

team marketing research

| Team | Avg. Ticket | Pct. Change | Avg. Prem. Ticket | Beer ¹ | Soft Drink ¹ | Hot Dog | Parking | Program | Cap | FCI | Pct. Change |
|--|------------------|----------------|--------------------|--|--|----------------|------------------|----------------|------------------|--------------------|----------------|
| Toronto Maple Leafs ² Montreal Canadiens* ² | \$88.32 67.65 | 6.6% 7.1% | \$195.52 117.22 | \$6.76 ¹⁶ 5.90 ¹⁶ | \$4.01 ¹⁴ 3.52 ¹⁴ | \$4.76 3.30 | \$20.04 20.04 | \$5.01 4.26 | \$22.04 25.00 | \$476.02 388.24 | 4.8% 5.1% |
| Vancouver Canucks* ² New Jersey Devils ¹ | 71.39 64.17 | 8.9% 17.4% | 145.29 124.00 | 7.01 ¹⁶ 7.00 ¹⁶ | 4.01 ²⁰ 3.50 ¹⁶ | 3.76 3.75 | 20.04 10.00 | 3.01 5.00 | 14.03 23.00 | 384.78 365.67 | 6.5% 11.6% |
| Calgary Flames ² Edmonton Oilers* ² | 60.09 61.69 | 14.1% 7.2% | 137.76 140.75 | 7.01 ²⁰ 6.51 ¹⁶ | 3.51 ²⁴ 3.51 ¹⁶ | 4.01 3.76 | 10.02 5.01 | 5.01 4.01 | 20.03 15.03 | 344.56 331.95 | 9.6% 5.2% |
| Boston Bruins* Minnesota Wild | 56.44 57.62 | 0.0% 12.2% | 77.50 90.00 | 6.00 ¹⁶ 6.00 ²⁰ | 3.00 ¹⁴ 3.50 ²⁰ | 4.00 3.50 | 18.00 10.00 | 4.00 3.00 | 18.00 18.00 | 327.77 322.46 | 0.0% 9.7% |
| Philadelphia Flyers Ottawa Senators ² | 55.53 53.41 | 0.0% 4.4% | 169.80 104.35 | 5.75 ¹² 5.40 ¹⁴ | 3.75 ²⁴ 3.52 ²⁰ | 3.75 3.30 | 10.00 8.79 | 5.00 0.00 | 15.00 23.05 | 313.38 306.63 | 0.0% 3.2% |
| New York Rangers* Florida Panthers ² | 50.33 52.14 | 9.8% 17.8% | 225.00 105.17 | 5.75 ²⁰ 6.50 ²⁰ | 3.00 ²⁴ 4.00 ²⁰ | 3.50 4.25 | 20.00 12.00 | 10.00 0.00 | 12.00 18.00 | 302.83 302.58 | 6.5% 11.6% |
| NHL AVERAGE | 48.72 | 7.7% | 112.10 | 5.75¹⁷ | 3.17¹⁷ | 3.66 | 11.92 | 2.98 | 15.67 | 282.95 | 5.2% |
| New York Islanders ¹ Los Angeles Kings | 50.43 45.98 | 14.6% 0.0% | 99.63 105.24 | 5.50 ²⁰ 7.75 ¹⁶ | 3.00 ¹⁴ 3.25 ¹⁶ | 5.00 4.75 | 6.75 20.00 | 0.00 2.00 | 15.00 10.00 | 281.46 275.42 | 10.0% 1.5% |
| Tampa Bay Lightning Nashville Predators | 43.94 45.75 | -0.7% 12.2% | 79.26 101.62 | 4.50 ¹² 5.25 ¹⁶ | 3.50 ¹² 3.00 ¹⁶ | 4.00 4.25 | 12.00 10.00 | 0.00 0.00 | 18.00 15.00 | 262.75 262.48 | -0.9% 8.2% |
| Anaheim Ducks Pittsburgh Penguins | 40.65 46.81 | 11.5% 27.9% | 93.93 113.16 | 6.75 ¹⁶ 5.25 ²¹ | 4.00 ¹⁶ 2.50 ¹⁶ | 4.00 2.50 | 12.00 10.00 | 0.00 0.00 | 20.00 15.00 | 260.10 257.74 | 10.5% 18.8% |
| Detroit Red Wings** Columbus Blue Jackets | 40.51 45.53 | -6.1% 3.3% | 58.58 101.26 | 5.00 ¹⁶ 6.00 ²⁰ | 2.00 ²⁰ 3.00 ¹⁶ | 3.00 3.25 | 15.00 7.00 | 7.00 0.00 | 15.00 12.00 | 251.03 250.12 | -4.0% 2.8% |
| San Jose Sharks* Colorado Avalanche | 39.23 39.55 | 9.3% 2.8% | 91.59 115.89 | 4.50 ¹⁶ 6.00 ¹⁶ | 2.50 ¹⁶ 3.75 ¹⁶ | 3.75 3.75 | 13.00 10.00 | 5.00 5.00 | 15.00 9.99 | 243.92 240.19 | 5.8% 1.8% |
| Atlanta Thrashers Dallas Stars | 41.50 36.85 | 7.0% 1.4% | 98.24 109.87 | 5.75 ²⁰ 4.00 ¹⁶ | 2.00 ¹⁴ 2.75 ¹⁵ | 3.75 4.00 | 10.00 12.00 | 0.00 5.00 | 11.97 14.99 | 234.44 234.39 | 4.9% 0.9% |
| Washington Capitals Phoenix Coyotes*** | 38.47 39.94 | 0.8% 57.2% | 94.82 162.73 | 4.50 ¹⁶ 6.00 ¹⁶ | 2.50 ¹⁶ 3.00 ¹⁶ | 2.50 4.00 | 15.00 0.00 | 5.00 0.00 | 12.00 16.00 | 231.90 231.75 | 0.6% 27.6% |
| Chicago Blackhawks* Carolina Hurricanes | 34.88 34.89 | 0.0% 0.0% | 71.72 73.14 | 5.00 ¹⁶ 5.00 ¹⁶ | 3.00 ¹⁶ 2.75 ²⁰ | 3.00 3.00 | 16.00 7.00 | 5.00 1.00 | 13.00 12.00 | 225.52 205.57 | 0.0% 0.0% |
| Buffalo Sabres St. Louis Blues | 32.56 25.48 | 8.3% -9.8% | 70.05 90.01 | 5.00 ²² 5.25 ¹⁴ | 2.00 ¹² 3.75 ¹² | 2.00 3.75 | 7.00 11.00 | 5.00 1.00 | 12.00 10.00 | 197.25 175.41 | 5.3% -11.1% |

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

**The Red Wings added a lower-priced season ticket section that brought the average price down.

***The Coyotes reported re-classification of seating categories, creating a large increase.

1. Superscript figures beside the beer and soda prices denote the ounces of the beverage.

2. All prices are converted to USD at the exchange rate of \$1CAD=\$1.002 USD or \$1USD=\$.998 CAD.

Check this: NHL ticket prices rise along with Canuck buck

Average ticket price up 7.7 percent to \$48.72; Total FCI rises 5.2 percent to \$282.95

The National Hockey League had record attendance last season, and this season, ticket prices are reflecting that demand.

Two years after reporting the largest league-wide Fan Cost Index (FCI) price decrease in history, the majority of NHL teams raised prices for the second straight season. **Team Marketing Report's** exclusive study found that, on average, season ticket prices rose 7.7 percent, or about \$3.50, to \$48.72, while total FCI increased 5.2 percent to \$282.95 for the 2007-08 season.

Part of the increase is due to the strong Canadian dollar. The "Canuck buck" is now on par with the U.S. dollar, and seemingly gaining every day. The Canadian dollar is around 10 cents higher, compared to the U.S. dollar, than it was during last year's survey.

It shows, too. Last year four of the top 10 teams, in terms of FCI, were from Canada; this year all six made the cut, taking five of the top six FCI spots.

Of those teams, the Calgary Flames, with the sixth-priciest average ticket at \$60.09, had the biggest ticket price increase, with prices up 14.1 percent. The Toronto Maple Leafs' average ticket, a whopping \$88.62, is about \$17 more than the closest competitor

(Vancouver Canucks at \$71.39), but it's only a 6.6 percent increase. The team re-adjusted the way seating is classified and reported to TMR, both this year and retroactively.

Last year's Stanley Cup winner, the Anaheim Ducks, reported an 11.5 percent increase at the Honda Center, climbing from the depths of last year's FCI rankings to the middle of the pack. The Stanley Cup runner-up Ottawa Senators had a modest 4.4 percent increase to \$53.41.

The Phoenix Coyotes had the largest percentage increase, 57.2 percent, a jump that seems wholly unbelievable. But it is due to restructuring "premium" and "general" seating. In reality, an "average" season ticket at Jobing.com Arena will still only set you back \$39.94, well under the league average. Last season the Carolina Hurricanes, coming off a Stanley Cup, drove prices up by more than 40 percent. This year the Hurricanes didn't change their average ticket price.

One increase that's easy to understand is the Pittsburgh Penguins' 27.9 percent jump to \$46.81. Just a few years ago the Penguins were an afterthought, both in the NHL and in Pittsburgh. And despite an influx of talent last season, they were still a candidate for relocation because of arena problems. But with a new arena on the way, the franchise, now stocked with talent, is well on its way back to the NHL elite, both on and off the ice. The Pens stopped selling season tickets well in advance of the season and are thought of as a Stanley Cup contender.

The NHL hopes to see a similar revival across the United States. While TV ratings continued to founder without a season-long, main-stream broadcasting deal, fans have been flocking back to arenas in the young post-lockout era. In 2006-07, 10 teams had home attendance averages of 100 percent or higher, and 10 more were above 90 percent capacity.

The bottom two teams, as far as average attendance, were Chicago and St. Louis, two traditional hockey markets. The teams, to their credit, have responded to their flagging fan bases.

The Blackhawks reported no increases in season tickets, though they did bump up some single-game prices, and the Blues dropped prices by almost 10 percent to \$25.48, the lowest in the league. Last season, due to some seating category changes, the Blues' average ticket price dropped by 29.3 percent.

The Florida Panthers increased prices for the third straight year. The team was one of six to raise prices before the 2005-06 season, it

bumped them up 29.1 percent last season, and it increased prices 17.8 percent this season.

Eight other teams had double-digit increases this season, compared to last season, when

only three teams reported double-digit increases.

Other teams with significant price elevations include: New Jersey Devils (17.4 percent), Minnesota Wild (12.2 percent), New York Islanders (14.6 percent) and Nashville Predators (12.2 percent).

If you're taking a family to see a game in the United States, a Devils game would cost the most, with an FCI total of \$365.67, the fourth-highest overall. The Boston Bruins (no change) are second at \$327.77 and the Wild (FCI up 9.7 percent) third at \$322.46.

The FCI gives a representative look at the cost of taking a family of four to a hockey game. It 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 other teams in the top five this season are: Toronto (\$476.02), Montreal (\$388.24), Vancouver (\$384.78) and Calgary (\$344.56).

The bottom five are: Phoenix (\$231.75), Chicago (\$225.52), Carolina (\$205.57), Buffalo (\$197.25) and St. Louis (\$175.41).

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.

*The 2006 average ticket and FCI numbers were re-adjusted because of the rising Canadian dollar and several teams' re-structured seating plans. The concession and merchandise prices in past years were not re-adjusted for this table.

Table I—Looking back at index trends

| Year | Ticket | Beer | Soft Drink | Hot Dog | Parking | Program | Cap | FCI |
|-------|---------|----------------------|----------------------|---------|---------|---------|---------|----------|
| 2008 | \$48.72 | \$5.75 ¹⁷ | \$3.17 ⁷ | \$3.66 | \$11.92 | \$2.98 | \$15.67 | \$282.95 |
| 2007* | 45.25 | \$5.55 ¹⁷ | \$3.04 ¹⁷ | \$3.42 | \$11.06 | \$3.36 | \$15.43 | \$270.53 |
| 2006 | 41.61 | 5.30 ¹⁸ | 2.88 ¹⁷ | 3.25 | 10.86 | 3.56 | 15.27 | 250.09 |
| 2004 | 43.57 | 5.05 ¹⁶ | 2.75 ¹⁷ | 3.01 | 10.19 | 4.18 | 13.84 | 253.65 |
| 2003 | 41.56 | 4.55 ¹⁶ | 2.51 ¹⁷ | 2.98 | 9.71 | 3.94 | 12.76 | 240.43 |