

team marketingresearch

Twelve teams surpass \$40 mark; NHL average ticket price hits \$38.34

There's no change atop TMR's annual ranking of NHL ticket prices, but the rest of the league is catching up to the Boston Bruins.

According to the Fan Cost Index™ survey, the teams ranked No. 2 through No. 9 in average ticket price each had a double-digit percent increase in their average ticket prices.

The average ticket prices for three of the teams in that group—St. Louis, Chicago and Hartford—rose 10% or more this season after the teams had no ticket price increase last season. And the average ticket prices for two teams in the top nine—Philadelphia and New Jersey—increased more than 10%

for the second straight season. (The Flyers begin playing in a new arena, CoreStates Center, this year.)

The league average Fan Cost Index, which estimates what a family of four would spend on a trip to the game, increased 8.5% from last season to \$220.72, currently the highest among the four major leagues.

In addition, the league average Frugal Fan Index™, TMR's measure of a no-frills outing for four people to attend an NHL game, increased 6.6% to \$88.34. That indicates that the prices of the NHL teams' less-expensive seats are increasing, but at a somewhat slower pace than the costs of higher-priced seats.

Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Average Ticket ¹	Change from '95-96	Fan Cost Index ²	Frugal Fan Index ³
Boston Bruins	\$3.50b	\$2.25c	\$2.50	\$15.00	\$4.00	\$10.00	\$52.58	0.0%	\$279.30	\$150.00
St. Louis Blues	3.50c	2.00c	1.75	7.00	3.00	16.00	49.09	16.3%	263.35	122.00
Philadelphia Flyers	4.00c	2.00c	2.25	8.00	4.00	12.00	49.02	20.7%	261.09	105.00
Toronto Maple Leafs ⁴	3.28a	1.00c	2.37	10.22	3.65	10.91	47.26	25.7%	248.41	92.30
Pittsburgh Penguins	3.75c	2.00c	2.00	6.00	4.00	10.00	46.47	12.9%	243.36	82.00
New Jersey Devils	4.25b	2.50c	3.00	6.00	5.00	14.00	46.42	12.7%	260.17	100.00
Chicago Blackhawks	4.50c	2.50c	2.75	10.00	5.00	15.00	43.90	10.2%	255.60	91.00
Mighty Ducks of Anaheim	5.00c	2.25c	2.50	6.00	4.00	16.00	41.20	19.3%	239.78	85.00
Hartford Whalers	4.00c	2.00c	2.50	7.00	4.00	14.99	41.03	17.3%	235.08	125.00
New York Islanders	4.25c	2.00b	3.00	4.75	5.00	10.00	40.62	-4.7%	225.74	72.75
Los Angeles Kings	3.75b	2.50b	2.75	7.00	5.00	20.00	40.53	9.5%	247.63	72.00
Colorado Avalanche	3.25b	2.50g	3.00	5.00	4.00	15.00	40.04	27.2%	231.68	77.00
League Average	3.80c	2.02c	2.32	7.78	3.90	13.28	38.34	10.3%	220.72	88.34
Detroit Red Wings	3.75c	1.50a	2.00	6.00	4.00	20.00	37.87	5.6%	226.98	88.00
Washington Capitals	4.50d	2.75g	2.00	7.00	4.00	15.00	36.92	6.4%	220.68	74.00
Montreal Canadiens ⁴	3.28b	1.82e	1.79	10.95	2.70	8.39	36.60	24.5%	200.53	69.19
Vancouver Canucks ⁴	3.47a	1.46a	2.19	7.30	3.65	14.60	36.13	-0.7%	209.86	95.62
Florida Panthers	3.50c	2.00b	2.75	9.00	4.00	10.00	34.65	8.0%	181.59	76.00
New York Rangers	5.25e	2.35c	3.25	25.00	5.00	20.00	34.58	-4.9%	246.23	127.40
Ottawa Senators ⁴	2.74b	1.82a	1.64	5.84	3.65	12.41	32.30	0.2%	168.48	98.52
San Jose Sharks	5.00g	2.75f	2.50	10.00	4.00	10.00	31.58	0.0%	195.32	91.00
Phoenix Coyotes	3.75b	2.00b	2.50	6.00	4.00	15.00	31.32	— ⁵	194.79	59.00
Buffalo Sabres	3.50c	2.00c	2.00	5.00	5.00	12.00	30.40	-12.2%	183.60	81.00
Tampa Bay Lightning	4.50g	2.00c	2.00	6.00	3.00	12.00	29.59	32.3%	154.36	82.00
Dallas Stars	3.00b	1.50a	1.75	6.00	3.00	10.00	28.74	0.0%	165.95	75.00
Calgary Flames ⁴	2.74c	1.64c	1.82	2.55	2.55	10.91	26.81	-4.0%	156.03	44.11
Edmonton Oilers ⁴	2.74a	1.46c	1.82	3.65	2.19	10.95	23.42	-0.2%	142.22	62.01

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

Notes: ¹: Average ticket price is a weighted average of single-game ticket prices, which is determined by factoring the total number of tickets at each price range into the total number of tickets in each arena. Club seats and luxury suite seats are excluded from average ticket price calculations.

²: Fan Cost Index includes the prices of 4 average-price tickets, 2 small beers, 4 small sodas, 4 hot dogs, parking, 2 game programs and 2 caps.

³: Frugal Fan Index includes the prices of 4 least-expensive tickets, 4 small sodas, 4 hot dogs and parking. ⁴: Prices for Canadian teams are converted to U.S. dollars using the rate of \$1 U.S. = C\$1.37. (Last season, the conversion rate was \$1 U.S. = C\$1.36.) ⁵: No ticket price change is listed for the Phoenix Coyotes; the team played last season as the Winnipeg Jets.

Prices listed are for a small draft beer, small soda, regular size hot dog, parking for one car, a game program, and the least-expensive adult size cap. Costs were determined by telephone interviews with representatives of the teams, venues and concessionaires. Identical questions were used in all interviews.