

How Venues, Attractions and Events Can Maximise Locker Revenue

Smart lockers can create a valuable new income stream while improving the visitor experience, reducing queues and lowering operational pressure. The following tips show how venues, attractions and event operators can increase locker usage, improve revenue and make storage easier for visitors, staff and contractors.



Internal Lockers



External Lockers



Merchandise Lockers



Contractor Lockers



Increased Revenue



Improved Visitor Experience



Reduced Queues



Simpler Operations



Secure Storage



Flexible Access



VENUES



ATTRACTIONS



EVENTS



MERCHANDISE PICKUP



CONTRACTOR OPERATIONS

Read the Guide Through a Business Lens

Different decision-makers will see different opportunities.



1

Security Directors



- Safer entry and clearer bag policies
- Fewer prohibited items reaching screening points
- Reduced congestion at security checks
- External lockers support preparedness and Martyn's Law considerations

2

Operations Directors



- Shorter queues and less cloakroom administration
- Fewer lost-property enquiries
- Lower pressure on frontline teams
- Reliable service available when demand is highest

3

Commercial Directors



- Additional rental income
- Higher merchandiste sales
- Sponsorship and premium package opportunities
- Greater average visitor spend

4

Retail & Merchandise Teams



- Support merchandise pre-orders
- Reduce collection queues
- Let customers buy more without carrying items all day
- Improve convenience and conversion

5

Marketing & Customer Experience



- Promote convenience before arrival
- Simpler booking and a smoother visitor journey
- Clear promotion increases visibility and usage
- Better experience drives recommendations and return visits

6

Finance & Procurement



- Measure wider return, not just rental income
- Revenue plus cost savings and lower staffing pressure
- Better asset utilisation
- Compare purchase, lease, managed service or revenue-share models



One locker service. Multiple stakeholder benefits.
Better security, smoother operations and stronger commercial returns.





READ THE GUIDE THROUGH A PARTNERSHIP LENS

STRONG PARTNERSHIPS. SMARTER LOCKER PERFORMANCE. BETTER RESULTS.



PARTNERSHIP DELIVERS PERFORMANCE

Locker performance improves when responsibilities are shared clearly.

The venue understands its visitors, peak periods, operational constraints and commercial priorities. The locker partner brings technology, data, maintenance, pricing experience and service expertise.



A STRONG PARTNERSHIP BUILT ON SHARED SUCCESS



SHARED GOALS

Align on outcomes that matter most.



CLEAR ROLES

Define responsibilities and communication.



CONTINUOUS IMPROVEMENT

Use insights and feedback to get better every day.



LONG-TERM VALUE

Stronger results for your visitors, teams and the bottom line.

BETTER QUESTIONS LEAD TO BETTER OUTCOMES



ARE THE LOCKERS IN THE RIGHT LOCATIONS?

Place lockers where they are most convenient, visible and needed.



ARE VISITORS BEING TOLD ABOUT THEM EARLY ENOUGH?

Promote pre-arrival, on-site and at key touchpoints.



DOES THE PRICING REFLECT DEMAND AND CUSTOMER TYPE?

Use flexible pricing to maximise use, revenue and perception of value.



ARE ALL USE CASES BEING CONSIDERED?

Internal, external, merchandise and contractor uses can unlock further value.



IS PERFORMANCE DATA BEING REVIEWED REGULARLY?

Insights on usage, revenue and availability drive smarter decisions.



ARE MAINTENANCE, SIGNAGE AND STAFF TRAINING PROTECTING PERFORMANCE?

Proactive maintenance, clear signage and confident staff keep lockers available and customers happy.

A PARTNERSHIP APPROACH DELIVERS MORE



Higher utilisation and revenue



Happier visitors and teams



Lower risk and greater reliability



Stronger return on investment



A STRONGER PARTNERSHIP IS BUILT AROUND CONTINUOUS IMPROVEMENT, NOT SIMPLY INSTALLATION.



By working together, venue and partner create a locker service that delivers results today and keeps getting better tomorrow.

READ THE GUIDE THROUGH A PERSONAL LENS

This guide can help you demonstrate leadership, deliver measurable results and make a bigger impact.

FOR SECURITY LEADERS

Success may mean fewer entry problems, safer visitor flow and greater confidence in the venue's preparedness.

FOR OPERATIONS MANAGERS

Success may mean shorter queues, fewer complaints and less pressure on staff.

FOR COMMERCIAL LEADERS

Success may mean new revenue streams, stronger merchandise performance and clearer ROI.

FOR CUSTOMER EXPERIENCE PROFESSIONALS

Success may mean happier visitors, better reviews and more recommendations.



Fewer entry problems



Safer visitor flow



Greater confidence in preparedness



Shorter queues



Fewer complaints



Less pressure on staff



New revenue streams



Stronger merchandise performance



Clearer return on investment



Happier visitors



Better reviews



More recommendations



Delivering these outcomes can strengthen internal recognition, demonstrate measurable impact and support professional advancement.



The person who connects security, customer experience, operations and revenue is not simply managing lockers—they are improving the performance of the venue.



THE AIM OF THIS GUIDE



USE THE RECOMMENDATIONS

Use the following recommendations to identify practical improvements that deliver real results.



ALIGN STAKEHOLDERS

Bring security, operations, commercial, finance, marketing and guest-experience teams together around shared goals.



BUILD A STRONGER PARTNERSHIP

Work closely with your locker provider to drive performance, innovation and long-term success.



THE GOAL IS SIMPLE



Create a storage service that works better for visitors



Support venue teams with reliable, efficient solutions



Deliver stronger long-term value for the venue and your organisation



Create experiences that people recommend and want to return to

1. Place Lockers Where Demand Is Highest

Install lockers where visitors are most likely to need them. Ideal locations include entrances, ticketing areas, transport drop-off points, changing facilities, food courts and busy concourses.



Visibility is essential. Customers are more likely to rent a locker when they see one at the moment they need secure storage.



Higher Visibility

Place lockers where they're easy to see.



More Rentals

More visibility drives more locker usage.



Better Visitor Flow

Reduce congestion and improve movement.



Smarter Placement

The right location delivers stronger results.

2. Offer a Choice of Locker Sizes

Provide different compartment sizes for different needs.

Small lockers can hold phones and personal items. Medium lockers suit coats, bags and helmets. Larger lockers can accommodate luggage, family belongings and equipment.



A wider size range helps the venue serve more customers and introduce tiered pricing.



Small Lockers
Phones, wallets, keys and personal items.



Medium Lockers
Coats, bags, helmets and everyday items.



Large Lockers
Luggage, family belongings and equipment.



More Customer Choice

Customers can choose the right size for their needs.



More Use Cases

Accommodates a wider range of items and activities.



Tiered Pricing

Different sizes enable flexible, value-based pricing models.



Higher Utilisation

More size options drive better fit, more rentals and higher occupancy.

3. Use Flexible and Dynamic Pricing

Set prices according to locker size, location, rental length and demand.

Higher prices may be suitable for major events, weekends, holidays and sold-out performances. Lower prices can encourage usage during quieter periods.



Flexible pricing helps venues protect revenue while keeping the service attractive.



1. Locker Size

Different locker sizes and capacities.



2. Location

Prime venue areas with high footfall.



3. Rental Length

Short or long durations to suit every customer.



4. Demand

Adjust prices for busy or quiet periods.



Revenue Protection

Charge appropriately for high-demand periods.



Stronger Occupancy

Lower prices can boost use in quieter times.



Smarter Control

Adjust by size, time, place and demand.



Attractive Service

Keep pricing flexible and customer-friendly.

4. Make Booking and Payment Simple

Keep the customer journey fast and easy.

Visitors should be able to scan a QR code, choose a locker, pay by card or mobile wallet and receive a digital access key.

Avoid unnecessary app downloads, cash handling and staffed collection points. Fewer steps usually mean more bookings.

 Fewer steps create less friction and more bookings.



1. Scan QR Code

Quick access from a poster or locker QR code.



2. Choose Locker

Select size or available compartment.



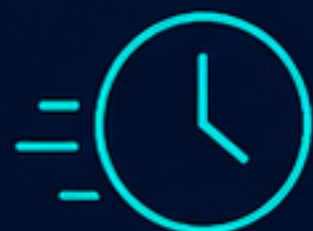
3. Pay Instantly

Card or mobile wallet payment.



4. Receive Digital Key

Instant access via mobile key.



Faster Journey

Quick and simple customer flow.



Less Friction

No app download or cash required.



More Conversions

Easier booking increases usage.



Lower Staff Demand

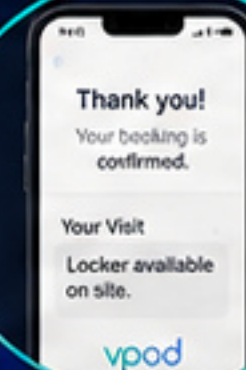
Reduced need for manual collection.

5. Promote Lockers Before Visitors Arrive

Tell customers about the locker service before their visit.

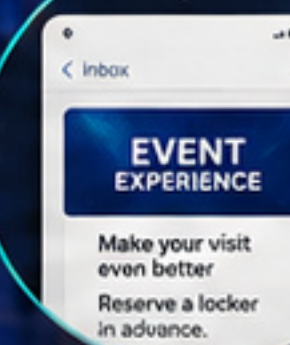
Include locker information in booking confirmations, event emails, venue apps, visitor guides and pre-arrival instructions.

 Early promotion helps visitors plan ahead and increases the chance of advance bookings.



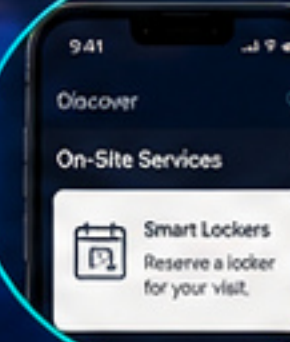
1. Booking Confirmation

Locker information included after ticket purchase.



2. Event Emails

Promote lockers in pre-event email communications.



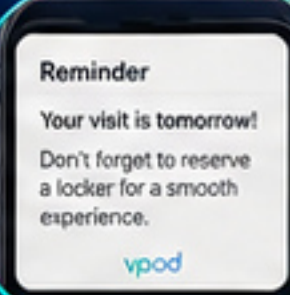
3. Venue App

Let visitors discover or reserve lockers in the venue app.



4. Visitor Guide

Include lockers in digital or printed visitor guides.



5. Pre-arrival Instructions

Remind guests before arrival to plan storage in advance.



More Advance Bookings

Earlier awareness increases pre-booked usage.



Better Visitor Planning

Visitors arrive prepared and ready to store items.



Higher Awareness

Promote lockers across every customer touchpoint.



Smoother Arrival

Clear pre-visit messaging reduces friction on site.

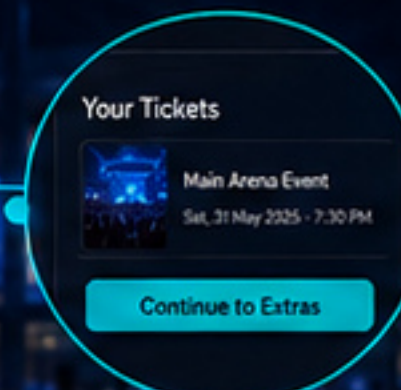
6. Add Locker Booking to Ticket Checkout

Offer lockers as an optional extra during the ticket-purchasing journey.

Customers can add storage alongside admission, parking, hospitality or other upgrades.

This creates revenue before the customer arrives and makes the locker service part of the overall visit.

★ Add lockers at checkout to increase pre-arrival revenue and improve visitor planning.



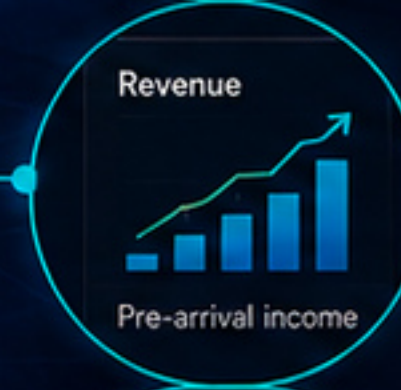
1. Ticket Checkout
Present lockers during the purchase journey.



2. Optional Extras
Add storage alongside parking, hospitality or upgrades.



3. Locker Add-On
Let visitors reserve storage before arrival.



4. Pre-paid Revenue
Capture storage income before the event starts.



5. Joined-Up Visit
Make lockers part of the overall visitor experience.



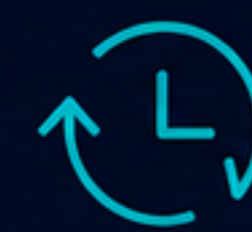
More Pre-arrival Revenue
Sell locker access before visitors arrive.



Higher Basket Value
Add storage to tickets and other upgrades.



Better Visitor Planning
Guests arrive knowing storage is sorted.



Stronger Conversion Path
Make locker booking part of the same purchase flow.

7. Use Clear On-Site Signage

Make lockers easy to find.

Use directional signs, digital screens, floor graphics and QR-code prompts across the venue. Explain the key benefits clearly, including secure storage, contactless payment, quick access and flexible collection.

Good signage increases awareness and reduces questions for staff.



Clear signage improves visibility, speeds adoption and supports staff efficiency.



1. Directional Signs
Guide visitors quickly to locker locations.



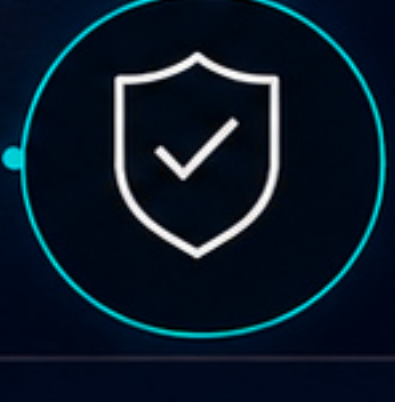
2. Digital Screens
Promote secure storage and availability.



3. Floor Graphics
Lead footfall directly to the lockers.



4. QR-Code Prompts
Let visitors scan and book instantly.



5. Clear Benefit Messaging
Highlight secure storage, contactless payment, quick access and flexible collection.



Higher Awareness
More visitors notice the locker service.



Better Wayfinding
Customers find lockers faster and more easily.



Lower Staff Demand
Clear signage reduces routine questions.



Faster Usage
Simple prompts increase bookings and access speed.

8. Promote Internal Visitor Lockers

Internal lockers are ideal for coats, bags, helmets, sports equipment and personal belongings.

Position them close to the activity or area where visitors need to free their hands. This could include changing rooms, rides, leisure areas, hospitality zones or performance spaces.

Convenient placement encourages immediate use.



Convenient placement drives visibility, faster uptake and better visitor experience.



1. Changing Rooms

Perfect for coats, bags and personal items before activities.



2. Leisure Areas

Help visitors store belongings and move hands-free.



3. Hospitality Zones

Offer convenient storage near dining and lounge spaces.



4. Performance Spaces

Make it easier for guests to enjoy events without carrying items.



5. Immediate Use

Place lockers where the storage need happens in the moment.



Better Convenience

Storage is available exactly where visitors need it.



More Immediate Rentals

Close placement drives faster take-up and higher usage.



Improved Visitor Flow

Hands-free visitors move more comfortably through the venue.



Stronger Visitor Experience

Convenient internal storage supports a smoother visit.

9. Install External Lockers

External lockers allow visitors to store prohibited, oversized or inconvenient items before entering the venue.

They can reduce disruption at security checks, shorten queues and prevent visitors from having to return items to a car or hotel.

They also create a commercial opportunity outside the main building.



External placement improves security flow, reduces friction and creates pre-entry revenue opportunities.



1. Before Security

Let visitors store restricted items before bag checks.



2. Oversized Items

Provide space for bulky or inconvenient belongings.



3. Shorter Queues

Reduce delays and speed up entry at busy times.



4. Avoid Return Trips

Prevent visitors from going back to cars or hotels.



5. Outside Revenue

Create a new storage income stream beyond the main building.



Smoother Security Flow

Keep prohibited or awkward items out of entry lines.



Faster Entry

Shorter queues improve the arrival experience.



More Visitor Convenience

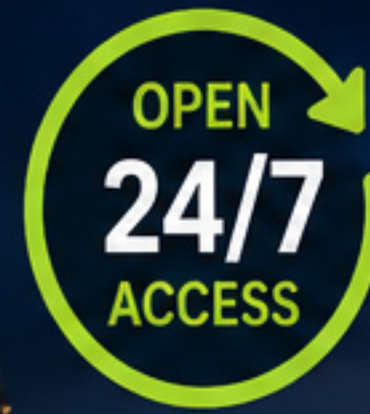
Guests can store items without leaving the site.



New Revenue Opportunity

External locker rentals create income before entry.

10 Generate Revenue Outside Opening Hours



Externally accessible lockers can support luggage storage, temporary local storage and click-and-collect services.



Earn 24/7

Generate income even when the venue is closed.



Multiple Revenue Streams

Luggage storage, local storage and click-and-collect services.



High-Value Locations

Ideal for city-centre, transport hubs and tourism destinations.



Extended access turns empty hours into revenue opportunities.



USE CASES THAT DRIVE OUT-OF-HOURS REVENUE



LUGGAGE STORAGE

Visitors can store luggage securely before check-in, after check-out or while exploring the city.



TEMPORARY LOCAL STORAGE

Perfect for locals who need secure storage for a few hours or days.



CLICK-AND-COLLECT

Customers collect online orders or pre-purchased items at a time that suits them.



Capture demand. Improve convenience. **Increase revenue.** Smart lockers working for your venue, your visitors and your bottom line – all day, every day.



City Centres



Transport Hubs



Tourist Destinations

11. Introduce Merchandise Collection Lockers

Allow customers to order merchandise online or through the venue app and collect it from a locker.

This reduces retail queues, supports pre-orders and gives visitors more flexibility.

Customers can collect purchases before, during or after an event without carrying them throughout their visit.



Merchandise collection lockers increase convenience, reduce queue pressure and support higher retail sales.



LIVE EVENTS. LASTING MEMORIES.
OFFICIAL MERCHANDISE



1. Online Ordering
Let customers buy merchandise before arrival.



2. Venue App
Offer easy order-and-collect through mobile.



3. Pre-orders
Prepare items in advance for fast pickup.



4. Reduced Queues
Ease pressure on busy retail counters.



5. Flexible Collection
Collect before, during or after the event.



Faster Pick-up
Shorter waits for customers.



More Retail Sales
Make buying more convenient.



Better Visitor Experience
Enjoy events without carrying purchases.



Smarter Operations
Reduce demand on staffed merchandise points.

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CREATE PREMIUM MERCHANDISE PACKAGES

Use reserved lockers for pre-paid merchandise and hospitality bundles.

Packages could include programmes, clothing, souvenirs, food vouchers, sponsor products or exclusive gifts. Preparing the package in advance creates a smoother premium experience and can increase average customer spend.

BENEFITS FOR YOUR VENUE



INCREASE REVENUE

Drive higher average spend with premium offerings.



ENHANCE EXPERIENCE

Create a smooth, exclusive and memorable experience.



SAVE TIME

Pre-packed and ready for fast collection.



DRIVE LOYALTY

Reward your best customers and encourage repeat visits.

PREMIUM COLLECTION
FAST. EASY. EXCLUSIVE.



PREMIUM
PACKAGE
RESERVED

vpod
Scan code
or enter PIN
↓
Collect
your package

vpod
SMART LOCKERS

VIP
THANK YOU

HOW IT WORKS



Customer purchases a premium package online or at checkout.



Package is prepared in advance and placed in a reserved locker.



Customer receives a QR code or PIN.



Open locker and collect – quick, secure and contactless.

EXAMPLE PREMIUM MERCHANDISE PACKAGES

EVENT ESSENTIALS

- Programme
- Souvenir
- Event guide



FAN BUNDLE

- T-shirt
- Scarf
- Pin badge



HOSPITALITY PACK

- Food & drink vouchers
- VIP gift
- Priority access



SPONSOR PACK

- Sponsor gift
- Product samples
- Limited edition merchandise



PREPARE. PACKAGE. DELIVER VALUE.

Premium merchandise packages create more value for your visitors and more revenue for your venue.



Higher perceived value



More upsell opportunities



Stronger brand loyalty



Increased average customer spend

13 OFFER LOCKER SPONSORSHIP

Sell branding opportunities across locker doors, booking screens, collection areas and customer messages.

Sponsors gain visibility with a targeted audience, while the venue creates an additional source of income.

Sponsorship can also help fund the installation or ongoing operation of the locker service.



Locker sponsorship creates extra income and helps fund smart locker services.



ADDITIONAL REVENUE

Generate a new income stream.



SPONSOR VISIBILITY

Reach a targeted, engaged audience.



FUNDED INSTALLATION

Sponsorship can help cover setup costs.



LOWER OPERATING COST

Reduce ongoing costs through sponsor support.



STRONGER PARTNERSHIPS

Build long-term value with key partners.

VIP LOUNGE ↑
SECTIONS 101-120 →

vpod | Smart Solutions

SMART LOCKERS

SPONSOR BRAND

TOGETHER WE ELEVATE EXPERIENCES

Store your belongings with ease



START BOOKING

POWERED BY
vpod

PARTNER BRAND

PROUD PARTNER OF GREAT EVENTS

COLLECTION AREA

SPONSOR BRAND

THANK YOU FOR YOUR SUPPORT



Booking Confirmed!



Locker 1056
Your access code
874392

Thank you to SPONSOR BRAND for supporting great experiences.

SPONSOR BRAND

1. LOCKER DOORS

High-impact branding on locker doors throughout the venue.

Store your belongings with ease



START BOOKING

2. BOOKING SCREENS

Sponsor branding on booking screens seen by every customer.

COLLECTION AREA

SPONSOR BRAND

THANK YOU FOR YOUR SUPPORT

3. COLLECTION AREAS

Branded signage in collection areas drives awareness.

Booking Confirmed!



Thank you to SPONSOR BRAND for supporting great experiences.

4. CUSTOMER MESSAGES

Sponsor messages in emails, SMS and on-screen customer notifications.



5. SHARED FUNDING

Sponsorship helps fund installation and reduces ongoing operational costs.

14

CREATE PREMIUM LOCKER OPTIONS

Offer enhanced storage packages for customers who want more convenience.



MORE SPACE

Larger compartments for bulky items, bags and equipment.



PRIORITY ACCESS

Prime locker locations for faster, easier access.



LONGER RENTAL

Extended rental periods to suit your schedule and plans.



UNLIMITED ACCESS

Unlimited access during your event for total flexibility and peace of mind.



PREMIUM BENEFITS



ENHANCED CONVENIENCE

Bigger space, better locations, more flexibility.



EXCLUSIVE EXPERIENCE

Designed for customers who expect more.



INCREASED VALUE

Premium options drive higher spend and greater satisfaction.

BUNDLE. ADD VALUE. DELIGHT MORE CUSTOMERS.



MEMBERSHIPS

Add premium locker access as a member benefit.



HOSPITALITY TICKETS

Include premium locker access in hospitality packages.



VIP EXPERIENCES

Enhance VIP tickets with unlimited access and priority locations.



PREMIUM STORAGE. PREMIUM EXPERIENCE.

More convenience for your customers. More value for your venue.



Happier customers



Higher average spend



More flexible rental options



Improved security and peace of mind



New revenue opportunities

15 PROVIDE LOCKERS FOR CONTRACTORS

Contractors, temporary workers, production teams and third-party suppliers often require secure storage.



SECURE STORAGE

Keep tools, equipment and personal belongings safe and protected.



DESIGNED FOR CONTRACTORS

Store tools, uniforms, radios, PPE, documents and more.



NEW REVENUE OPPORTUNITY

Offer a dedicated contractor locker service to generate income or recover costs.



BUILT FOR THE WAY CONTRACTORS WORK

- ✓ Improve site security
- ✓ Reduce loss and downtime
- ✓ Accountable access
- ✓ Convenient 24/7 availability

IDEAL FOR STORING



TOOLS



UNIFORMS & PPE



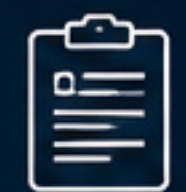
RADIOS & DEVICES



EQUIPMENT



PERSONAL BELONGINGS



DOCUMENTS

BENEFITS FOR YOUR VENUE



ENHANCED SECURITY
Protect valuable items and reduce risk.



SUPPORTS OPERATIONS
Keep contractors organised and sites running smoothly.



ADDITIONAL INCOME
Create a revenue stream or cost-recovery model.



PROFESSIONAL SERVICE
Show contractors you value safety and convenience.



SMART STORAGE. STRONGER OPERATIONS. NEW REVENUE.

A dedicated locker solution that works for your venue and your contractors.