

Reverse ATM vs. Traditional ATM

Which Option Works Best for Your Venue?

As venues move toward faster, safer, and more efficient operations, the way you handle cash matters more than ever.

This guide gives you a **clear, side-by-side breakdown** of how traditional ATMs compare to BluePoint Reverse ATMs—so you can make the right call for your guests, your staff, and your bottom line.

Side-by-Side Comparison

Feature / Factor	Traditional ATM	BluePoint Reverse ATM
Function	Dispenses cash to guests	Converts cash into prepaid debit cards
Use Case	Guest retrieves cash to use at POS	Guest gets a card to use anywhere on-site or off-site
Speed at Concessions	Slower (cash counting at register)	Faster (contactless/card payments)
Impact on Lines	No change	50–80% shorter lines



Wade Zirkle

President / CEO

720-295-9142

wade@bluepointatm.com

Internal Theft Risk	Unknown or High (employees handle cash)	Eliminated (no cash at counters)
End-of-Shift Reconciliation	Manual, time-consuming	None
Compliance with Cash-Access Laws	Partial (still requires cash acceptance)	Fully compliant with all cash-access mandates
Security Risk (Robbery/Theft)	High (onsite cash attracts risk)	Minimal (no cash available for theft)
Guest Experience	Neutral—adds friction	Positive—removes friction and confusion
Operational Cost Savings	Flat	High (fewer errors, less staff stress)
Revenue Impact	Flat	20–30% increase in per-capita spending
Future-Proofing	Outdated—cash use declining	Forward-looking—built for a new generation of customers and compliance mandates

Key Takeaways



Wade Zirkle

President / CEO

720-295-9142

wade@bluepointatm.com

- **Traditional ATMs** still relevant—but they don't solve the operational issues tied to handling cash in a fast-paced venue environment.
- **Reverse ATMs** eliminate those issues by turning cash into digital purchasing power—without slowing you down or putting your team at risk.

Why Top Venues Are Switching

Reverse ATMs are now in use at:

- Professional NCAA stadiums & arenas
- Amphitheaters and concert halls
- Tourism, travel & leisure

These operators are choosing **safer, faster, more guest-friendly solutions**—and seeing real ROI.

Ready to Compare for Your Venue?

[\[Book a Free Strategy Call\]](#)



Wade Zirkle

President / CEO

720-295-9142

wade@bluepointatm.com