



## DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

# CASE STUDIES



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# UEFA EURO 2020 - MOBILE BLOCKCHAIN TICKETING

Provided By: REZOS BRANDS

## Overview

Name: UEFA EURO 2020 — Secure mobile ticketing at scale

Location: Europe

Type of Case Study: Blockchain-enabled mobile ticketing for large events & tourism flows

## Introduction: *Why change was needed*

UEFA needed a secure, scalable way to distribute and control matchday tickets across multiple host countries, reduce forgery/duplication, and enable safe transfers between fans, all while handling huge demand spikes typical of mega-events that drive regional tourism.

## Implementation:

UEFA worked with SECUTIX/TIXNGO to issue unique, verifiable mobile tickets. Tickets could be assigned and transferred within rules such as QR activation near venues that curbed fraud. Validation data (on/off chain) supported real-time operations and post-event analytics.

The implementation included:

- Mapping the ticket funnel end-to-end (install - download /assignment - transfer attempt - gate scan) to spot drop-offs and risky patterns.
- Segmenting fans by host city, match, travel origin, and device to tailor reminders (e.g., late activation prompts for away fans).
- Syncing with paid media/CRM to run geo-targeted nudges and phase-based messages (pre-match, match-day, post-match).
- Building operational dashboards (e.g., Big Query/Looker) that blend app events for analytical views of transfers, scans, throughput, and duplicates.



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## Key Insights:

- **Entry journey optimization:** Funnel analysis (end-to-end) surfaced the biggest drop-offs near activation windows and targeted nudges smoothed the last mile to entry.
- **Transfer control & trust:** On-chain, rule-based transfers (time-boxed, price-capped) reduced duplicate/forged tickets and simplified dispute handling between partners.
- **Stadium operational intelligence:** Combining app telemetry with gate scans created a real-time view of throughput, highlighting gates needing additional staff or lane rebalancing on match day.

## Results:

- **Large-scale adoption:** 1,000,000 mobile tickets planned/distributed for EURO 2020, building on the 110,000 (80%+) tickets issued via the system at the 2019 UEFA Nations League Finals.
- **Cleaner access control:** UEFA also delivered more than 250,000 mobile-only tickets across recent finals in 2.5 weeks
- **Operational readiness:** Consistent, time-stamped records supported post-event audits and partner reconciliation across 51 matches in 11 host cities during EURO 2020.



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## Recommendations:

For federations, venues, and city events looking to modernize ticketing at scale:

- **Map the whole ticket journey:** Track activation and scan points to identify last-mile friction and automate reminders.
- **Encode the rules in code:** Use smart contracts to enforce transfer or price limits and activation windows (keep PII off-chain.)
- **Build the operational dashboard:** Blend ledger(record) & app & gate data to monitor performance, duplicate attempts, and support load in real time.

## Sources:

UEFA. (n.d.). UEFA confirms blockchain-based mobile ticketing for EURO 2020. Retrieved from <https://www.uefa.com/news-media/news/025a-0f8e753e5b69-12cc5167a50a-1000--over-one-million-uefa-euro-2020-tickets-to-be-distributed-t/>

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