

TBV Lemgo Lippe: Dynamic Pricing Success

“Flexible prices offer advantages for both parties. By booking early, fans are rewarded with more attractive prices. The earlier you book, the cheaper the tickets.

Lower prices also apply to matches where ticket demand is lower.(...)”

- Jonah Kipp



3. Go-Live

Automated pricing with forecasts and fan communication

1. Analysis & Simulation

Smart Pricer ticketing analysis
with simulations of different price
settings



2. Define strategy

Set pricing rules and establish
price update processes



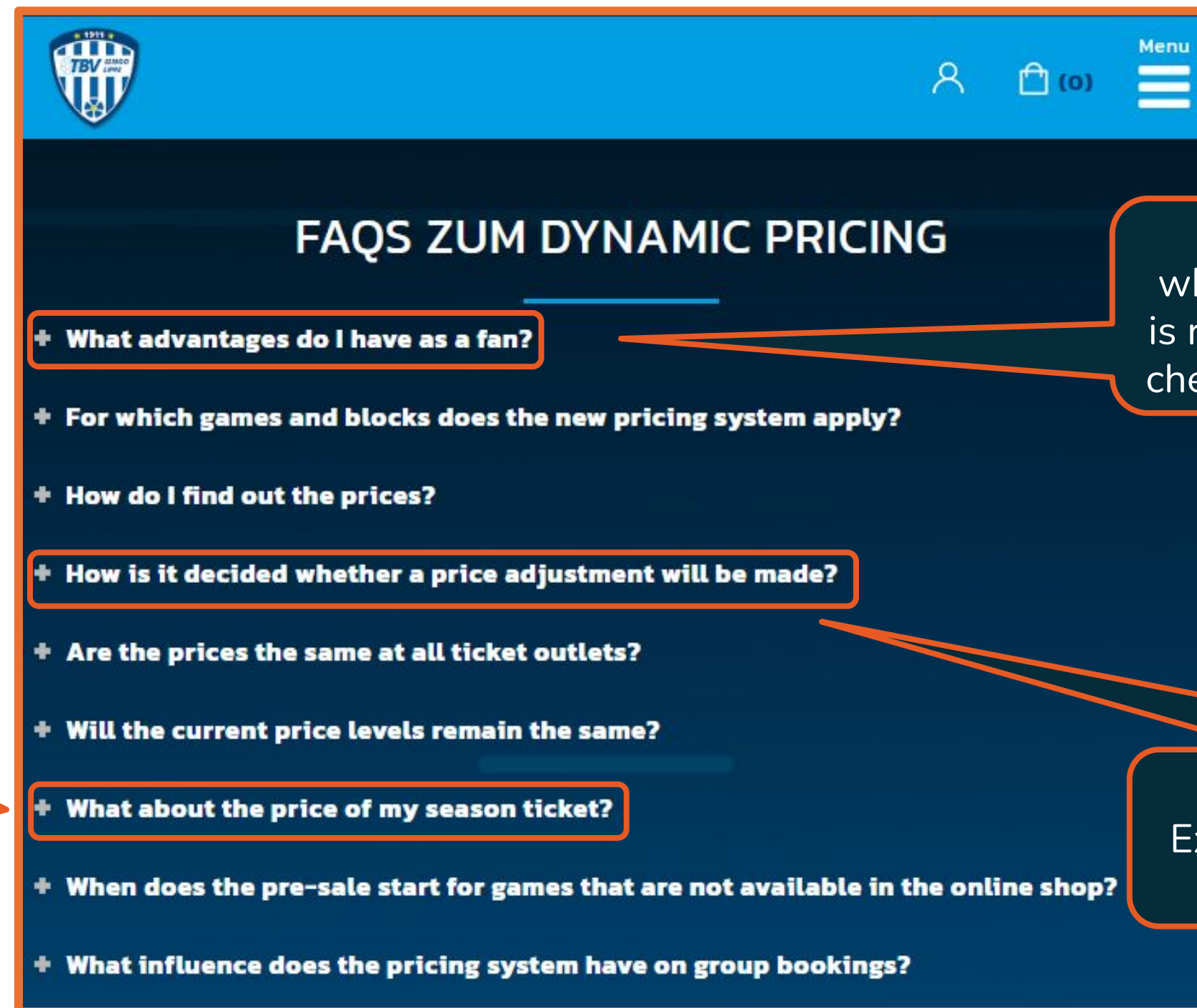
Transparent communication is the key

1. Be transparent and tell your customers that you use dynamic pricing.
2. Always make sure that more than 20% of your tickets are cheaper than before, so that your customers can get value .
3. Give recommendations on how to save money: *“Buy tickets for low demand events early to get the best deals.”*



How TBV Lemgo Lippe communicates dynamic pricing

Frequently asked questions:
explain why and how the
system works



Make it clear:
whoever buys early
is rewarded with the
cheapest ticket price.

Take away season ticket
holders' worries
immediately. Keep
guaranteeing them the
best price, regardless of
price fluctuations.

Avoid any impression of arbitrariness.
Explain transparently which factors lead to
price adjustments.

Results that speak for themselves

€ **+4.5%**
Revenue increase*

 **Successful**
increase in overall
occupancy



 **+ 100%**
Doubling of the average
advance booking period *

 **Good**
acceptance among
guests

*1st year after DP

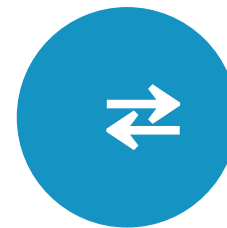
Stadionwelt interview

Dynamic Pricing Creates Additional Social Value



Affordable Access for Price Sensitive Fans

Dynamic pricing deliberately allows lower prices when demand is lower, creating extra access for fans.



Cross Subsidisation Through Willingness to Pay

Fans who are less price sensitive pay a premium during high demand, helping fund more affordable tickets.



More Social Than a High Flat Price

Instead of setting one higher average price for everyone, differing levels of willingness to pay are considered.