

## team marketing research

# Lack of new arenas keeps NHL ticket prices in check; average ticket \$47.69

The opening of only two new arenas for the 2000–2001 NHL season is one factor helping to keep ticket prices from escalating at the same rates as other major professional sports leagues.

After the opening of five new venues for the 1999–2000 season, the only clubs to open doors to new arenas this season are the expansion Columbus Blue Jackets and Minnesota Wild. New arenas generally boost the average ticket price because of more expensive premium

seating located in the venues. Hockey's average ticket price for the 2000–2001 season is \$47.69, up 4.3 percent from the previous season.

The Toronto Maple Leafs lead the league with an average ticket price of US\$67.01, a 5.2 percent increase from the 1999–2000 season. The league's lowest average ticket price belongs to the Calgary Flames at US\$32.86, an increase of 18.0 percent.

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Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Fan Cost Index	Pct. Change	Avg. Ticket	Pct. Change	FCI Rank
Toronto Maple Leafs <sup>1</sup>	\$3.33 <sup>14oz.</sup>	\$1.83 <sup>20oz.</sup>	\$2.50	\$10.00	\$3.33	\$9.97	\$328.67	0.9%	\$67.01	5.2%	4
New York Rangers	6.00 <sup>16</sup>	3.50 <sup>16</sup>	2.50	30.00	10.00	13.00	373.27	1.4%	65.82	0.0%	1
Colorado Avalanche	4.50 <sup>12</sup>	3.50 <sup>16</sup>	3.00	10.00	5.00	16.00	339.45	7.5%	63.11	6.8%	2
Philadelphia Flyers	5.00 <sup>20</sup>	3.50 <sup>20</sup>	3.50	10.00	3.00	15.00	333.23	11.5%	62.31	7.1%	3
Dallas Stars	3.75 <sup>14</sup>	2.25 <sup>14</sup>	3.00	8.00	6.00	9.00	292.20	7.0%	56.43	10.9%	8
Los Angeles Kings	4.75 <sup>12</sup>	2.75 <sup>16</sup>	2.75	15.00	8.00	16.75	312.12	10.3%	54.03	9.8%	5
Detroit Red Wings	4.00 <sup>16</sup>	2.00 <sup>12</sup>	2.50	7.00	5.00	20.00	292.54	3.0%	52.39	4.3%	7
Atlanta Thrashers	5.25 <sup>21</sup>	2.00 <sup>14</sup>	3.50	9.00	10.00	7.50	281.68	-3.8%	51.29	-2.9	10
New Jersey Devils	4.50 <sup>14</sup>	2.75 <sup>20</sup>	3.00	8.00	10.00	20.00	304.49	10.3%	51.12	9.9%	6
Mighty Ducks of Anaheim	4.50 <sup>12</sup>	2.75 <sup>12</sup>	2.75	8.00	5.00	12.00	275.64	1.8%	50.66	9.7%	12
Boston Bruins	4.00 <sup>14</sup>	3.00 <sup>20</sup>	2.50	17.00	4.00	10.00	272.45	-1.8%	49.36	0.0%	14
Minnesota Wild <sup>2,3</sup>	5.00 <sup>12</sup>	4.00 <sup>12</sup>	3.00	8.00	0.00	12.00	267.05	—	49.26	—	15
Columbus Blue Jackets <sup>2</sup>	4.00 <sup>16</sup>	2.00 <sup>16</sup>	3.00	7.00	5.00	18.00	275.60	—	48.65	—	13
Pittsburgh Penguins <sup>3</sup>	5.00 <sup>21</sup>	2.50 <sup>16</sup>	2.50	10.00	0.00	10.00	253.82	4.2%	48.45	11.0%	16
Florida Panthers	5.00 <sup>21</sup>	2.00 <sup>16</sup>	2.00	10.00	2.00	10.00	250.85	-0.3%	47.71	-0.7%	17
<b>NHL Average</b>	4.37 <sup>16</sup>	2.47 <sup>16</sup>	2.60	9.95	4.47	13.06	264.11	3.2%	47.69	4.3%	
Chicago Blackhawks	5.00 <sup>16</sup>	3.00 <sup>16</sup>	3.00	12.00	5.00	20.00	286.28	5.4%	47.57	8.1%	9
San Jose Sharks	4.50 <sup>16</sup>	1.75 <sup>16</sup>	2.25	13.00	7.00	18.00	276.89	3.9%	47.22	4.9%	11
Vancouver Canucks	3.50 <sup>12</sup>	1.83 <sup>12</sup>	2.17	6.67	3.33	10.00	243.55	12.5%	46.80	13.0%	20
St. Louis Blues	4.50 <sup>14</sup>	2.50 <sup>12</sup>	2.50	10.00	3.00	9.99	245.06	-0.9%	45.02	-2.6%	18
Nashville Predators <sup>3</sup>	4.00 <sup>16</sup>	2.25 <sup>16</sup>	2.00	10.00	0.00	18.00	244.91	5.8%	43.48	0.0%	19
Ottawa Senators <sup>3</sup>	3.67 <sup>14</sup>	2.33 <sup>22</sup>	2.17	6.67	0.00	6.66	217.54	11.3%	43.05	11.5%	26
Carolina Hurricanes	4.75 <sup>18</sup>	2.50 <sup>20</sup>	3.00	6.00	7.00	10.00	236.55	-7.0%	41.26	-12.8%	25
Tampa Bay Lightning <sup>3</sup>	5.00 <sup>24</sup>	2.50 <sup>16</sup>	2.00	6.00	0.00	12.00	220.22	2.9%	40.56	13.5%	21
Buffalo Sabres	3.75 <sup>16</sup>	2.25 <sup>16</sup>	2.25	6.00	5.00	17.00	237.07	7.6%	40.39	9.0%	23
Phoenix Coyotes	5.00 <sup>16</sup>	2.50 <sup>16</sup>	3.00	6.60	5.00	17.00	237.50	2.7%	38.73	-2.3%	22
Washington Capitals	4.50 <sup>16</sup>	3.50 <sup>24</sup>	2.50	20.00	5.00	10.00	236.67	-9.7%	38.42	5.9%	24
Montreal Canadiens <sup>1</sup>	2.90 <sup>14</sup>	1.59 <sup>20</sup>	1.59	13.34	2.17	6.63	202.94	-16.3%	38.36	-14.7%	28
Edmonton Oilers <sup>1</sup>	3.17 <sup>16</sup>	1.67 <sup>16</sup>	2.17	4.67	2.00	13.34	196.40	6.5%	34.85	3.6%	29
N.Y. Islanders <sup>3</sup>	5.50 <sup>20</sup>	2.50 <sup>14</sup>	3.50	6.00	0.00	15.00	209.73	0.7%	34.68	0.0%	27
Calgary Flames <sup>1</sup>	2.67 <sup>14</sup>	1.17 <sup>12</sup>	1.83	4.67	3.33	10.00	180.09	13.8%	32.86	18.0%	30

**Average ticket price** represents a weighted average of season ticket prices for general and club-level seats, which is determined by factoring the tickets at each price range as a percentage of the total number of seats at each stadium. Luxury suite seats are excluded from the survey. Season ticket pricing is used for any team that offers some or all tickets at lower prices to customers who buy season tickets.

**The Fan Cost Index** comprises the prices of two small draft beers, four small sodas, four regular size hot dogs, parking for one car, two game programs and two of the least-expensive adult-size twill caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews.

**Notes:** 1) Canadian Prices are converted to U.S. dollars at a rate of US\$1=CS\$1.503 (Last season, the rate was US\$1=CS\$1.474). 2) Columbus and Minnesota are expansion franchises beginning play this season. 3) Minnesota, Nashville, N.Y. Islanders, Ottawa, Pittsburgh and Tampa Bay do not charge for programs.

**Ticket prices, continued from previous page**

Of the 30 teams in the league, 15 teams' average ticket price increased by more than the league average of 4.3 percent. Teams with the largest increases include: Calgary (up 18.0 percent), Tampa Bay (up 13.5 percent), Vancouver (up 13.0 percent), Ottawa (up 11.5 percent) and Pittsburgh (up 11.0 percent).

According to the survey, six teams posted a decrease in average ticket price. The Montreal Canadiens average ticket price dropped 14.7 percent to US\$38.36. Other decreases were posted by the Carolina Hurricanes (-12.8 percent), the Atlanta Thrashers (-2.9 percent), the St. Louis Blues (-2.6 percent), the Phoenix Coyotes (-2.3 percent) and the Florida Panthers (-0.7 percent).

Last season's Stanley Cup champions, the New Jersey Devils, average ticket price increased 9.9 percent to \$51.12. That figure is slightly less than the Dallas Stars' increase of 10.9 percent after winning the 1998-99 Stanley Cup.

Columbus' average ticket price of \$48.65 and Minnesota's average ticket price of \$49.26 trail last year's expansion franchise, the Atlanta Thrashers. The Thrashers' average ticket price for their inaugural season was \$52.82. For the 2000-2001 season, the average ticket price for non-expansion teams is \$47.59.

TMR's study excludes luxury suite seats, but does include club seating.

**Five-year price trend**

	Average	Increase	Average	Increase
2000-01	\$47.69	4.3%	\$264.11	3.2%
1999-00	\$45.99	7.5%	\$256.84	7.5%
1998-99	\$42.79	2.5%	\$238.97	1.4%
1997-98*	\$41.76	8.9%	\$235.70	6.8%
1996-97	\$38.34	10.3%	\$220.72	8.5%

\*Beginning in 1997, the average ticket price incorporates prices for club seating.

According to TMR's exclusive Fan Cost Index™ survey—which comprises the price of four average price tickets, two small beers, four small soft drinks, four hot dogs, two of the least-expensive adult caps, two programs and parking—a family of four will pay an average of \$264.11 to attend an NHL game, an increase of 3.2 percent from last season.

The New York Rangers have the league's highest Fan Cost Index, at \$373.27 (up 1.4 percent); the league's lowest FCI belongs to Calgary at US\$180.09 (up 13.8 percent).

TMR also compiles the Fan Cost Index for MLB, the NBA and NFL. The MLB FCI for 2000 is \$131.83 (average ticket: \$16.65). The figure for the 2000 NFL season is \$278.37 (average ticket: \$48.97). The NBA's FCI last season was \$266.61 (average ticket: \$48.37).

**ad spotlight**

When Chicago Bears quarterback Cade McNown calls an audible during a game this season, don't be surprised if he uses computer terminology in his play call.

That's because the Bears might have the most computer savvy players in the NFL.

At least that's what the team's new advertising campaign might want you to believe.

With a series of tv, radio, print and outdoor advertising, the team has discovered that by promoting the traits of individual players in unison with the characteristics of its Web site, they can effectively achieve two key marketing objectives with one campaign.

The first goal is to promote and generate awareness for the team's Web site. The second is to help promote the individual personalities of a team that is made up of a number of younger players.

For example, one ad features Bears kick returner Glyn Milburn, who is known for his speed on the field, with the tagline, "Faster than a T1 line."

Another spot features Bears defensive tackle Jim Flanigan with the tagline, "Clicks? I prefer crunch."

The push to brand individual players and the site is part of the team's "Bears Football. 110% Chicago." advertising campaign that was launched during the 1999 season.

Beyond DDB, Chicago is the Bears agency of record. Mark Davis is the Vice President and Craig Miller is the Creative Director for the Bears account.

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