

# 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
Montreal Canadiens <sup>2</sup> Boston Bruins	\$56.82 56.44	5.6% 6.4%	\$99.74 77.50	\$4.94 <sup>16</sup> 6.00 <sup>16</sup>	\$3.16 <sup>14</sup> 3.00 <sup>14</sup>	\$2.96 4.00	\$18.02 18.00	\$3.83 4.00	\$22.48 18.00	\$332.27 327.77	5.6% 6.0%
New Jersey Devils Vancouver Canucks <sup>2</sup>	54.67 58.96	0.0% 3.9%	--- 120.00	7.00 <sup>16</sup> 6.31 <sup>16</sup>	3.50 <sup>16</sup> 3.60 <sup>20</sup>	3.75 3.38	10.00 18.02	5.00 2.70	23.00 12.61	327.66 325.00	5.8% 2.8%
Philadelphia Flyers <sup>3</sup> Minnesota Wild	55.66 51.37	5.5% 2.5%	169.80 90.00	5.75 <sup>12</sup> 5.75 <sup>20</sup>	3.75 <sup>24</sup> 3.50 <sup>20</sup>	3.75 3.25	10.00 10.00	5.00 2.00	16.00 18.00	314.15 293.98	4.0% 3.9%
New York Rangers* Edmonton Oilers <sup>2</sup>	45.83 51.76	2.7% 12.4%	141.67 118.33	5.75 <sup>20</sup> 5.86 <sup>16</sup>	3.00 <sup>24</sup> 2.98 <sup>16</sup>	3.50 3.38	20.00 4.51	10.00 3.60	12.00 13.52	284.83 283.65	1.7% 8.7%
Calgary Flames <sup>2</sup> Los Angeles Kings	47.35 45.98	9.2% 4.9%	102.56 105.24	6.08 <sup>20</sup> 7.25 <sup>16</sup>	3.15 <sup>20</sup> 3.50 <sup>16</sup>	3.60 3.75	9.01 10.00	4.51 5.00	18.01 12.00	282.60 271.42	8.1% 3.3%
Florida Panthers Toronto Maple Leafs <sup>2</sup>	44.28 49.52	29.1% -0.8%	105.17 154.59	6.50 <sup>20</sup> 4.51 <sup>14</sup>	4.00 <sup>20</sup> 2.25 <sup>20</sup>	4.25 2.48	12.00 13.52	0.00 2.25	18.00 13.52	271.12 271.07	20.6% -0.6%
Ottawa Senators <sup>2</sup> Atlanta Thrashers	45.95 43.54	5.1% 4.5%	89.78 93.42	4.66 <sup>14</sup> 5.75 <sup>20</sup>	3.16 <sup>20</sup> 2.00 <sup>14</sup>	2.96 3.75	7.90 10.00	0.00 8.00	20.72 15.99	266.93 266.64	3.7% 2.9%
Tampa Bay Lightning Detroit Red Wings	44.27 43.13	0.0% 0.0%	81.90 58.58	6.00 <sup>12</sup> 5.00 <sup>16</sup>	3.50 <sup>12</sup> 2.00 <sup>12</sup>	4.00 3.00	10.00 15.00	0.00 7.00	18.00 15.00	265.09 261.51	0.0% 0.0%
<b>NHL AVERAGE</b>	<b>43.13</b>	<b>3.7%</b>	<b>95.59</b>	<b>5.55<sup>17</sup></b>	<b>3.04<sup>17</sup></b>	<b>3.42</b>	<b>11.06</b>	<b>3.36</b>	<b>15.43</b>	<b>258.08</b>	<b>3.2%</b>
New York Islanders Columbus Blue Jackets	44.01 44.08	0.0% 4.9%	97.92 93.27	5.50 <sup>20</sup> 6.00 <sup>20</sup>	3.00 <sup>14</sup> 3.00 <sup>16</sup>	5.00 3.00	6.75 7.00	0.00 0.00	15.00 12.00	255.77 243.31	0.0% 4.6%
Nashville Predators Colorado Avalanche	40.78 38.48	9.2% 0.0%	86.47 112.45	5.25 <sup>16</sup> 6.00 <sup>16</sup>	3.00 <sup>16</sup> 3.75 <sup>16</sup>	4.25 3.75	10.00 10.00	0.00 5.00	15.00 9.99	242.63 235.91	7.9% -3.4%
Dallas Stars Washington Capitals	36.36 38.15	6.2% 0.0%	106.13 94.82	4.00 <sup>16</sup> 4.50 <sup>16</sup>	2.75 <sup>15</sup> 2.50 <sup>16</sup>	4.00 2.50	12.00 15.00	5.00 5.00	14.99 12.00	232.41 230.61	4.2% 0.0%
Chicago Blackhawks San Jose Sharks	34.88 33.00	0.0% 0.0%	71.72 76.92	5.00 <sup>16</sup> 4.50 <sup>16</sup>	3.00 <sup>16</sup> 2.50 <sup>16</sup>	3.00 3.75	16.00 13.00	5.00 5.00	13.00 15.00	225.52 219.00	0.0% 0.0%
Carolina Hurricanes Pittsburgh Penguins	37.91 36.61	45.0% 0.0%	81.34 100.99	5.00 <sup>16</sup> 5.25 <sup>21</sup>	2.75 <sup>20</sup> 2.50 <sup>16</sup>	3.00 2.50	7.00 10.00	1.00 0.00	12.00 15.00	217.62 216.96	27.6% 0.0%
Anaheim Ducks St. Louis Blues <sup>4</sup>	30.32 28.23	0.0% -29.3%	88.34 96.58	6.25 <sup>16</sup> 5.25 <sup>14</sup>	3.50 <sup>16</sup> 3.50 <sup>12</sup>	3.50 3.50	12.00 10.00	0.00 5.00	18.00 12.99	210.77 197.39	2.4% -16.8%
Buffalo Sabres Phoenix Coyotes	30.07 25.41	1.3% -7.2%	65.05 87.54	5.00 <sup>22</sup> 6.00 <sup>16</sup>	2.00 <sup>12</sup> 3.00 <sup>16</sup>	2.00 3.00	7.00 0.00	5.00 2.00	12.00 20.00	187.29 181.62	0.0% -8.5%

**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.

\* Prices listed as reported on team's Web site

- Superscript figures beside the beer and soda prices denote the ounces of the beverage.
- All prices are converted to USD at the exchange rate of \$1CAD=\$0.901USD or \$1USD=\$1.091CAD.
- The Philadelphia Flyers have children's pricing for one category. The FCI is calculated with two tickets at \$55.66 and two at \$55.41.
- The St. Louis Blues re-classified its plaza seating section as premium. Season tickets in that area now include free entrance to the Scottrade Center private dining area.

## And the beat goes on: NHL ticket prices back to normal

Average ticket price up 3.7 percent to \$43.13; Total FCI rises 3.2 percent to \$258.08

What comes down must go up—at least as far as ticket prices are concerned.

One year after reporting the largest league-wide Fan Cost Index (FCI) price decrease in history, NHL teams are making up some lost ground. **Team Marketing Report's** exclusive study found that, on average, season ticket prices rose 3.7 percent to \$43.13, while total FCI increased 3.2 percent to \$258.08.

More than half of the NHL reported raising ticket prices—10 teams by more than five percent.

Of the teams that bumped up season ticket rates, Carolina Hurricanes fans will be the most affected by the increase. After winning the Stanley Cup, the team raised ticket package pricing by 45 percent, to an average of \$37.91.

Although the average price increase following a NHL championship is only 10.5 percent, the Canes' rate hike is in line with other leagues. The New England Patriots raised season ticket prices 59 percent and 20.6 percent following two of their Super Bowl victories, and the Los Angeles Angels increased pricing by 35.5 percent after the team won the 2003 World Series.

Even with the rate increase, the Hurricanes still fall well below the NHL average.

The Florida Panthers increased prices for the second straight year. The team was one of six to raise prices last season (up 5.3 percent), and bumped them up another 29.1 percent to \$44.28 for 2006-07.

Other teams with significant price elevations include: Edmonton Oilers (12.4 percent), Calgary Flames (9.2 percent), Nashville Predators (9.2 percent), Boston Bruins (6.4 percent), Dallas Stars (6.2 percent), Montreal Canadiens (5.6 percent), Philadelphia Flyers (5.5 percent) and Ottawa Senators (5.1 percent). Of those teams, seven had playoff berths last season.

Purchasing a ticket to a Vancouver Canucks game will set fans back \$58.96, on average, making the team one of the priciest in the NHL. If Canadians are willing to drive cross country to save a couple bucks on a ticket, they can watch the Canadiens play in the Bell Centre for \$56.82.

For fans who want to stay stateside, the Boston Bruins are charging \$56.44, on average, to watch a game at TD Banknorth Garden. For someone looking for a premium experience, the team has made four seats positioned between the home and visitors benches available for a significantly higher price.

Rounding out the top for U.S. based teams, the Flyers are the fourth priciest ticket overall (at \$55.66) and the New Jersey Devils are close behind, averaging \$54.67.

The Phoenix Coyotes, perennially among the least-expensive NHL tickets, are hockey's best bargain. At an average ticket price of \$25.41, the team is nearly \$3 cheaper than its next closest competitor, the St. Louis Blues. Both teams decreased ticket prices this year—down 7.2 and 29.3 percent, respectively. The Blues, under new ownership, re-classified more than 2,800 seats as "premium." Fans who purchase season ticket packages in the team's plaza area will now receive free access to the Scottrade Center dining area.

Only four other teams have an average ticket price below \$35: Chicago Blackhawks (\$34.88), San Jose Sharks (\$33), Anaheim Ducks (\$30.32) and Buffalo Sabres (\$30.07).

The FCI also takes a representative look at how much a family of four will likely spend at a hockey game for the 2006-07 season.

With a 3.2 percent increase, a family can expect to pay, on average, \$258.08 to take in a game at an NHL arena.

The NHL FCI comprises the price of four 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.

The Canucks' rink, General Motors Place, has been knocked down to the third most-expensive arena. The Canadiens' facility and Continental Airlines Arena—home of the Devils—are now the two priciest places to watch a hockey game. However with fluctuating exchange rates, the FCIs for the Canucks and the Canadiens may vary between \$325 and \$335 using U.S. dollars on any given day. Devils fans should expect to pay, on average, \$327.66 to take a family to a game.

Only three teams reported total FCI reductions: Blues (down 16.8 percent), Coyotes (down 8.5 percent) and Toronto Maple Leafs (down 0.6 percent).

Toronto reported that its prices held steady but reduced the Goods and Service Tax by 1 percent, resulting in both the team's ticket price and FCI decreases.

The Coyotes have pushed the Sabres out of last place in FCI ranking. At \$181.62, Phoenix is the NHL's best bargain. Sabres and Blues games are the next least-expensive to watch at their home arenas (\$187.29 and \$197.39, respectively).

**Table I—Looking back at index trends** shows that even though ticket and FCI prices dropped following the NHL lockout, concession and merchandise averages have increased steadily during the past five years. Only the parking and cap categories show any deviation—both prices dropped in 2002, but recovered in 2003.

Table I—Looking back at index trends

Year	Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI
2006	\$43.13	\$5.55 <sup>17</sup>	\$3.04 <sup>17</sup>	\$3.42	\$11.06	\$3.36	\$15.43	\$258.08
2005	41.61	5.30 <sup>18</sup>	2.88 <sup>17</sup>	3.25	10.86	3.56	15.27	250.09
2003	43.57	5.05 <sup>16</sup>	2.75 <sup>17</sup>	3.01	10.19	4.18	13.84	253.65
2002	41.56	4.55 <sup>16</sup>	2.51 <sup>17</sup>	2.98	9.71	3.94	12.76	240.43
2001	41.02	4.43 <sup>16</sup>	2.50 <sup>18</sup>	2.82	10.53	3.84	13.40	239.24