



TICKETING

AC Milan, has always been very attentive to the link between its fans and the Stadium and is committed to meeting the needs of its supporters as much as possible, with the aim of making the most of the “Stadium Experience”.

The mission of the Ticketing and Corporate Hospitality team is precisely to fully satisfy fans, ensuring a ticket purchase experience as linear and satisfying as possible.

Season review

The season was marked by a positive trend, unfortunately interrupted by the pandemic. Corporate hospitality sales increased by + 47% per match. On the ticketing side, the data were in line with the club's objectives.

Among the innovations: the introduction of mini-plans (which generated an increase of + 200k revenues) and the sale of the stadium's parking spaces online.

The initiative to give a scarf to fans during the AC Milan v. Sassuolo match was particularly appreciated.

SEASON KPI SERIE A

AVERAGE AUDIENCE: **53.548**

NET REVENUE: **10.189.000 €**

AVG TICKETS PRICE: **40,76 €**

Single tickets		Sold	Net revenue	AVG Tickets price
2019-20 (12 match)		246.290	10.189.000 €	40,76 €
Vs 2018-19	-	198.760	-7.977.010 €	-0,06 €
		-44,7%	-43,9%	-0,1%
2018-19 (19 match)		445.050	18.166.010 €	40,82 €
2019-20 - AVG revenue per match		20.524	849.083	
Vs 2018-19		-12%	-11%	

Focus

Milan-Juventus: all-time record breaking for a Coppa Italia match

The Coppa Italia semi-final AC Milan v. FC Juventus was a record breaking and collected €2,577,723 euros, the all-time record in the Club's for a Coppa Italia match.

The match, played on February 13, 2019, recorded 69,579 spectators, of which 67,281 paying spectators.



★ GOALS:

The goal for the 2020/21 season is to anticipate and consider the future scenarios. With a progressive reopening of the stadiums we're going to focus on:

- ensuring a completely safe stadium experience
- prioritizing the most loyal customers, primarily subscribers
- adding ancillary products for customers (refund, car park)
- improving the level of service for corporate hospitality customers
- expanding the offer with more products related to brand new markets

