

# Figure Skating Tickets Under Digital Marketing

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**Abstract:** With the holding of the Beijing Winter Olympics and the vision of "300 million people on ice and snow", figure skating has received more and more attention, and the audience and market are also growing, so the research on figure skating ticket marketing is more meaningful. This paper takes figure skating event ticket marketing as the research object, adopts literature data method, system analysis method, combined with marketing theory, to sort out the whole process of figure skating ticket marketing. This paper finds out the main factors affecting the Chinese figure skating event ticket market by referring to the relevant literature on the key word "sports event ticket marketing" at home and abroad. Understand the current situation of ticketing market development of other sports events, and make a horizontal comparison of ticketing marketing. Find out and analyze the similarities and differences with figure skating event ticket marketing, and then explore the sales strategy suitable for figure skating event tickets to improve the attendance rate of figure skating event tickets.

**Keywords:** Sports event ticket sales strategy, Figure skating, Ticket marketing.

## 1. Introduction

In recent years, with the promulgation of policies such as the Outline for the Construction of a powerful Sports Country and Opinions on Promoting National Fitness and Sports Consumption to Promote the High-quality development of the Sports Industry, in the context of economic circular development, the direction for the upgrading of sports consumption in the new economic situation has been clear. There are already several figures pointing to a boom in figure skating. According to the data on the figure skating official website, the number of single-station registrations for the first national figure skating rating test in 2024/2025 has reached a new high, and the breadth and thickness have been improved. Five stations were set up throughout the course of this grade test, and the total number of applicants reached 15,840 people, an increase of 854 people compared to the same period last year. The fifth station, Beijing Station, registered 6368 people to set a new high for a single station. With the holding of the Beijing Winter Olympics and the proposal of the vision of "300 million people on ice and snow", the more attention of figure skating events, the increasing audience and market, the research on figure skating ticket marketing is more meaningful. Research on commercial sports events has been relatively abundant, but research on event ticketing has not yet formed a scale, and the government needs to give figure skating more attention and better marketing. Because the research problem is relatively new, there are few researches on figure skating ticket marketing, so we can do figure skating marketing from the perspective of ticket sales. In this paper, the method of summary is adopted to make up for the deficiency of ticket marketing research and enrich the research content of figure skating event ticket marketing management. This article can provide guidance for figure skating event organizers in ticket marketing and sales. As the audience for figure skating grows, the government can help promote and support it.

Literature Review: I have classified it at home and abroad according to the keyword "sports event ticket marketing". Domestic: Domestic research on commercial event ticketing has not formed a scale, and the existing research basically

stays at the macro level, with more phenomenon analysis and research, and less systematic research based on data and empirical evidence. Researchers mostly consider marketing and pricing from the perspective of event organizers [1]. Foreign: Foreign scholars' research on the sports event ticketing market mainly includes: analysis of the psychological factors affecting consumers' purchase of tickets (Paul M. Pedersen 2014: The results showed that there were positive effects of key TAM constructs i.e. perceived usefulness and ease of use and trust on purchasing intention, but perceived risk was not a significant indicator of purchase intention), Ticket pricing theory and strategy (Nels Popp 2018: The current study found age, income, prior attendance, timing of purchase, and seat location influenced secondary ticket price paid, explaining 44.9% of the variance, while fan identification and alumni status did not impact the amount patrons paid for tickets to a major college men's basketball tournament). Ticket marketing strategy (Alexandre Luzzi Las Cases 2020: The current study found age, income, prior attendance, timing of purchase, and seat location influenced secondary ticket price paid, explaining 44.9% of the variance, while fan identification and alumni status did not impact the amount patrons paid for tickets to a major college men's basketball tournament).

## 2. Strategies in order to increase profits

### 2.1. Product Strategy

Multiple consecutive games of the same team or individual are more likely to attract the continuous tracking attention of the public and stimulate their enthusiasm for buying tickets. The attention and personal brand value of participating athletes outside the stadium will greatly affect ticket sales, and the influence of fan economy in a single sports event can not be ignored [2].

Athletes are the main body of sports competitions, and the participation of a large number of high-level athletes in sports events is one of the important factors that can attract the attention of the society. Tennis events attract many tennis fans around the world because of the sincere and gold-like

performances of athletes on the court, and most of the athletes participating in the French Open are very well-known. With superb tennis skills and a deep audience base, this is one of the important reasons why the French Open can set off a trend in the tennis world every year [3].

The same is true for figure skating events, for some figure skating commercial events such as Shanghai Super Cup, the organizers can invite players with higher world rankings and higher visibility to participate in the competition, in order to increase the popularity of the event and attract viewers to watch.

## **2.2. Distribution Channel Strategy**

Distribution channel refers to the individuals or organizations that pass through the event organizers from the production of tickets to the final arrival of tickets to the audience, mainly including the event organizers (channel starting point), intermediaries or agents, and consumers (channel end point). For the event organizers, how to deliver the tickets to consumers in the most suitable and effective way

To obtain the maximum profit is the basis of the selection of distribution channel strategy. At present, the sales channels usually selected for sports events include: event organizing committee ticketing Department on-site box office, ticketing agents, ticketing partners, network sales, telephone sales, etc.

### **2.2.1. Live box office**

Ticket Department on-site box office means that the event organizer (Organizing committee) will set up an on-site box office in the event venue or the office area of the Organizing committee, and the audience can directly obtain tickets. The advantage of this sales method is that it can reduce operating costs, save ticket agent fees and network setting operating costs, but reduce the number of ticket sales to a certain extent. Under normal circumstances, the ticketing department will also set up a major account sales team to directly face some important customers and group buying customers to buy tickets [4].

### **2.2.2. Online ordering channel**

Long-term, stable operation of large-scale international sports events should be customized special ticketing system, so that from the back-end data monitoring to the front segment of user ticket purchase can be carried out through the Internet. In the public ticketing part, electronic tickets are the main form of sales, gradually replacing non-commemorative ordinary paper tickets, promoting the paperless operation model of the whole process that is deeply bound to user identity, and playing a control role in ticket scalpers' scalping and counterfeit tickets. In addition, the optimization of online ticket ordering channels can effectively improve the user experience and consumption intensity of consumer groups. On the one hand, it simplifies the operation level of the ticket purchasing system, placing the ticket purchasing entrance in the most intuitive position of the ticket purchasing platform, eliminating unnecessary purchase information. On the other hand, streamline the online ticket purchase channels, eliminate the complicated and difficult channels such as small programs and public accounts, and retain the ticket purchase channels on the official websites of ticketing companies and the official websites of the organizing committee [5].

## **2.3. Promotion Theory**

The comprehensive publicity work leads the marketing of the event and the sale of tickets. The full publicity allows customers to understand the figure skating events in advance,

so that the customers in demand are prepared in terms of economy and time, and after the tickets are issued, consumers rush to buy to create a good sales heat. At the same time, it creates consideration time for sponsors to invest, which is conducive to the increase of marketing income of the event. The main way is to add ticket benefits. Ticket sales need to accommodate all types of visitors. The types of tickets should meet the needs of visitors of different ages [6].

For students with weak economic ability, in line with the idea of encouraging young people to participate in the event, the organizing committee provides low-price student tickets for some events, providing more sports fans with opportunities to participate in and integrate into sports events, not only to promote the ticket sales of the event, but also to improve user experience and cultivate user watching habits.

Finally, the tourism package strategy is introduced to make full use of the psychology of consumers in other cities and other countries watching the game, organically combine the watching and tourism, and combine the event tickets with the tickets of tourist attractions, which not only increases the sales of the event tickets, but also increases the income of related tourism economy [7].

For non-important competitions, such as no Chinese players are eligible to participate because no Chinese players have reached the minimum technical score required to participate in the competition, the lottery can be conducted on social media, which is conducive to increasing the attendance rate of the event on the one hand, and enhance the attention of the event through social media to increase publicity. Because the figure skating event has four items, each item has different levels of popularity. The special attention of the fee to the key matches is easy to form a situation where a vote is difficult to obtain, and on the contrary, some matches are also prone to the situation of unsold tickets. In order to avoid these situations, and at the same time, in order to improve the attendance rate and increase the total revenue, it is usually priced in the form of a combination, which can be used to promote consumption by means of pre-sale discounts, group ticket discounts, package tickets, and pass tickets.

## **3. The Problems to Be Solved and Solutions**

### **3.1. Problems in Figure Skating Ticket Marketing**

The cooperation among figure skating events, sponsors and media is not enough

Commercial events need to make use of the powerful communication ability of the media to carry out comprehensive, multiple and multi-type reports to attract audiences and sponsors, achieve the purpose of promoting the event, enhancing brand awareness, and expanding the influence of the event. Moreover, the strong media exposure of the event and the commercial value of the event will also obtain more corporate sponsorship and promote the expansion of the scale of the event. The expansion of the scale and influence of the event can also provide the media with rich broadcasting resources and attention, and the broadcast of the event has a market. What kind of deep cooperation among the three will greatly affect the development of an event.

Among the operational elements of figure skating events, the sponsors, the media and the events have a low degree of compatibility, do not cooperate closely with each other and

achieve average results. There is no reasonable and effective mode of operation among the three, so the advantages cannot be maximized. At the current stage, the brand of figure skating events has not reached the influence of international brand events, and the market-oriented and commercial operation mode is not yet mature. The value of many event resources cannot be reflected in the market conditions, and they need to be indirectly reflected through the marketing of sponsors. However, due to the lack of fit and stability between figure skating and sponsors, the single marketing means and strategies adopted cannot be well combined with figure skating events, and the lack of media intervention in marketing activities, resulting in the effect of the publicity and promotion activities of figure skating events is not obvious.

### 3.2. Figure Skating Ticket Marketing Problems Exist in The Countermeasures

In ticketing, flexible and diverse ticketing operation measures are adopted to make full use of the star effect to attract the audience. Improve ticket marketing methods, update and upgrade the ticketing system, increase the scientific and technological content of tickets to prevent the appearance of fake tickets; Strengthen ticketing operation and management; Formulate reasonable ticket sales strategies according to the market environment, develop diversified ticket resources and other means to expand the event publicity and promotion efforts to increase ticket revenue. Franchising, while developing the diversity of products, increase the penetration of figure skating events culture, establish diversified sales channels, and promote the sales of licensed goods. In terms of sponsors, under the premise of ensuring the steady increase of the amount and number of sponsors, the brand matching degree and stability are promoted[8].

Enhance on-site audience services. The on-site spectator service of sports events is divided into: competition service and ticketing service, hardware services, emergency services, volunteer services, auxiliary services six categories. In the competition, the competitive performance of high-level athletes is not something we can decide, we can only use modern means to let the audience watch the game more clearly, more comprehensively and from multiple angles. The service quality of the service team in the stadium is something we can directly intervene and control through certain methods and means. Through modern management and humanized service to bring the audience a warm and comfortable feeling, so as to bring the audience a good mood to watch the game, so that the audience is satisfied. The quality of the audience's evaluation of the event largely depends on their feelings of service during the whole process of watching the game.

Therefore, understanding the activities of the audience in the stadium, discovering the needs of the audience, and thus developing the corresponding service system are strong guarantees for the realization of holding distinctive and high-level events [9].

## 4. Conclusion

For figure skating ticket marketing, this paper analyzes the product strategy, distribution channel strategy and promotion theory. The organizer can arrange multiple consecutive games for participating teams or individuals, order online channels, and promote consumption by means of pre-sale discounts, group ticket discounts, package discounts, pass discounts, and student ticket discounts.

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