

Modernizing the Fan Experience

How Stadiums Are Managing the Shift from Cash to Card.





Introduction

Nobody buys a ticket to stand in line. They're here for the game, the concert, the moment. Every delay—whether a slowdown at concessions or confusion at the entrance—chips away at that experience.

As more stadiums transition to digital payment environments, operators face a balancing act: how to streamline transactions, reduce risk, and stay compliant without ignoring guests who still rely on cash.

Ready Credit's self-service Cash-to-Card® Kiosks close that gap. By offering a fast, secure way to convert cash into prepaid cards, they help stadiums serve every fan, reduce operational friction, and keep foot traffic moving.

Moving On from Cash Isn't Always a Routine Play

The shift to digital payments offers clear benefits, but for many stadiums, leaving cash behind comes with its own set of complications.

Guests Still Bring Cash

From families to tourists, thousands of fans still arrive with bills in hand. Without a reliable, on-site way to convert it, staff are left scrambling to manage delays, answer questions, or direct guests elsewhere.

Cash Creates Operational Drag

Accepting cash means armored carrier logistics, reconciliation at close, and stricter controls around theft and loss. It's resource-heavy and slows down high-volume service areas.

Regulations Add Pressure

In cities where cash acceptance is required, venues must find compliant ways to serve those guests, often without the staffing or infrastructure to do so efficiently.

Limited Awareness Creates Confusion

When fans don't realize the stadium is cashless until they arrive, tension builds fast. Small print on tickets or unclear signage can lead to frustration at gates, concessions, and merch stands, putting extra pressure on frontline teams.



Results That Move the Needle

"Ready Credit has been a great resource to help us reduce costs, reduce theft, and increase efficiencies. As a business owner, I'm a huge proponent and fan of Ready Credit."

– CEO, Texas Adventure Park

For stadiums that have made the switch, the payoff is clear: smoother operations, faster service, and a better experience for fans and staff alike. Ready Credit's Cash-to-Card® Kiosks aren't just a workaround—they're a key part of making cashless work in a high-volume, high-pressure environment.

Streamlined Guest Experience

When fans can convert cash quickly and get on their way, lines move faster and staff spend less time handling exceptions or explaining policies.

Simplified Operations

Removing cash from the equation means less time spent on reconciliation, fewer armored pickups, and a lower risk of errors or loss.

High Adoption Across Demographics

Guests of all ages use the kiosks, especially when they're placed near key touchpoints like entrances, concessions, and box offices. Younger fans tend to adapt quickly, while older guests benefit from intuitive design and light staff support.

Compliance Made Practical

In cities where cash acceptance is required, kiosks offer a simple, scalable way to stay compliant without slowing down digital-first operations.

A Better System for Busy Days

Whether it's game day or concert night, Cash-to-Card® Kiosks reduce friction, support frontline teams, and help ensure every guest can participate without holding up the line.





The Numbers Tell a Winning Story

"We've seen a significant uptick in revenue since going cashless. The first year, we were 20% higher than pre-COVID sales. Now, people expect a smooth, cashless transaction, and the Ready Credit kiosks have been key to making that happen."

- Senior VP of Operations, Bridgestone Arena

The shift to Cash-to-Card® kiosks isn't just operationally smart—it delivers measurable gains that impact the bottom line and the guest experience.

Stronger Sales Performance

One major venue saw a 20% year-over-year increase in sales after transitioning to a cashless environment supported by on-site kiosks.

Faster Service Where It Counts

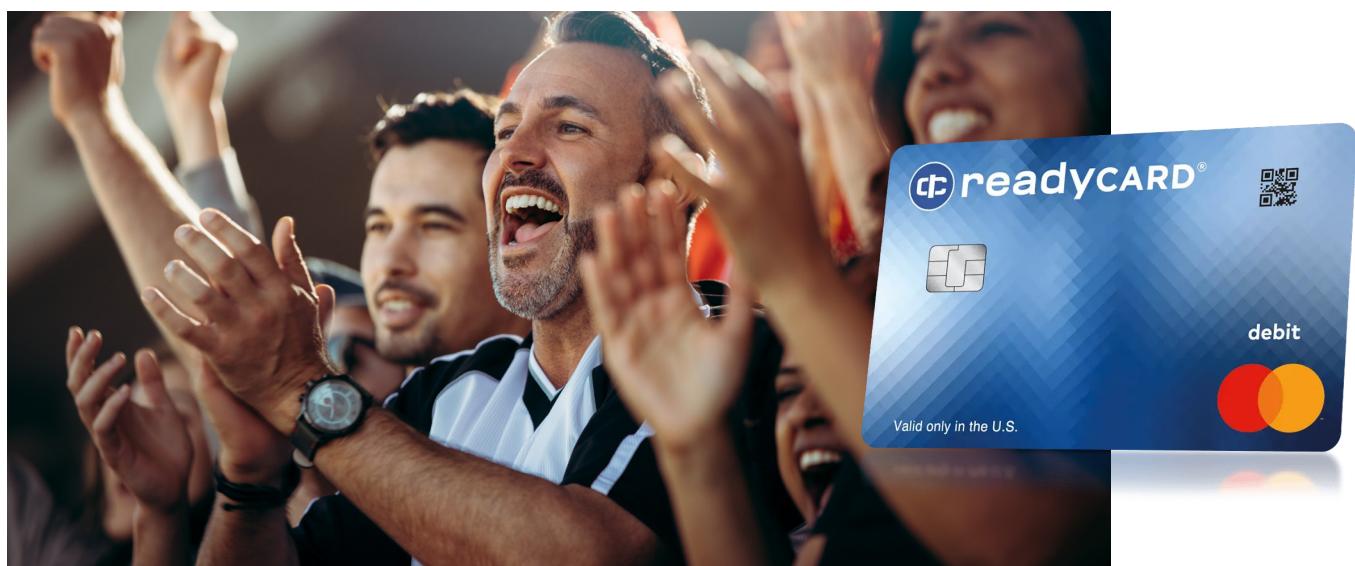
Across multiple stadiums, operators reported a 15–25% improvement in transaction speed, especially at high-traffic concessions and retail stands.

Fewer Errors, Higher Spend

With less cash to count and reconcile, teams experienced fewer reporting issues and less downtime. They also noted that guests often spent more when using prepaid cards.

Faster Adoption Among Younger Fans

Fans aged 20 to 30 adapted most quickly to kiosk use, while older guests adjusted well with minimal staff support and clear signage.



Built for the Way Stadiums Operate

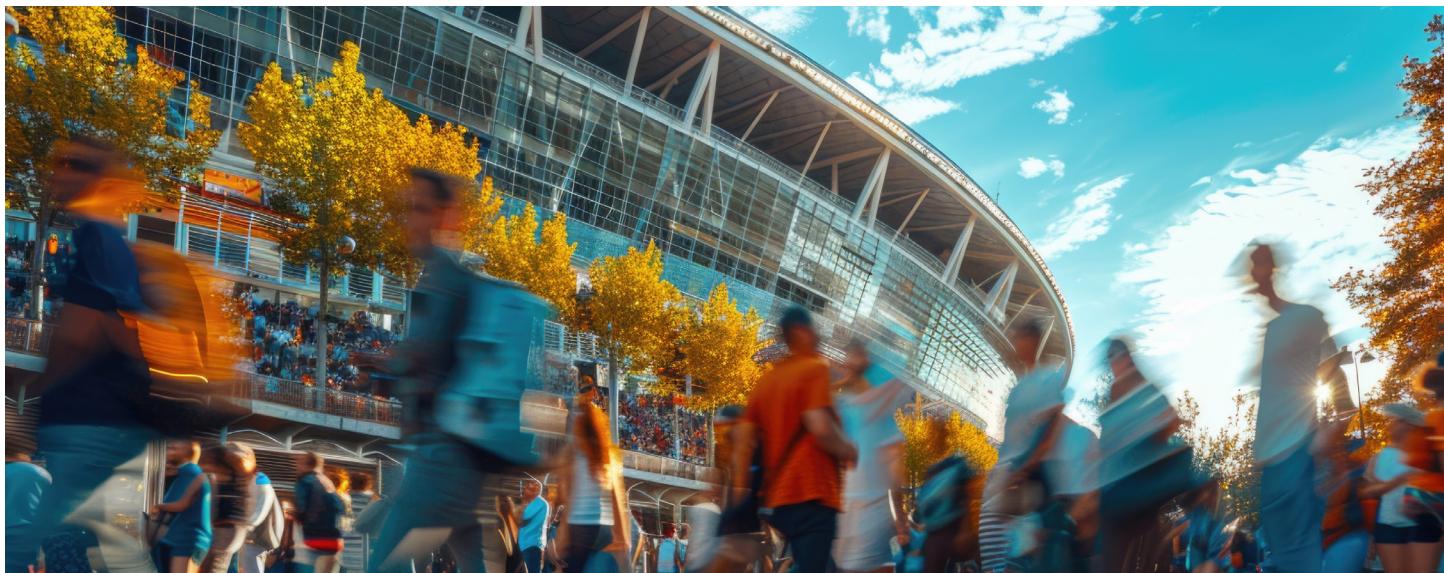
"I think the cashless system has definitely improved the fan experience here. It's faster, more secure, and we've eliminated a lot of the headaches related to handling cash."

-Assistant Controller at Paycor Stadium

Cash-to-Card® kiosks help stadiums bridge the gap between policy and real-world operations—keeping lines moving, fans happy, and revenue flowing. It's a simple solution that solves a complex problem.

Want to see how it could work in your venue?

Get in touch with Ready Credit to explore kiosk placement, customization options, and support plans built for high-volume environments.



Ready to stand out? Contact Ready Credit today!

This case study highlights the experience of a recent Ready Credit customer.

*Individual results may vary based on unique circumstances and financial situations.

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