

# team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer <sup>1</sup>	Soft Drink <sup>1</sup>	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Toronto Maple Leafs <sup>2</sup> Winnipeg Jets <sup>2*</sup>	\$124.69 97.84	0.0% 0.0%	\$200.89 175.52	\$7.26 <sup>16</sup> 7.01 <sup>16</sup>	\$4.01 <sup>14</sup> 4.01 <sup>21</sup>	\$5.43 4.51	\$20.03 10.19	\$5.01 0.00	\$25.03 22.38	\$631.15 494.41	0.0% 2.8%
Vancouver Canucks <sup>2*</sup> Montreal Canadiens <sup>2</sup>	87.38 78.56	5.5% 2.9%	209.39 142.30	7.01 <sup>16</sup> 6.53 <sup>14</sup>	4.01 <sup>20</sup> 4.14 <sup>14</sup>	3.76 3.92	20.03 22.64	3.01 4.26	20.03 24.99	460.73 440.68	4.1% 2.7%
Washington Capitals <sup>*</sup> New York Rangers <sup>*</sup>	73.75 72.04	18.1% 8.8%	280.70 307.35	8.00 <sup>24</sup> 7.50 <sup>20</sup>	5.00 <sup>16</sup> 4.50 <sup>24</sup>	3.00 4.00	20.00 20.00	5.00 10.00	20.00 20.00	422.99 417.16	19.3% 5.9%
Edmonton Oilers <sup>2</sup> Chicago Blackhawks	79.27 62.88	12.2% 12.9%	187.60 128.08	7.76 <sup>16</sup> 7.75 <sup>20</sup>	4.01 <sup>14</sup> 5.25 <sup>24</sup>	4.01 5.75	12.02 25.00	0.00 5.00	20.03 25.00	416.76 396.03	12.0% 7.8%
Boston Bruins <sup>*</sup> New York Islanders	64.39 65.21	9.2% 21.1%	115.18 141.09	7.25 <sup>16</sup> 9.50 <sup>16</sup>	3.75 <sup>14</sup> 4.75 <sup>16</sup>	4.50 6.00	25.00 10.00	4.00 0.00	20.00 20.00	378.06 372.84	7.3% 14.3%
Pittsburgh Penguins Calgary Flames <sup>2</sup>	67.52 66.35	7.1% 9.1%	167.50 168.17	5.00 <sup>12</sup> 5.72 <sup>12</sup>	3.00 <sup>12</sup> 3.58 <sup>24</sup>	5.00 4.06	17.00 11.02	0.00 4.77	20.00 20.03	369.07 368.02	10.1% 6.4%
Los Angeles Kings Philadelphia Flyers <sup>*</sup>	61.36 71.59	18.2% 7.0%	107.68 184.63	8.00 <sup>20</sup> 7.75 <sup>12</sup>	4.75 <sup>21</sup> 3.00 <sup>16</sup>	5.25 4.50	15.00 12.00	3.00 5.00	20.00 20.00	362.44 361.49	21.9% 9.7%
<b>NHL AVERAGE</b>	<b>61.01</b>	<b>5.7%</b>	<b>145.33</b>	<b>7.07<sup>16</sup></b>	<b>4.06<sup>18</sup></b>	<b>4.48</b>	<b>15.02</b>	<b>2.57</b>	<b>21.15</b>	<b>354.82</b>	<b>7.9%</b>
Minnesota Wild	62.63	0.0%	99.38	7.50 <sup>20</sup>	4.50 <sup>20</sup>	3.50	10.00	3.00	20.00	353.51	2.2%
Florida Panthers Nashville Predators	55.75 60.44	0.1% 18.4%	85.68 138.24	8.00 <sup>16</sup> 6.75 <sup>12</sup>	5.00 <sup>20</sup> 3.50 <sup>16</sup>	6.50 4.25	12.00 10.00	0.00 0.00	20.00 20.00	336.99 336.26	6.4% 16.5%
San Jose Sharks <sup>*</sup> Detroit Red Wings <sup>*</sup>	51.47 53.28	3.5% 0.0%	120.43 66.48	6.25 <sup>16</sup> 6.00 <sup>12</sup>	4.00 <sup>16</sup> 3.50 <sup>16</sup>	4.00 3.25	21.00 15.00	5.00 7.00	25.00 20.00	331.37 321.12	8.9% 4.9%
New Jersey Devils St. Louis Blues	48.06 46.20	-5.5% 11.1%	172.68 154.15	8.00 <sup>16</sup> 7.00 <sup>20</sup>	3.75 <sup>16</sup> 5.00 <sup>22</sup>	5.25 4.00	25.00 20.00	3.00 1.00	20.00 20.00	315.24 296.78	11.8% 19.1%
Anaheim Ducks Buffalo Sabres	40.49 46.15	-4.7% 26.7%	94.18 84.83	7.00 <sup>16</sup> 7.00 <sup>20</sup>	4.25 <sup>21</sup> 3.00 <sup>16</sup>	5.25 4.25	15.00 15.00	0.00 2.00	30.00 20.00	288.96 286.62	-6.7% 24.1%
Carolina Hurricanes <sup>*</sup> Columbus Blue Jackets	47.89 47.95	0.0% 0.6%	85.87 98.92	5.75 <sup>16</sup> 6.75 <sup>12</sup>	4.00 <sup>20</sup> 3.00 <sup>16</sup>	3.50 3.50	10.00 7.00	0.00 0.00	20.00 20.00	283.06 278.31	2.2% 0.0%
Colorado Avalanche <sup>^</sup> Ottawa Senators <sup>2</sup>	40.62 42.09	0.0% -16.4%	119.33 121.62	6.25 <sup>24</sup> 5.76 <sup>14</sup>	4.00 <sup>16</sup> 3.55 <sup>20</sup>	4.50 3.55	10.00 8.79	2.00 0.00	20.00 22.02	262.99 261.11	8.2% -16.5%
Dallas Stars Tampa Bay Lightning	36.09 38.12	1.2% 1.0%	115.28 160.91	6.00 <sup>16</sup> 8.00 <sup>12</sup>	4.00 <sup>16</sup> 5.00 <sup>20</sup>	4.00 4.00	20.00 12.00	5.00 0.00	20.00 20.00	258.35 256.48	4.7% 12.0%
Phoenix Coyotes	40.32	11.5%	125.77	8.00 <sup>16</sup>	4.00 <sup>16</sup>	5.00	0.00	0.00	20.00	253.30	10.8%

**Average ticket price** represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets in each price range as a percentage of the total number of seats in each stadium. Premium seating (tickets that come with at least one added amenity) are not included in the ticket average. Luxury suites are also excluded from the survey. Season-ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season tickets.

**The Fan Cost Index™** comprises the prices of four (4) average-price tickets, two (2) small draft beers, four (4) small soft drinks, four (4) regular-size hot dogs, parking for one (1) car, two (2) game programs and two (2) least-expensive, adult-size adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews.

Editor's Note: Teams are listed by FCI price, not ticket price. In some cases, teams have implemented retroactive changes to past prices, resulting in new percentage changes, which might not match up to previous years.

\* Teams did not respond to TMR inquiries. Past information provided by teams and public information were used in ticket price averages.

^ The Colorado Avalanche devote tickets to a buy-two, get-two-free promotion, thus bringing down the capacity available for sale.

1. Superscript figures beside the beer and soda prices denote the ounces of the beverage.

2. All prices are converted to USD at the exchange rate of \$1CAD=\$.997280 USD. We adjust the previous year's pricing to current exchange rate to make the comparison fair.

## Lockout costs: NHL prices increase in 2013

Average ticket price up 5.7 percent to \$61.01; Total FCI rises 7.9 percent to \$354.82

The previous time the National Hockey League instituted a lockout, the league gave up an entire season and when it returned, prices dropped significantly across the league.

This lockout resulted in a 3 ½ month delay in the season and ticket prices went up across the league, resulting in a 5.7 percent increase in the average season ticket to \$61.01, according to Team Marketing Report's 2013 Fan Cost Index™.

The Fan Cost Index™ average, the price to take a family of four to a game, is \$354.82, a 7.9 percent increase from last season's survey.

The exclusive Fan Cost Index gives a representative look at the cost of taking a family of four to a hockey game.

The FCI comprises the price of four general (not premium) season tickets, two small draft beers, four small soft drinks, four regular-sized hot dogs, parking for one car, two game programs and two adult-sized caps.

Premium tickets (club seats or tickets with extra amenities as determined by the individual teams) are listed in a separate category.

Season ticket packages went out as normal as the league expected a lengthy lockout, and many teams offered fans, specifically season ticket holders, deals on merchandise and concessions once the schedule began in January.

Still, the average ticket price has gone up about 50 percent since the sport's last lockout.

In 2005, after the league took a year off due to labor strife, the average season ticket went down 7.5 percent to \$41.19 and 22 teams showed decreases according to Team Marketing Report's 2005 NHL FCI. (The lost 2004-05 season had an FCI as well, and showed a 0.3 percent increase from the previous season.)

This season, as the league hurries through a 48-game season, 19 teams showed increases of more than 1 percent and only three teams showed decreases.

Nine teams showed double-digit percentage increases, led by the Buffalo Sabres' 26.7 percent increase to \$46.15, which is still the seventh-lowest price.

Part of the league's overall confidence in retaining customers is due to the booming popularity of the sport. Last season, ticket prices were up 5.4 percent (only two teams showed decreases) and that was coming off a 4.4 percent increase the season before.

Attendance went up 1.8 percent last season and early results from the 2013 season are overwhelmingly positive. Of course,

season ticket owners are paying less for their packages with only 24 home games and no preseason games.

This isn't the biggest increase in NHL labor stoppage history, however. The 1994-95 NHL season also played a 48-game schedule, starting in mid-January, and the average ticket price went up 13.6 percent to \$33.66. The following season, prices went up another 6.2 percent.

In recent years, other leagues were more conservative with price increases following a lockout, or a threatened lockout in the case of the NFL in 2011. The NFL only had a 1.1 percentage increase in 2011 (\$77.36), with 19 teams either keeping prices flat or raising them less than one percent.

Last season, the NBA lost 16 games and as a league only raised prices by an average of 1.7 percent (\$48.48).

In 1995, Major League Baseball teams only raised ticket prices by 1.6 percent following the players' strike, the lowest percentage increase in FCI history at that point, to \$10.65.

Last year's Stanley Cup champions, the Los Angeles Kings, had an 18.2 percent increase to \$61.36.

The Toronto Maple Leafs are one of the few teams to keep prices stagnant, but they are still easily the most-expensive ticket at \$124.69 (all prices are in U.S. dollars), and have the most expensive Fan Cost Index price at \$631.15.

The Winnipeg Jets have the second-highest price, according to TMR research, at \$97.84, while the Canucks were third at \$87.38.

The cheapest average NHL ticket belongs to the Dallas Stars at \$36.09, a 1.2 percent increase from last season.

The Phoenix Coyotes have the cheapest FCI total at \$253.80. The Coyotes, who are currently looking for a new owner, were last in attendance in two of the previous three seasons.

The average beer is up to \$7.07, just one cent cheaper than the average NBA beer, according to the 2012-13 NBA FCI.

Many teams have fully embraced the all-you-can-eat premium club/seat model.

In Ottawa, for example, there are two food-inclusive programs, according to Chris Atack, sales manager for the team, the Dodge Club and The Ledge. The Dodge Club has a \$100 (CDN) net price, with \$35 going toward "a high-end buffet meal."

The Ledge is a cheaper option at \$63, with \$20 going to a pre-game sandwich and salad buffet.