

MOBILE FIRST, LOTS OF SERVICE AND PRAGMATIC SOLUTIONS!



Over 7000 respondents help shape their future visitor experience at the SAP Garden.

Following the successful public naming campaign, Red Bull Munich, FC Bayern Basketball and SAP have once again involved fans and interested parties in the design of the SAP Garden, which is currently under construction. In an online survey, participants were able to express their wishes in all relevant areas. The results of the 7038 participants are now helping to create an extraordinary stadium experience at the highest level in the new multifunctional sports arena.

Red Bull Munich, FC Bayern Basketball and SAP have once again involved the public in the design of SAP Garden. In an online survey, the partners determined the wishes and needs of fans and interested parties for visiting the future home venue of Red Bull Munich and FC Bayern Basketball. In the process,

the 7038 participants answered a total of 27 questions between 28 January and 14 February 2022. The range of topics covered everything from the journey to the arena to entertainment and information offers during an event to the departure.

The online survey was distributed via the homepage sapgarden.com and all social media channels of the participants. The results now provide important insights for the design of the SAP Garden.

For example, 62 % of the respondents said they would like to purchase their ticket via their smartphone. The classic ticket (21 %) and the print-at-home ticket (17 %), on the other hand, are less relevant.

Travel is also an important issue: almost half (48%) of the participants said they prefer to travel to a sporting event in their own car. 40% prefer public transport, 5%

carpooling and 4% cycling (motorbikes, car-sharing and e-scooters less than 1%).

The question about an SAP Garden app also provided interesting insights. A large majority is in favour of such a service. Around two thirds (64%) would definitely download an SAP Garden app, 24% would at least consider it. Only 12% would not download an SAP Garden app. Important additional services of the SAP Garden app for the respondents are above all ticket processing (77 %) and parking space reservation (60 %). 53 % consider the visualisation of live waiting times to be an important additional service, 50 % a navigation function for the indoor and outdoor areas of the arena, and 48 % the option to pre-order food & drink on the go.

With regard to gastronomic services in the SAP Garden, future stadium visitors want pragmatic solutions. For them, short waiting

times (91%) are an important criterion. In addition, there are practical take-away options (61%) and sensible parking areas (47%). 39 % stated that products from regional cultivation are important for them. 13 % prefer vegan/vegetarian dishes and 11 % would like to have the possibility to order in advance.

Right from day 1, owner Red Bull is focusing on service, innovation and making the stadium experience as perfect as possible. For example, optimal viewing angles are guaranteed from every seat at every event.

The involvement of future visitors underlines the fact that the fans are at the centre of this extraordinary construction project. In the next step, the wishes will be checked for feasibility and integrated into the further construction of the new multifunctional sports arena.

Christian Winkler, Managing Director Sports Red Bull Ice Hockey: „We know the wishes of our fans very well. We have already taken many of them into account in the early planning stages. We will now incorporate the findings from the

survey into the ongoing construction phase as best we can.“

Marko Pesic CEO FC Bayern Basketball

„In this extraordinary arena project, we attach particular importance to the opinion of the fans - especially in the digital fan experience. They are the focus and with them we want to create something unique.“

Daniela Huckele-Görisch, Director Strategic Initiatives at SAP: „It is very important for us to involve the fans in the design of the SAP Gardens from the very beginning. We want to give them an extraordinary sports experience at the highest level.“

Red Bull Munich, FC Bayern Basketball and SAP will publish further results via their social media channels in the coming days and weeks.

Notes to the editors

Photos and videos of the SAP Garden for editorial use and with source citation are available here. Facts & figures about the SAP Garden are available at www.sapgarden.com

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