

## team marketing research

### NHL's 2.5% average ticket price increase is the lowest in five seasons

With an imminent work stoppage in the NBA, a lower-than-average ticket price increase could heighten the NHL's chances of grabbing some of basketball's market share.

While team ticket executives who spoke with TMR acknowledged that ticket prices were set last spring, it's important to note that ticket prices for nine of the 18 teams that share markets or facilities with NBA teams remained flat or in some cases decreased. The remaining nine teams that share markets with NBA clubs averaged a 9.0% increase in their average ticket prices.

The league's average ticket price increased 2.5% to \$42.79, the lowest jump since TMR began calculating NHL ticket prices for the 1994-95 season.

The New York Rangers remain atop the league with an average ticket price of \$58.83. Despite a 18.9% increase,

Calgary Flames have the league's lowest average ticket price at \$26.04.

The Florida Panthers, who begin play at National Car Rental Center this season, posted the league's highest average ticket price increase at 23.9% to \$47.44. The Tampa Bay Lightning, whose average ticket price dropped 12.9% to \$36.80, had the league's largest decrease.

According to TMR's Fan Cost Index™ survey, a family of four will spend \$238.97 to see an NHL game, an increase of only 1.4% from last season.

TMR also calculates a Frugal Fan Index™, which estimates the cost of a no-frills outing to an NHL game. The league's FFI is \$85.89. With tickets priced as low as \$6.50, the Flames are the NHL's best bargain at \$42.94.

Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Fan Cost Index	Pct. Change	Avg. Ticket	Pct. Change	Frugal Fan Index
<b>New York Rangers</b>	\$5.50e	\$2.35c	\$3.25	\$27.00	\$6.00	\$20.00	\$347.71	2.9%	\$58.83	0.0%	\$139.40
<b>Philadelphia Flyers</b>	4.00c	2.25c	2.25	10.00	4.00	10.00	277.02	0.7%	53.25	1.0%	108.00
<b>Washington Capitals</b>	5.25h	3.00h	2.50	20.00	5.00	15.00	303.33	7.4%	52.71	0.0%	118.00
<b>Colorado Avalanche</b>	3.50b	1.75c	2.75	5.00	5.00	15.00	267.12	0.2%	49.28	0.0%	87.00
<b>Detroit Red Wings</b>	4.00c	1.75a	2.25	6.00	8.00	15.00	269.45	13.6%	48.36	10.7%	102.00
<b>Boston Bruins</b>	3.75b	2.25c	2.50	17.00	4.00	16.00	273.49	-0.1%	47.50	-1.4%	96.00
<b>Florida Panthers</b>	4.50e	2.00c	2.00	10.00	4.00	10.00	252.77	12.5%	47.44	23.9%	82.00
<b>New Jersey Devils</b>	4.50b	2.50e	3.00	7.00	5.00	12.00	258.00	5.7%	46.50	8.1%	109.00
<b>Dallas Stars</b>	3.50b	2.00b	2.25	7.00	3.00	10.00	240.52	3.5%	45.88	5.5%	70.00
<b>Pittsburgh Penguins</b>	4.25c	2.25c	2.25	8.00	— <sup>3</sup>	10.00	233.57	-4.0%	44.77	-6.4%	86.00
<b>NHL Average</b>	<b>4.00c</b>	<b>2.18c</b>	<b>2.42</b>	<b>9.08</b>	<b>3.89</b>	<b>12.27</b>	<b>238.97</b>	<b>1.4%</b>	<b>42.79</b>	<b>2.5%</b>	
<b>Mighty Ducks of Anaheim</b>	5.25d	2.25b	2.75	7.00	5.00	12.00	248.96	7.3%	44.36	7.9%	87.00
<b>St. Louis Blues</b>	4.00c	2.25a	2.00	9.00	3.00	10.00	236.82	0.5%	44.20	0.0%	86.00
<b>Chicago Blackhawks</b>	4.75c	3.00c	3.00	10.00	5.00	20.00	269.50	2.9%	44.00	0.0%	87.00
<b>Nashville Predators<sup>1</sup></b>	3.25c	1.75c	2.00	10.00	— <sup>3</sup>	12.00	229.41	—	43.48	—	65.00
<b>Montreal Canadiens<sup>2</sup></b>	2.93b	1.82h	1.65	9.75	2.44	11.18	229.12	0.2%	43.10	-1.8%	64.31
<b>Toronto Maple Leafs<sup>2</sup></b>	1.63b	2.93e	2.28	9.75	3.25	9.72	226.92	1.9%	41.78	2.7%	94.31
<b>Los Angeles Kings</b>	4.25b	2.50c	2.50	10.00	5.00	20.00	255.14	13.2%	41.66	18.0%	102.00
<b>San Jose Sharks</b>	5.25h	3.00g	3.75	10.00	5.00	16.00	255.78	6.2%	41.57	0.0%	101.00
<b>Phoenix Coyotes</b>	4.50b	2.50c	2.75	9.00	5.00	12.00	232.21	0.4%	39.80	0.0%	68.00
<b>Buffalo Sabres</b>	3.50c	2.00c	2.25	7.00	5.00	10.00	215.75	3.2%	38.69	3.1%	80.00
<b>Carolina Hurricanes</b>	4.00e	2.00e	3.00	5.00	5.00	10.00	215.62	-3.2%	38.15	-8.5%	103.12
<b>New York Islanders</b>	5.25f	2.25b	3.25	4.75	5.00	15.00	229.27	1.9%	38.01	2.9%	86.75
<b>Tampa Bay Lightning</b>	4.75h	2.00c	2.00	6.00	4.00	10.00	206.69	-9.5%	36.80	-12.9%	72.00
<b>Vancouver Canucks<sup>2</sup></b>	3.22a	1.63a	1.95	7.80	3.25	9.74	198.90	-1.2%	36.09	0.0%	61.12
<b>Ottawa Senators<sup>2</sup></b>	3.09a	1.79c	1.79	5.85	— <sup>3</sup>	6.49	169.75	-5.9%	32.60	-1.0%	59.17
<b>Edmonton Oilers<sup>2</sup></b>	3.08c	1.46c	1.78	3.25	1.95	6.50	158.55	0.3%	29.82	8.7%	61.89
<b>Calgary Flames<sup>2</sup></b>	2.44a	1.63h	1.63	3.90	3.26	7.77	148.03	9.5%	26.04	18.9%	42.94

Legend for drink sizes: a=12 oz.; b=14 oz.; c=16 oz.; d=18 oz.; e=20 oz.; f=21 oz.; g=22 oz.; h=24 oz.

**Average ticket price** represents a weighted average of day-of-game 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: Nashville Predators are an expansion team. 2: Canadian prices are converted to U.S. dollars at a rate of \$1=CS1.54. (Last season, the rate was \$1=CS1.39). 3: Nashville, Ottawa and Pittsburgh do not sell programs.