

## Catering and hospitality services contract confirmed for BT Murrayfield

3 years ago



Hospitality and catering services provider [Elior UK](#) has announced the delivery of services for a series of four concerts within a 10-day span at BT Murrayfield stadium.

This included Scotland's largest concert attendance, with over 65,000 fans gathering for the Harry Styles' concert on Saturday 27 May.

Scottish Rugby hosted over 250,000 fans across all four events, for which the company provided the food and drink for the fans and hospitality guests, including the serving of a record-breaking number of guests at Bruce Springsteen's concert on 30 May.

Managing director Kenny Finlayson said: "Hosting four concerts in 10 days while serving over 250,000 fans and a record number of hospitality guests is a major achievement. We take immense pride in the hard work and dedication of our team, who were responsible for numerous aspects of the customer experience, ranging from event space theming to creating and serving a diverse range of food and drinks in a busy environment."

To enhance the concert experience for hospitality guests, the company implemented a simplified e-commerce journey for pre-event hospitality bookings and introduced a new meet and greet app, developed in-house prior to its launch at the concerts. This improved guest arrival experience by 50%, ensuring a seamless and expedited process, the company stated.

Additionally, it enabled the introduction of additional pop-up bars throughout the stadium, reducing queues and helping to meet demand. This included pop up bars on the stage floorspace that were added for the first time during the Beyonce concerts, selling a wide range of cocktails and other drinks.

Scottish Rugby director of stadium development and operations Mark Laidlaw said: “This year’s concert season was a great opportunity for us, and I am delighted with the commitment and results across both organisations.”