

# Faster Entry, Higher Spend, and a Frictionless Five-Day Festival

*How Seabreeze Jazz Festival delivered \$1.31M in cashless revenue with 95% pre-fulfilled tickets and 85% attendee registration across five live days.*

<b>EVENT TYPE</b> Multi-Day Music Festival	<b>LOCATION</b> United States	<b>DATES</b> April 23–27, 2025	<b>ATTENDANCE</b> ~8,300 Unique Visitors	<b>SERVICES USED</b> Cashless POS + Access Control + Fulfillment
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**\$1.31M**

Total Cashless Revenue

**\$185**

Average Spend per Consumer

**95%**

Tickets Fulfilled Pre-Event

## THE STORY

### EXECUTIVE SUMMARY

Seabreeze Jazz Festival is a five-day outdoor music live event drawing approximately 8,300 unique attendees to Aaron Bessant Park Amphitheater each spring. Despite a loyal returning audience, the event was navigating the operational complexity of scaling cashless transactions across 113 points of sale while simultaneously managing gate throughput for a crowd with a high proportion of first-time wristband users.

Intellitix deployed a fully integrated cashless and access control solution pairing RFID wristband fulfillment, on-site swap stations, and a 113-terminal POS network with real-time entry scanning. The result was a

near-frictionless commercial layer across all five event days: \$1.31M processed, 51,938 transactions completed, and 95% of tickets pre-loaded before the first gate opened.

Cashless adoption drove consumer spending to \$185 per head which is among the highest per-capita figures across ITX's entire 2025 festival portfolio. While a 85% attendee registration rate gave the organizer rich demographic insight for the first time. For next year, Seabreeze has a data foundation to optimize staffing, vendor mix, and inventory in ways that were simply not possible before.

## THE CHALLENGE

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- Five consecutive live days created sustained entry pressure, with peak surges requiring consistent scan speeds across a mixed portal-and-handheld access control setup.
- Managing 113 active POS terminals over five days exposed gaps in real-time settlement visibility; staff needed live reconciliation to flag underperforming stations and catch errors before end-of-day close.
- The organizer had limited demographic data on their audience making vendor contracting, staff deployment, and future sponsorship conversations difficult to substantiate.
- Beverage and food mix across a 5-day live event required flexible product configuration, with beverages driving 48% of revenue (cocktails alone at 79%) and non-alcoholic lines playing a larger role toward weekend afternoons.

## SUCCESS CRITERIA

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Seabreeze defined a successful deployment across four operational dimensions:

- Throughput target: Sustain entry scanning above 5 scans/minute/device across all five days without prolonged queuing at peak load-in windows.
- Cashless adoption: Achieve 80%+ pre-fulfillment of tickets before day one to minimise on-site wristband swap queues.
- Staff workload: Reduce manual cash-handling at point of sale to under 10% of transactions, freeing staff for service rather than reconciliation.
- Incident response: Enable same-day configuration changes to the POS product menu and terminal layout without requiring off-site developer involvement.

SOLUTION OVERVIEW

ITX provided end-to-end event technology across four service pillars for Seabreeze 2025. Pre-event fulfillment ensured 12,006 wristbands were loaded and mailed before the first gate opened. On-site, 14 access control portals and 2 handhelds maintained entry flow while 2 swap stations handled the remaining 5% of attendees collecting on-site. A 113-terminal cashless POS network processing cocktails, beer, food, and merchandise through a single RFID tap drove \$1.31M in revenue over five days. Real-time monitoring and a dedicated on-site ITX support team meant any configuration change or terminal issue was resolved the same day it arose.

<b>Access Control</b> 14 portals + 2 handhelds + 2 swap stations. 12,006 pre-fulfilled tickets; 5.66 scans/min/device.	<b>Cashless / POS</b> 113 terminals. 51,938 transactions. \$1.31M processed. 95% card / saved payment mix.	<b>Fulfillment</b> 95% of tickets pre-loaded pre-event. On-site swap handled the remaining 5% with no queue incidents.	<b>On-Site Support</b> Dedicated ITX team across all 5 days. Same-day menu changes, terminal resets, and live reporting.
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DEPLOYMENT TIMELINE

<b>Pre-Event</b> Wristband production & fulfillment. POS menu build. Access control config & portal testing. Attendee registration campaign.	<b>Load-In</b> Portal installation & network validation. Terminal staging and product loading. Staff training on cashless POS and wristband swap flow.	<b>Live Days</b> Real-time transaction monitoring. Same-day menu adjustments. Entry throughput tracking. Daily settlement reconciliation.	<b>Post-Event</b> Full revenue reconciliation report. Attendee demographic report. Per-POS performance breakdown. Recommendations for 2026 layout and staffing.
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**Post-Event Intelligence: Everyone Sells Dashboards. ITX Sells Decision-Making.**

*At Seabreeze 2025, 57% of attendees were female and over 88% were aged 55 or older data that changes every vendor negotiation, every sponsorship pitch, and every staffing model going forward. ITX's post-event reporting translated five days of transaction data into a clear picture of who spent, when they spent, and what they bought. That's not a dashboard. That's a competitive edge.*

PRIMARY OUTCOMES

**\$1.31M**

**Cashless Revenue**

Across 51,938 transactions over 5 days

**\$185**

**Avg. Spend per Consumer**

vs. \$165 in 2024 held strong year-on-year

**95%**

**Pre-Event Fulfillment**

12,006 wristbands pre-loaded before gate open

SECONDARY OUTCOMES

**85% Attendee Registration Rate**

The highest ITX recorded at Seabreeze enabling full demographic reporting and per-attendee spend analysis for the first time.

**\$25.22 Average Order Value**

Above the ITX festival network average, reflecting strong cocktail and premium beverage category performance (79% of beverage revenue).

**Same-Day Issue Resolution**

All POS configuration requests and terminal issues were resolved within the same event day, with no impact on revenue operations.

**95% Cashless / Saved-Payment Mix**

Direct card and saved payment methods dominated, significantly reducing cash-handling burden on floor staff.

**459 Orders per POS per Day**

Well above low-performing benchmarks in the network indicating strong terminal utilization and queue management at peak times.

**Demographic Insight Unlocked**

57% female, 88%+ aged 55+. First time Seabreeze has had audience data to take into vendor and sponsor conversations.

LEARNINGS + WHAT'S NEXT

**What Seabreeze Would Do Again:**

- Run the pre-event wristband fulfillment campaign with 95% pre-loaded tickets, meant swap station pressure was minimal and gate flow was predictable from day one.
- Invest in attendee registration as a first-party data strategy, not just an operational convenience. 85% registration transformed post-event reporting from transactional to strategic.
- Maintain the dedicated ITX on-site support team for all five live days. Same-day responsiveness on POS issues and menu changes proved essential for a multi-day footprint.

## Plan for Seabreeze 2026:

- Expand non-alcoholic and premium cocktail assortment in response to spending pattern data: cocktails drove 79% of beverage revenue at a \$25+ average order, the strongest category in the mix.
- Launch a pre-event credit card linking campaign. With only 5% of revenue flowing through wristband top-ups, a direct card-linking incentive could eliminate on-site top-up queuing entirely and reduce unspent balance reconciliation.
- Using demographic data to negotiate targeted food and merchandise vendor contracts ahead of the season the 55+ female-dominant audience signals specific preference patterns that were previously invisible.

## Ready to Build Your Next Event on Data?

Whether you're running 500 people or 50,000, ITX deploys cashless, access control, and fulfillment that works together and reports back in a language your vendors, sponsors, and ops team can actually use.

**Talk to ITX about your 2026 event season.**

*All figures in USD. Data sourced from ITX operational records, Seabreeze 2025 deployment.*