



## CASE STUDY:

# Seattle Thunderbirds Strengthen Fan Experience and Ticketing Efficiency with *accesso ShoWare*<sup>®</sup>

## Client Snapshot

The Seattle Thunderbirds are a major junior ice hockey team based in Kent, Washington, located 18 miles south of Seattle, with home games played at the **accesso ShoWare** Center. The team competes in the U.S. Division of the Western Conference and is a two-time Western Hockey League (WHL) champion (2016–2017 and 2022–2023). Known for delivering high-caliber, affordable family entertainment and supporting player development, the Thunderbirds are a cornerstone of the region's sports community and receive coverage from major media outlets across the Pacific Northwest.

## The Opportunity

The Thunderbirds originally selected the **accesso ShoWare** ticketing solution over a decade ago to gain greater operational flexibility, escape rigid fee structures, and receive dedicated support. With those foundational needs met, the franchise saw an opportunity to evolve even further by embracing a digital-forward approach that could support a growing demand for flexibility, data-driven insights, and elevated fan experiences.

At the time of their switch, only 32% of ticket sales were made online, and box office operations remained highly manual and labor-intensive. The team needed to modernize both sales and service, streamlining backend processes while delivering more convenience to fans.

## The *accesso ShoWare*<sup>®</sup> Solution

Ongoing collaboration between the Thunderbirds and **accesso's** product and client success teams has led to major digital advancements, including:

Maintaining flexible pricing and full control over ticket fees, allowing them to keep costs fan friendly.

A frictionless and modern online purchasing experience, shifting the majority of transactions away from the box office.

Expanded self-service options, such as ticket transfers and account management to meet rising digital expectations.

Key reporting and fan communication tools to understand fan behavior and drive more targeted and personalized marketing.

Since implementing the many additional **accesso ShoWare** features, the Thunderbirds have seen their digital transformation take flight.

## Results that Matter

### Membership Momentum

Memberships, which include both season tickets and flex passes, are now at the heart of their ticketing model. Flex passes, in particular, have become the franchise's bread and butter, with sales growing more than 54% since the 2021–22 season. Online membership management has also surged, with active accounts more than doubling in the past year alone.



### Elevated Fan Engagement

With built-in ticket transfer functionality, fans can easily share tickets with friends and family, while the team gains better visibility into attendance trends over time. Game day communications are now automated and sent in advance, ensuring fans are always informed and engaged.



### Online Sales Surge

Online ticket purchases have jumped from 32% to 60% of total sales, giving fans the convenience they expect while freeing up staff resources for more strategic efforts. The team still offers box office walk-up sales, maintaining accessibility for all fans.



### More Value, More Loyalty

Single game fans now enjoy access to promotional bundles like Family 4-Packs. These fan-first features support long-term loyalty and reinforce the Thunderbirds' commitment to value and accessibility.



**54%**

Increase in Flex Pass Sales

**QUICK STATS**

**28%**

Increase in Online Ticket Sales

## A True Partnership

"The **Accesso ShoWare** platform has been an all-around great solution," said Colin Campbell, Vice President and Assistant General Manager of the Seattle Thunderbirds. "The fan response has been positive on all fronts. Happier fans lead to a smarter business."

The Thunderbirds' sustained success and deep-seated alliance with **accesso ShoWare** showcases how thoughtful implementation of technology can not only drive revenue and streamline operations but also deliver on fan-first values.



*With **accesso**, we have a team of consistent, dedicated support that fosters an environment of collaboration where we can thrive. It's been a true partnership since day one, and one that helps us stay connected to our fans and grow our business.*



Colin Campbell  
Vice President & Assistant GM, Seattle Thunderbirds

**Ready to partner with us?**

Email [sales@accesso.com](mailto:sales@accesso.com) or learn more at [accesso.com](https://www.accesso.com)