

team marketing research

Move to Fleet Center puts Boston Bruins atop NHL price list

A move into a new arena helped the Boston Bruins to the top spot in TMR's annual survey of NHL ticket prices. The team's average ticket price rose 10.2% to \$45, the second straight year Boston's average price increased at least 10%.

Two teams jumped several spots in this year's survey. The Dallas Stars, whose average ticket price was 16th in the league last year, now have the 4th most expensive average ticket price, at \$42.06. And the NHL champion New Jersey Devils moved from 14th to fifth, with an average ticket price of \$41.20.

Neither the St. Louis Blues nor the Vancouver Canucks, which had the largest price increases last year, showed an in-

crease in ticket prices this season. Blues ticket prices stayed the same across the board; the Canucks' move into a new arena changed the number of seats counted in the survey. (Club seats and luxury suite seats are excluded from all teams' average price calculations.)

With a league average ticket price of \$34.79, the NHL retained its position as the most expensive of the four major sports. TMR also calculates a Fan Cost Index™ for each team—comprising the price of two beers, four sodas, four hot dogs, parking, two game programs and two caps. The league average FCI is \$203.63, which is also higher than the NBA, NFL and MLB.

Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Average Ticket	Ticket Change from '94
Boston Bruins	\$3.50 b	\$2.25 c	\$2.50	\$10.00	\$4.00	\$18.00	\$45.00	10.2%
New York Islanders	4.25 c	2.00 b	3.00	4.75	4.00	15.00	42.64	6.1%
St. Louis Blues	3.00 c	1.75 c	1.50	7.00	3.00	10.00	42.22	0.0%
Dallas Stars	3.00 b	1.50 b	1.75	5.00	3.00	12.00	42.06	20.2%
New Jersey Devils	4.75 b	2.25 e	2.75	6.00	5.00	14.00	41.20	13.8%
Pittsburgh Penguins	3.75 c	2.00 c	2.00	6.00	3.00	15.00	41.15	1.9%
Philadelphia Flyers	4.00 c	1.50 a	2.00	6.00	4.00	15.00	40.60	11.9%
Chicago Blackhawks	4.25 c	2.50 c	2.50	10.00	5.00	15.00	39.84	0.0%
Toronto Maple Leafs ¹	3.31 a	1.29 c	2.39	10.29	3.67	12.50	37.61	5.4%
Los Angeles Kings	3.50 b	1.75 b	2.00	7.50	7.00	15.00	37.00	0.0%
Vancouver Canucks ^{1,2}	3.48 a	1.47 a	2.20	7.35	2.21	14.62	36.40	-11.3%
New York Rangers	4.50 c	2.25 c	3.00	20.00	5.00	18.00	36.35	13.6%
Detroit Red Wings	3.50 c	1.50 a	1.75	6.00	3.00	15.00	35.87	10.0%
Hartford Whalers	3.75 c	2.00 c	2.25	7.00	4.00	14.99	34.98	0.0%
League Average	3.64	1.85	2.19	7.01	3.65	13.36	34.79	6.2%
Washington Capitals	4.25 d	2.75 g	1.95	6.00	2.50	15.00	34.69	1.3%
Buffalo Sabres	3.25 c	1.75 c	2.00	5.00	4.00	12.00	34.62	-6.5%
Anaheim Mighty Ducks	4.75 d	2.00 c	2.50	6.00	4.00	16.00	34.54	4.0%
Ottawa Senators ^{1,3}	2.94 b	1.65 a	1.47	8.09	2.94	11.03	32.22	-12.5%
Florida Panthers	3.50 c	1.75 b	2.55	7.00	4.00	12.00	32.08	2.1%
San Jose Sharks	5.00 g	2.75 f	2.50	10.00	4.00	12.00	31.58	3.7%
Colorado Avalanche ⁴	3.00 c	1.75 c	2.75	5.00	5.00	13.00	31.47	—
Montreal Canadiens ¹	3.01 c	1.58 c	1.76	7.35	2.72	8.35	29.41	4.3%
Calgary Flames ¹	2.76 b	1.65 e	1.84	2.57	2.76	10.99	27.94	22.6%
Winnipeg Jets ¹	2.87 a	1.10 a	1.65	3.68	1.47	11.76	23.82	6.6%
Tampa Bay Lightning	4.00 e	2.00 e	2.75	5.00	3.00	10.00	22.37	12.7%
Edmonton Oilers ¹	2.75 a	1.29 c	1.65	3.68	2.57	11.03	20.68	-0.7%

Legend for drink sizes: a=12 oz., b=14 oz., c=16 oz., d=18 oz., e=20 oz., f=22 oz., g=24 oz.

Notes: ¹: Prices for Canadian teams are converted to U.S. dollars using the rate of U.S. \$1 = C\$1.36. (Last season's conversion was U.S. \$1 = C\$1.35.) ²: Price change for the Canucks reflects the team's move from Pacific Coliseum to General Motors Place for this season. ³: The Senators' average ticket price is for the Palladium, where the team will play its final 26 home games this season. ⁴: No ticket price change is listed for the Avalanche; the team played as the Quebec Nordiques in 1994-95.

Prices listed are for a small draft beer, small soft drink, regular size hot dog, parking for one car, a game program, and the least expensive adult-size twill cap. Average ticket price is a weighted average of single-game ticket prices, which is determined by factoring the number of tickets at each price range into the total number of tickets available in each arena. Club seats and luxury suite seats are excluded from average ticket price calculations. Costs were determined by telephone interviews with representatives of the teams, venues, and concessionaires. Identical questions were used in all interviews.