

team marketing research

► Checking: two NHL teams lower ticket prices and eight hold steady

Club-level and on-the-glass seat prices lead to small increase in NHL average ticket price to \$49.86; \$274.66 FCI

For the first time in the 8-year history of *Team Marketing Report's* exclusive NHL Fan Cost Index™ (FCI), 10 teams did not increase its ticket prices from the previous season. Unlike the NFL FCI reported last month, fewer teams are driving the Index down in the 2001-2002 survey rather than pulling it up.

The Dallas Stars, the only NHL team to move into a new facility this year, tops both the average ticket price (\$75.91) and FCI (\$386.12). For the fifth consecutive year, the Calgary Flames are the most affordable average price ticket and game for a family of

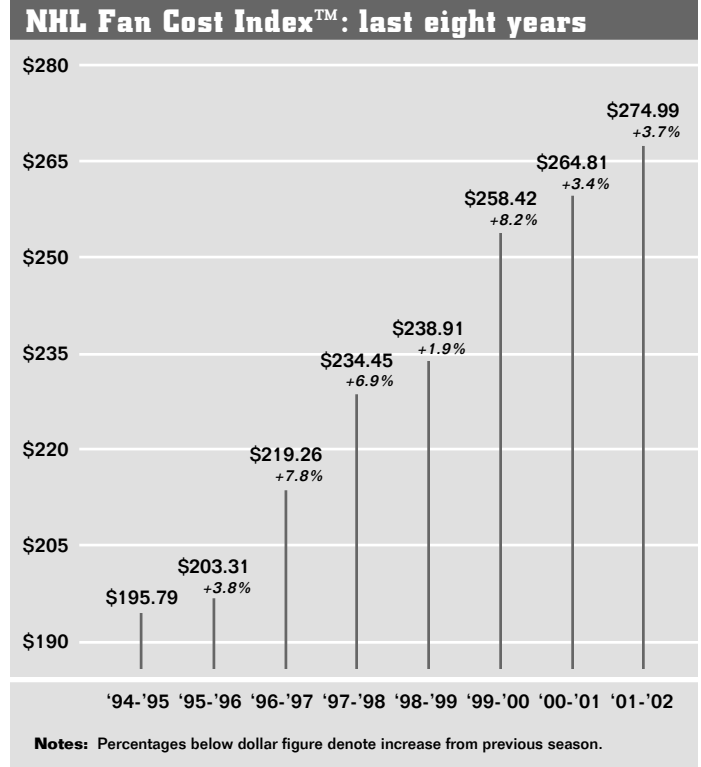
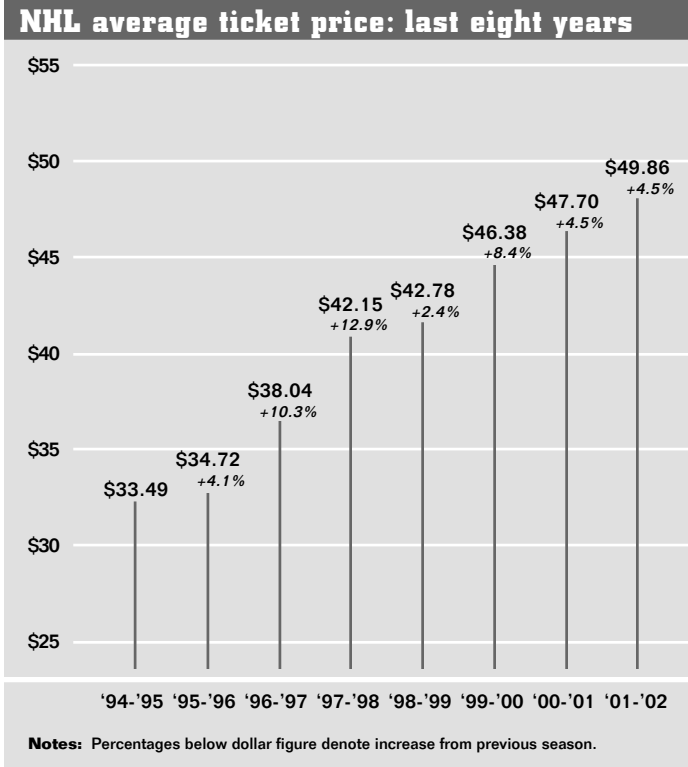
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Team	Avg. Ticket	Pct. Change	Ticket Rank	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Dallas Stars ¹	\$75.91	34.5%	1	\$3.75 ¹⁴	\$2.50 ¹⁴	\$3.25	\$8.00	\$6.00	\$15.99	\$386.12	32.1%
New York Rangers	65.82	0.0%	3	5.75 ²⁰	3.00 ²⁴	3.50	30.00	10.00	12.00	374.78	0.4%
Colorado Avalanche	65.35	3.5%	4	5.25 ²¹	3.50 ²⁴	3.50	10.00	5.00	16.00	351.90	3.7%
Toronto Maple Leafs ²	70.29	4.9%	2	3.50 ¹⁴	1.91 ²⁰	2.39	9.54	3.18	13.96	349.18	6.2%
Philadelphia Flyers	62.31	0.0%	5	4.25 ¹⁶	3.50 ²⁴	3.50	10.00	4.00	12.00	327.74	-1.7%
Los Angeles Kings ³	56.33	4.3%	6	4.75 ¹²	2.75 ¹⁶	2.75	15.00	8.00	16.75	321.32	2.9%
New Jersey Devils ³	54.43	6.5%	7	4.50 ¹⁴	2.75 ²⁰	3.00	8.00	10.00	20.00	317.72	4.3%
Boston Bruins	52.36	6.1%	11	4.00 ¹⁴	2.50 ²⁰	3.00	18.00	4.00	16.00	297.44	9.2%
Atlanta Thrashers	49.91	-2.7%	14	5.50 ²¹	3.00 ²¹	3.50	10.00	8.00	15.99	294.62	4.6%
Pittsburgh Penguins ⁴	53.42	10.3%	9	5.25 ²¹	2.50 ¹⁶	2.50	10.00	0.00	18.00	290.18	14.3%
Detroit Red Wings	53.64	2.4%	8	4.00 ¹⁶	2.00 ¹²	2.75	6.00	5.00	15.00	287.56	-1.7%
San Jose Sharks	49.11	4.0%	15	4.50 ¹⁶	1.75 ¹⁶	3.75	13.00	5.00	16.00	282.44	2.0%
Minnesota Wild ⁴	50.24	2.0%	13	5.00 ²⁰	3.00 ¹⁶	3.00	10.00	0.00	18.00	280.96	5.2%
St. Louis Blues	52.51	16.6%	10	4.75 ¹⁴	2.75 ¹²	2.75	9.00	5.00	9.99	280.52	14.5%
Chicago Blackhawks	47.57	0.0%	19	5.00 ¹⁶	3.00 ¹⁶	3.00	16.00	5.00	13.00	276.28	-3.5%
NHL AVERAGE	49.86	4.5%		4.43¹⁶	2.50¹⁸	2.82	10.33	3.77	13.59	274.66	3.7%
Columbus Blue Jackets	48.65	0.0%	17	4.00 ¹⁶	2.50 ¹⁶	2.50	10.00	5.00	15.99	274.58	-0.4%
Mighty Ducks of Anaheim ⁴	50.66	0.0%	12	4.50 ¹²	2.75 ²⁰	2.75	8.00	0.00	12.00	265.64	-3.6%
Washington Capitals	44.48	15.8%	22	4.50 ¹⁶	3.75 ²¹	2.50	20.00	5.00	10.00	261.92	10.7%
Florida Panthers	47.73	0.0%	18	5.00 ²¹	2.00 ¹⁶	2.00	10.00	2.00	12.00	254.92	1.6%
Vancouver Canucks ^{2,3,4}	48.78	4.2%	16	3.50 ¹²	1.83 ¹²	2.17	11.45	0.00	9.54	248.65	2.1%
Tampa Bay Lightning ⁴	45.09	11.2%	21	5.25 ²⁴	2.50 ¹⁶	2.75	6.00	0.00	15.00	247.86	3.2%
Phoenix Coyotes ³	39.72	2.6%	25	5.00 ¹⁶	2.50 ¹⁶	3.00	7.00	5.00	17.00	241.88	1.8%
Buffalo Sabres	42.13	4.3%	24	4.00 ¹⁶	2.25 ¹⁶	2.50	10.00	5.00	11.50	238.52	0.6%
Nashville Predators ⁴	43.52	0.0%	23	4.00 ¹⁶	2.25 ¹⁶	2.00	10.00	0.00	14.00	237.08	-3.2%
Ottawa Senators ^{2,4}	46.23	7.4%	20	3.50 ¹⁴	2.23 ²²	2.07	6.36	0.00	6.35	228.18	4.8%
Carolina Hurricanes	38.70	-6.2%	27	5.00 ¹⁸	2.00 ¹²	3.00	6.00	5.00	12.00	224.80	-5.0%
New York Islanders ⁴	34.68	0.0%	28	5.50 ²⁰	2.50 ¹⁴	5.00	6.00	0.00	15.00	215.72	2.9%
Montreal Canadiens ²	39.06	1.8%	26	3.34 ¹⁴	1.91 ²⁰	1.91	7.63	2.55	6.36	203.65	0.3%
Edmonton Oilers ²	34.50	-1.0%	29	3.34 ¹⁶	1.75 ¹⁶	2.39	4.45	2.23	9.54	189.23	-3.7%
Calgary Flames ²	32.79	-0.2%	30	2.86 ¹⁴	1.91 ²⁴	1.91	4.45	3.18	12.72	188.41	4.6%

Average ticket price represents a weighted average of season ticket prices for general and club-level seats, determined by factoring the tickets in each price range as a percentage of the total number of seats in each stadium. Luxury suite sales are 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 of four (4) average-priced 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 caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Faxes were sent to verify the information supplied. Identical questions were asked in all interviews. Figures shown are based on contacts within the organization and through the team's public relations departments.

Notes: ¹Dallas is playing in a new facility this season. ²Canadian prices are converted to U.S. dollars at a rate of US\$1= CANS1.572 (Last season, the rate was US\$1= CANS1.503). ³Concession prices were not released or verified at press; prices are from 2000. ⁴Pittsburgh, Minnesota, Anaheim, Tampa Bay, Vancouver, Nashville, Ottawa and New York Islanders do not charge for game programs. Superscript numbers next to *Beer* and *Soft Drink* price denote size in ounces.



NHL FCI, continued from previous page

four to attend at US \$32.79 and US \$188.41, respectively. (All Canadian dollar figures reported by teams were converted to U.S. dollars for comparison at a rate of US \$1 = CAN \$1.572. The decreases in average ticket price for Edmonton and Calgary are a result of a higher exchange rate compared to last year.)

At \$49.86, the average price ticket for the league increased 4.5 percent. The Atlanta Thrashers and Carolina Hurricanes decreased prices in multiple price categories for the upcoming season. The Thrashers, at \$49.91, cut its prices in three season-ticket categories in appreciation of its fans loyalty in the club's first few seasons in the league.

Thrashers President Stan Kasten said the team will remain committed to providing affordable tickets to hockey fans at all income levels.

A handful of teams increased ticket prices by double-digit amounts this offseason.

The Pittsburgh Penguins increase of 10.3 percent was across all price levels. The St. Louis Blues reconfigured the pricing scale for the first four rows closest to the glass as part of a new Parquet Section at the Savvis Center. Prices for seats in the Parquet Section increased \$17 to \$47 this season. The Tampa Bay Lightning expanded its XO Club to accommodate the demand from area groups and businesses who treat family, friends and clients to a game at the Ice Palace.

As with most teams in every league, the Stars average ticket price increased due to the move to a new facility and increase in club-level seats and prices. According to Brian Byrnes, Director of Ticket Sales for the Stars, the club-level prices include more than just access to member lounges and events.

"Individuals who purchase club-level seats get more than just a seat inside the arena," Byrnes said. "Parking is included as well as other incremental expenditures. Fans sitting in other sections of the arena have to continually reach into their wallets and buy goods and services

not included with their tickets."

NHL teams surveyed add more value to its club-level tickets, outside of the cost of the seat. In some cases, a team includes free beer, wine and soft drinks in its club-level packages. Some teams offer a free buffet before the game or throughout the game, depending on the membership purchased.

For the purposes of the FCI survey, *TMR* takes the value of the club-level ticket, including annual memberships costs, as part of its price. The figures were collected from team, league, venue and concessionaire representatives in addition to background information compiled by *TMR* research.

Much like the averages that make up most statistical categories in sports, the average price ticket and Fan Cost Index is an average estimate of what fans will spend at games this year. Some nights fans will sit closer to the action, or they will buy more than just one round of drinks.

An unprecedented eight teams kept its prices in check this season: Chicago Blackhawks, Columbus Blue Jackets, Florida Panthers, Mighty Ducks of Anaheim, Nashville Predators, New York Islanders, New York Rangers and Philadelphia Flyers. The previous high for teams holding prices steady was seven for the 1998-99 season.

Over the past five years, the cost of attending a NHL game has increased at a much slower rate compared to MLB and NFL. This year, the 4.5 increase in average ticket price pales in comparison to MLB's 12.2 jump and the NFL's 8.7-percent hike.

The average ticket price and FCI for the 2001 MLB season is \$18.86 and \$145.83, respectively; the NFL's 2001 season, \$53.64 and \$303.33; and the NBA's 2000-2001 season, \$51.34 and \$282.00.

For more information on the 2001-2002 NHL FCI and printable charts of every FCI since 1991 (the NHL FCI began with the 1994-95 season), please visit www.teammarketing.com/fci.cfm.