

Modern Commerce Meets Tradition:

Transforming the State Fair of Texas Experience with accesso ShoWareSM

Client Overview

The State Fair of Texas, held annually in Dallas at historic Fair Park, is one of the largest and most iconic fairs in the United States. Established in 1886, the Fair welcomes millions of guests each year during its 24-day run, celebrating Texas agriculture, food, entertainment and culture.

Producing an event of this scale requires a commerce platform capable of managing millions of guest interactions across admissions, parking, food and beverage vouchers and entertainment access. Reliability, security, and operational efficiency are essential to delivering a seamless experience.

The State Fair of Texas has partnered with **accesso** for more than six years to power ticketing, payments and on-site commerce operations.

The Opportunity

The State Fair of Texas has historically welcomed a strong walk-up audience, with many guests purchasing admission and spending vouchers on-site. As consumer behavior continues to shift toward digital purchasing and contactless payments, the Fair saw an opportunity to modernize the guest journey while reducing operational strain.

To better meet evolving guest expectations, the State Fair of Texas set out to:



- Modernize on-site payment technology
- Expand digital wallet adoption
- Introduce pre-sold parking for the first time
- Increase advance purchases through bundled offers
- Reduce congestion and friction at entry points

Supporting millions of guest transactions across a 24-day event requires technology that is both resilient and flexible. The Fair sought a solution that could enhance convenience for guests while preserving the traditions that have made the event a Texas institution for more than a century.

Modernizing Payments for the 2025 Fair

In 2025, the State Fair of Texas upgraded payment terminals across the fairgrounds, marking a significant step forward in modernizing the Fair's commerce infrastructure.

For the first time, guests could seamlessly purchase tickets using:

- EMV chip cards
- Tap-to-pay contactless cards
- Digital wallets on-site
- Digital wallets for online checkout

Digital Wallet Adoption

83% On-site Orders
59% Online Orders

Strong guest demand for modern payment types, with digital wallets accounting for 59% of total orders online and 83% on-site during the fair, confirming rapid guest adoption from the moment they were introduced. By expanding payment options, the Fair ensured guests could use the same payment methods they rely on in everyday retail environments, improving transaction speed across the fairgrounds.

“ We are always looking for ways to enhance convenience while preserving the traditions our guests love. By modernizing our payment technology and expanding digital purchasing options, we are allowing our guests to utilize their preferred payment methods. ”

Sadie Prater, Director of Ticketing

Advance Revenue Through Bundled Presales

The State Fair of Texas uses a voucher-based spending system commonly referred to as “coupons” for food, beverage and Midway purchases throughout the property.

Through **accesso ShoWare**, the Fair is able to:

- Offer bundled admission and coupon packages in advance
- Securely scan and validate coupon voucher redemption
- Upsell pre-paid parking
- Implement fraud-prevention controls for high-value transactions

Encouraging guests to purchase admission and vouchers before arriving supports a key revenue strategy: when guests arrive with spending value already secured, they are more likely to explore additional food, rides, games and attractions throughout the fairgrounds.

Operational Excellence Through On-Site Support

Technology is only part of the **accesso** partnership. The State Fair of Texas also relies on dedicated on-site support that spans pre-event preparation through the final day of operations.

During the Fair’s 24 consecutive days of operation, **accesso** provides:

- Real-time troubleshooting and operational support
- Hardware and payment system oversight
- Hands-on training and support for seasonal ticketing and scanning staff
- Collaboration with Fair leadership on new initiatives

Year-over-year continuity within the **accesso** support team has strengthened institutional knowledge and operational stability, ensuring that both organizations can continuously refine processes and improve the guest experience.

Results That Matter

In 2025, the State Fair of Texas focused not only on attendance volume but also on improving the efficiency, predictability and quality of revenue through digital tools and operational improvements.

Key outcomes included:

- **59% of all online orders placed using digital wallets**, signaling strong guest preference and a clear shift toward modern payment methods
- **83% of on-site ticket orders utilize digital wallets and contactless payments**, further demonstrating immediate impact
- **12.8% of parking revenue captured through advance purchases in year one of rollout**, while improving arrival flow and operational efficiency
- **120 seasonal staff trained to support ticketing and scanning operations**, reducing pressure at key guest touchpoints

By modernizing its commerce infrastructure and expanding digital purchasing options, the Fair strengthened its ability to deliver a smooth guest experience while maintaining strong financial performance.

A True Partnership

Producing an event on this scale requires more than technology; it requires collaboration, trust, and operational expertise.

The partnership between the State Fair of Texas and **accesso** continues to evolve each year, combining innovative technology with hands-on support to help the Fair adapt to changing guest expectations while preserving the traditions that make it one of the most beloved events in the country.

“ Producing a 24-day event at our scale requires more than technology; it requires trust, collaboration, and hands-on support. The Accesso team works alongside us before, during, and after the Fair to ensure everything runs as intended. Their commitment to real-time partnership has played a key role in helping us deliver a consistent, high-quality guest experience every year. ”

Sadie Prater, Director of Ticketing

Ready to partner with us?

Email: sales@accesso.com or learn more [at accesso.com](https://www.accesso.com)