

## team marketing research

### New stadiums provide for baseball's highest average ticket boost to \$16.65

Although the sport continues to be a relative bargain compared to the nation's other major leagues, Major League Baseball's average ticket price posted its largest increase in more than nine years. The overall increase can partially be attributed to the opening of new stadiums in Detroit, Houston and San Francisco.

The league-wide average ticket price increased 11.6 percent, to \$16.65 for the 2000 season. That exceeds last season's increase of 9.7 percent, when the average was \$14.91.

Thirteen clubs' average ticket prices increased by 10 percent or more, while five teams—the Detroit Tigers, Houston Astros, New York Mets, San Francisco Giants and Seattle Mariners—posted an average ticket price increase of more than 20 percent.

The Tigers (103 percent), the Astros (50.4 percent) and the Giants (75.2 percent) increases can be attributed to the teams' moves into new stadiums. Detroit's increase surpasses the NFL Tampa Bay Buccaneers as the highest one-season in-

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Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Average Ticket	Pct. Change	Child Avg. Ticket	Fan Cost Index™	Pct. Change
Seattle Mariners	\$5.00 <sup>16</sup> <sub>oz.</sub>	\$2.00 <sup>14</sup> <sub>oz.</sub>	\$2.75	\$13.00	\$4.00	\$18.00	\$23.43	23.3%	— <sup>1</sup>	\$179.73	31.3%
New York Mets	5.75 <sup>20</sup>	3.75 <sup>20</sup>	3.75	7.00	4.00	11.00	24.29	22.1%	— <sup>1</sup>	175.68	13.6%
New York Yankees	5.00 <sup>16</sup>	2.50 <sup>18</sup>	2.75	8.00	5.00	13.00	25.94	11.2%	23.83	174.54	4.6%
Boston Red Sox	4.25 <sup>12</sup>	2.50 <sup>14</sup>	2.50	3.00	2.00	10.00	28.33	17.8%	— <sup>1</sup>	168.82	5.4%
Detroit Tigers	4.50 <sup>16</sup>	2.00 <sup>12</sup>	2.75	8.00	5.00	10.00	24.83	103.0%	— <sup>1</sup>	165.31	52.5%
Houston Astros	5.00 <sup>21</sup>	3.00 <sup>21</sup>	3.50	10.00	5.00	13.00	20.01	50.4%	19.85	161.72	34.4%
San Francisco Giants	4.50 <sup>14</sup>	2.00 <sup>16</sup>	3.00	13.25	5.00	12.00	21.24	75.2%	21.20	161.13	45.8%
Atlanta Braves	5.00 <sup>16</sup>	3.25 <sup>21</sup>	3.50	10.00	5.00	12.00	19.78	3.0%	— <sup>1</sup>	160.12	10.9%
Texas Rangers	4.75 <sup>20</sup>	2.25 <sup>16</sup>	2.25	8.00	6.00	16.00	19.67	-1.3%	18.86	156.56	12.4%
Cleveland Indians	3.25 <sup>14</sup>	2.25 <sup>12</sup>	2.50	10.00	2.50	10.00	20.58	11.7%	— <sup>1</sup>	142.84	7.2%
Los Angeles Dodgers	4.00 <sup>16</sup>	2.00 <sup>20</sup>	3.00	6.00	3.00	20.00	15.44	12.9%	15.05	140.97	14.1%
Baltimore Orioles	4.00 <sup>18</sup>	1.75 <sup>16</sup>	2.50	5.00	3.00	12.00	19.52	-1.5%	— <sup>1</sup>	138.06	-0.9%
Chicago Cubs	4.00 <sup>16</sup>	2.00 <sup>14</sup>	2.00	12.00	3.00	12.00	17.55	0.5%	17.11	135.33	0.4%
St. Louis Cardinals	4.75 <sup>16</sup>	2.00 <sup>14</sup>	2.25	9.00	4.00	12.00	17.60	6.5%	15.36	133.41	4.8%
<b>MLB Average</b>	<b>4.20<sup>16</sup></b>	<b>2.26<sup>18</sup></b>	<b>2.51</b>	<b>7.38</b>	<b>3.64</b>	<b>12.04</b>	<b>16.65</b>	<b>11.6%</b>	<b>16.14</b>	<b>131.83</b>	<b>8.6%</b>
Colorado Rockies	4.25 <sup>16</sup>	2.75 <sup>16</sup>	2.75	5.00	2.50	12.00	16.50	4.5%	— <sup>1</sup>	130.50	-3.4%
Philadelphia Phillies	5.00 <sup>21</sup>	2.75 <sup>20</sup>	2.75	5.00	4.00	14.00	13.60	0.0%	13.33	126.85	4.0%
San Diego Padres	4.25 <sup>16</sup>	2.75 <sup>16</sup>	2.25	6.00	4.00	14.99	13.02	9.2%	13.02	124.57	9.1%
Chicago White Sox	4.25 <sup>14</sup>	2.00 <sup>14</sup>	2.25	8.00	3.00	13.00	14.30	-4.9%	— <sup>1</sup>	122.70	-0.4%
Tampa Bay Devil Rays	4.50 <sup>16</sup>	2.50 <sup>16</sup>	3.00	10.00	4.00	10.00	12.91	-14.4%	— <sup>1</sup>	120.65	-0.1%
Arizona Diamondbacks	4.00 <sup>14</sup>	2.25 <sup>16</sup>	2.75	6.00	1.00	9.00	16.58	0.0%	— <sup>1</sup>	120.32	-3.2%
Anaheim Angels	5.00 <sup>16</sup>	2.00 <sup>14</sup>	2.75	7.00	5.00	10.00	13.19	0.0%	12.75	117.89	-3.3%
Toronto Blue Jays <sup>2</sup>	2.58 <sup>14</sup>	1.72 <sup>16</sup>	1.03	10.33	3.44	8.26	16.26	-2.1%	14.96	112.35	0.2%
Pittsburgh Pirates	3.50 <sup>16</sup>	2.25 <sup>16</sup>	2.25	5.00	4.00	12.00	11.80	10.2%	11.06	107.73	8.8%
Cincinnati Reds	3.75 <sup>16</sup>	2.00 <sup>16</sup>	1.75	5.00	5.00	12.00	10.74	10.6%	— <sup>1</sup>	104.44	8.4%
Florida Marlins	3.00 <sup>12</sup>	2.50 <sup>20</sup>	2.50	5.00	4.00	9.00	12.53	3.0%	11.04	104.14	4.1%
Minnesota Twins	4.00 <sup>20</sup>	2.00 <sup>16</sup>	2.50	5.00	4.00	13.00	9.33	10.3%	— <sup>1</sup>	102.34	4.6%
Milwaukee Brewers	4.00 <sup>12</sup>	2.00 <sup>12</sup>	2.00	6.00	3.00	10.00	11.72	6.3%	10.62	100.68	5.1%
Kansas City Royals	3.25 <sup>12</sup>	2.00 <sup>14</sup>	2.00	6.00	1.00	12.00	11.76	0.0%	11.33	100.67	-8.6%
Oakland Athletics	4.00 <sup>14</sup>	1.50 <sup>14</sup>	2.50	3.00	4.00	10.00	11.35	12.4%	8.19	94.08	1.4%
Montreal Expos <sup>2</sup>	2.93 <sup>12</sup>	1.72 <sup>20</sup>	1.38	6.89	0.69	11.02	10.29	9.7%	9.70	88.54	0.8%

**RESEARCH AND STATISTICAL NOTES:** The Fan Cost Index™ expresses the average cost of admission, concession and souvenir items a family of four might buy at a game. It is comprised of two adult average-price tickets, two child average-price tickets, two small draft beers, four small soft drinks, four hot dogs, parking for one car, two game programs, and two adult-size twill caps. Prices were determined by telephone interviews with representatives of the teams and their venues and their concessionaires. Identical questions were asked in all interviews.

**In determining average ticket prices,** TMR includes the pricing for all tickets—including club seating—with the exception of luxury suite seats and standing room tickets. Season ticket pricing is used for any team that offers some or all tickets at lower prices to customers who buy season tickets, and season-long "value-date" pricing and various promotions are incorporated where applicable. <sup>1</sup>Team does not regularly offer discounted individual game tickets for children. Child average ticket price is the same as adult. <sup>2</sup>Prices for Montreal and Toronto were converted to U.S. dollars at U.S. \$1=CS\$1.452. (Last season's rate was U.S. \$1=C\$1.52.)

fan cost, continued from previous page  
 increase in the history of TMR's surveys.

The leaguwide average ticket price for children is \$16.14, up 11.9 percent from the 1999 average of \$14.43.

This translates into an FCI of more than \$125 for more than half of MLB's franchises.

For the third year in a row, the Minnesota Twins have baseball's lowest average ticket price, at \$9.33, a 10.3 percent increase from 1999. The Red Sox have the highest average ticket price at \$28.33, a 17.8 percent increase from 1999.

The Seattle Mariners sell the most expensive ticket in baseball at \$225. Other teams with seats priced higher than \$125 include the Mets, Astros and Oakland A's.

Both the Arizona Diamondbacks and the Atlanta Braves offer daily adult-priced tickets as low as \$1. The Twins boast the lowest-priced season ticket as the club is selling a full 81 game package for \$99 (\$1.22 per game) for the second consecutive season.

Last season's World Series Champion New York Yankees' average ticket price increased 11.2 percent to \$25.94. That increase falls just short of the Bronx Bombers' 13.8 percent increase after winning the 1998 World Series.

The correlation between winning percentage and high ticket prices is once again evident in 2000.

Of the eight teams that reached the 1999 postseason, seven (New York Yankees, Boston Red Sox, Atlanta Braves, Texas Rangers, Houston Astros, New York Mets and Cleveland In-

### Five-year price trend

	Average ticket price		Fan Cost Index™	
	Average	Increase	Average	Increase
2000	\$16.65	11.6%	\$131.83	8.6%
1999	14.91	9.7%	121.36	6.8%
1998	13.59	10.0% <sup>1</sup>	113.68	6.1% <sup>1</sup>
1997	12.36	10.5% <sup>2</sup>	107.13	4.4%
1996	11.19	6.1%	102.58	5.9%

<sup>1</sup> Beginning in 1998, the FCI incorporates the prices for two average adult-price tickets and two average child-priced tickets. Previously, only adult-price tickets were used.  
<sup>2</sup> Beginning in 1997, the average ticket price incorporates prices for club seating.

dians) all have average ticket prices among baseball's top 10. Among playoff teams, only the Diamondbacks (14th highest ticket price) are below the league average ticket price.

TMR's Fan Cost Index™, which calculates what a family of four would spend at a game, increased 8.6 percent to \$131.83. The Mariners have the highest FCI at \$179.73, a 31.3% increase from last year. The Montreal Expos have the lowest FCI at US\$88.54.

Baseball's largest average ticket price decrease belongs to the Tampa Bay Devil Rays (-14.4%). The decrease can be attributed to a series of promotions initiated by the team that give various discounts on tickets for every home game. Other decreases belong to the Rangers (-1.3%), the Baltimore Orioles (-1.5%) the Chicago White Sox (-4.9%) and the Toronto Blue Jays (-2.1%).

## cyberspotlight

In an effort to continue MLB's mission of promoting baseball across the Pacific Ocean and in a new way of providing more information to the 10,000 local fans of Japanese decent, the Seattle Mariners are posting part of their Web site in Japanese.

The new portion of the team's Web site, developed by Seanticket.com, includes daily game recaps, recent news releases, pitcher Kazuhiro Sasaki's biography, photos,



ticket purchasing information and the option to view Sasaki's television commercials.

The Japanese portion of the site can be accessed by clicking on the Japanese character box located on the right side of the Mariners' home page.

The new section automatically appears in Japanese by

using a current Web browser. However, team officials note that they have had trouble getting the Japanese section of the site to work for users with Macintosh computers.

According to the Mariners, the team's Web site receives more than 5,000 user sessions from Japan each week.

The new feature on the Mariners' Web site is part of a comprehensive plan

to reach out to more Japanese-speaking fans. The team has established a Japanese telephone hotline as well as a direct e-mail link to a team scout from Japan. Hide Sueyoshi, Assistant to the Director of Pacific Rim Scouting for the Mariners, serves as a primary point of contact for Japanese speaking fans, customers and media.



**Seattle Mariners (mariners.org) 206-346-4000**  
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