue analytics. Get your personalized demo today.

[Get started](#)

Modern fan experience scorecard

How does your venue stack up when it comes to the modern fan experience? Are you knocking it out of the park, or have you fumbled? Complete this scorecard. Then, evaluate how you're doing in the rubric on the next page.

	Yes = 2 pts.	Partial = 1 pt.	No = 0 pts.
Audit & data gathering			
Up-to-date signage inventory			
Key destinations mapped			
Inventory of fan/staff feedback on navigation pain points			
"Where is..." question tracking			
Signage & navigation			
Clear, visible & accessible signage for key areas			
Digital directories at key decision points			
Compliant & accurate static signage			
High-traffic routes marked			
Digital wayfinding			
Interactive digital map for fan mobile usage			
Seamless handoff from kiosks to mobile (i.e., QR codes)			
Real-time alerts & notifications			
Accessibility & inclusion			
ADA-compliant routes/signage			
WCAG 2.1-compliant signage			
Multi-language support			
Safety & emergency preparedness			
Clearly marked emergency exits, first aid & security			
Evacuation routes in wayfinding			
Real-time safety alerts			
Monetization & fan engagement			
Sponsorship opportunities in wayfinding			
Ads/promotions highlighted in wayfinding			
Analytics			
Wayfinding/map analytics			
Regular review & optimization			

Scoring rubric

Score range	Readiness level	What it means
0-14	Rookie	Uh oh. You have significant opportunities to upgrade your wayfinding and fan experience. Start with high-impact areas like digital mapping and accessibility.
15-28	Starter	Nice – You have a solid foundation, but there are key areas to improve for a seamless, modern fan journey. Prioritize gaps for the next phase.
29-42	All-Star	Great job! Your stadium is a leader in modern fan experience and digital wayfinding. You're maximizing revenue, loyalty, and operational efficiency.

How to measure success

Knowing what “good” looks like for your stadium is just as critical as up-leveling your tech, expanding premium experience, or smoothing operation bottlenecks.

Use this list as inspiration to define your key metrics across wayfinding, safety, accessibility, engagement, and the end-to-end journey. Then, use your readiness scorecard to set a baseline, iterate over time by reviewing analytics and direct fan feedback on a regular cadence.

Wayfinding: Fans can get anywhere quickly and confidently.

- **Time-to-seat:** median minutes from gate scan to seated
- **In-person navigation questions:** Guest services “where is...?” questions per 1,000 attendees
- **Map adoption:** % of attendees who open the map/app; map sessions per user
- **Search and navigation:** searches per 1,000 attendees; route start and completion rate

Accessibility & inclusivity: Everyone can navigate and enjoy comfortably.

- **Accessibility routing usage:** % of routes that are step-free; completion rate
- **Accessibility satisfaction/complaint rate:** ADA issues, escort requests
- **Global:** Multi-language usage and satisfaction (where supported)

Safety, trust & transparency: Exits, first aid, and security are reliable and clear.

- **Response time:** Security/medical incident response and resolution time
- **Evacuation drill KPIs:** Path adherence rate; time to evacuate zones
- **Alert performance:** Geo-targeted push reach and open rate

Speed & convenience: Lines feel shorter and decisions are easier.

- **Gate ingress time:** Average minutes from arrival to entry
- **Queue wait times:** average and P90 at concessions/restrooms by zone
- **In-seat concessions:** Mobile order/in-seat delivery adoption rate; average order ready time
- **Mobile experience:** Cashless/payment success rate; POS uptime; abandoned transactions

Engagement: Promotions and content feel timely and helpful.

- **App engagement:** Map opens per user; session length; “Find/Save My Seat.” favorites, “Meet here,” save parking spot
- **Promotion performance:** On-map promo CTR; QR scans; offer redemptions
- **Upsell:** Upgrades and premium conversion rate (seat upgrades, club access)

End-to-end journey: The experience is connected and consistent, arrival to exit.

- **Pre-arrival readiness:** % tickets added to wallet; pre-event map opens; parking-to-gate time
- **Parking and transit:** CSAT ratings; wayfinding from lot/stop to gate
- **Egress time:** Average time to clear post-event

Success story

Formula 1® Australian Grand Prix™ 2023 drove 44% more unique sessions on digital circuit map over previous year

100k+

More map sessions over previous year

327k

Unique map sessions during the event

73%

Of fans used the digital map

"It ensured fans were better connected and gave us another avenue to speak to those who attended, helping promote all the amazing on- and off-track activities."

**Joel Mackenzie,
Digital Manager**

Revving up the fan experience

The Australian Grand Prix Corporation faced a challenge familiar to most major sports venues: they needed to help hundreds of thousands of fans navigate expansive F1 and MotoGP event grounds while keeping information accurate amid on-the-fly changes.

They turned to Mappedin to power their circuit wayfinding experience for fans. With powerful wayfinding, search functionality, and out-of-the-box embedding, the F1 team was able to serve up an optimized fan experience. Fans were able to navigate and enjoy their experience with engaging features like:

- Category search
- "Save Your Grandstand" tool
- Public transport guidance and links to tram schedules

Ultimately, the F1 map saw 327,000+ unique sessions, with fans praising the map experience.

Your fan experience digital concierge

With maps in over **57 countries** and more than **450 million visitors** guided across **4 billion square feet**, Mappedin is making it easier for everyone to discover and navigate complex places like malls, airports, hospitals, and stadiums.

Millions of fans visiting the world's largest stadiums like FedEx Field, Lumen Field, and MetLife Stadium use Mappedin. As a partner, we focus on helping you make navigation effortless while opening new opportunities for safety, accessibility, and sponsorship.

How we help stadiums



Wayfinding

Deliver clear routes to seats, restrooms, concessions, vendors, and exclusive spaces.



Digital signage & directories

Guide fans at key decision points and hand off to mobile seamlessly.



Advertising

Surface sponsorships and promotions where they're most useful.



Operations & safety

Keep maps, routes and evacuation paths accurate, with alerts when needed.



Accessibility

Provide inclusive routes and WCAG 2.1-compliant guidance.



Analytics

Understand fan behavior and navigation with built-in analytics.

Create better fan experiences with Mappedin

With proven expertise powering stadiums and arenas around the world, Mappedin helps you turn floor plans into searchable, interactive maps for wayfinding, operations & venue analytics. Get your personalized demo today.

Get started

Ready to future-proof your fan experience?

Building a digital-first, modern fan experience takes planning, but the payoff is huge. When visitors can navigate your venue independently and find relevant, engaging experiences easier, your staff handles fewer directional questions, vendors see greater revenue, and fans have an unforgettable time.

About Mappedin

Mappedin is the leading indoor mapping platform trusted by world-class stadiums, airports, shopping centers, hospitals, and other venues. Our technology transforms complex spaces into intuitive, interactive maps that help millions of visitors navigate confidently every day. [Contact us](#) today to get a personalized demo.

