



Stadium Tours take on a new VIP experience

It's been a busy time at the Cherry Red Records Stadium for tours. We have had many tours throughout May, June and July with a mixture of regular fans coming to Plough Lane along with plenty of international visitors, writes Stuart Deacons.

We've seen overseas visitors from the likes of Finland, Ireland, Norway, Australia and USA. On one tour we had three different groups from Dallas, Cincinnati and New York. Our Cincinnati visitors were season ticket holders for their local team who currently top the Major League Eastern Conference. Their amazement when I showed them the shirt from the 2011 Play-off Final (when we beat Luton Town) was brilliant as they had no idea we had a connection with the latest team to be promoted to the Premier League.

We have had many local schools visit Plough Lane, and recently we had schools visit DLAC, and then finish their day with a tour of the ground. To show the future fans our ground has been a pleasure, and nothing can replace the intake of breath as they walk out the tunnel to see the pitch and stands.

Recently we have introduced VIP tours. The first one was



with our former manager and player Neal Ardley which attracted 32 fans who were able to share Neal's first trip to Plough Lane as he looked around the stadium for the first time. The interest for the tour was strong and we had enough interest to sellout many tours over. However it's important to make these tours as personal as possible and allow the fans to walk and talk with the VIP guest.

Neal was able to share many stories of our old ground which stood 200 yards down

the road, which included how nice and welcoming our away changing room - especially the plastering on the walls and heating - had been back in the day! Other stories were shared about former players and the historical moments Neal shared as a player and manager.

The informal nature of these VIP tours were well received, with encouraging feedback given - so much so that we have scheduled in further VIP tours with our Women's captain, Hannah Billingham,

before tonight's game. John Green then joins us before the Wrexham game this coming Saturday. Even if you have already been on our regular stadium tours, the VIP tours are a different experience.

Tours are hosted on most Fridays and Saturdays - plus we have matchday stadium tours for you to experience behind the scenes before the match kicks-off later in the day. Book your tour today by heading to this website: <https://shopping.afcwimbledon.co.uk/collections/stadium-tours/products/afc-wimbledon-stadium-tour-1>

