

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	\$115.96 86.44	0.0% 0.0%	\$184.94 131.76	\$6.53 ¹⁶ 9.72 ¹⁶	\$3.73 ¹⁴ 4.37 ¹⁴	\$4.74 3.89	\$18.64 19.44	\$4.66 4.13	\$20.51 24.26	\$572.32 474.44	5.8% 0.0%
Calgary Flames ² New York Rangers	66.68 58.57	2.9% 0.0%	150.16 249.88	5.55 ¹² 7.50 ²⁴	3.47 ²⁴ 4.50 ²⁴	3.94 4.00	10.69 20.00	4.63 10.00	19.43 20.00	366.29 364.49	1.7% 0.0%
Vancouver Canucks ² Chicago Blackhawks	65.20 55.39	0.0% 18.4%	127.80 115.98	6.80 ¹⁶ 7.50 ¹⁶	3.89 ²⁰ 5.00 ²⁴	3.64 5.75	19.44 25.00	2.92 5.00	13.61 18.00	357.02 350.58	0.0% 20.2%
Edmonton Oilers ² Minnesota Wild	64.87 62.63	4.2% 2.6%	152.28 99.38	7.53 ¹⁶ 6.75 ²⁰	3.89 ¹⁴ 3.75 ²⁰	3.89 3.75	11.66 10.00	0.00 3.00	14.58 18.00	346.46 346.01	3.1% 1.6%
Boston Bruins Philadelphia Flyers*	54.94 60.89	0.0% 1.1%	92.50 157.66	7.25 ¹⁶ 7.50 ¹⁶	3.75 ¹⁴ 3.00 ¹⁶	4.50 4.50	25.00 12.00	4.00 5.00	18.00 15.00	336.27 329.59	0.0% 2.1%
Ottawa Senators ² Washington Capitals	59.74 55.57	8.6% 24.2%	118.76 166.27	5.59 ¹⁴ 7.50 ²⁴	3.44 ²⁰ 3.00 ¹⁶	3.44 3.00	8.53 20.00	0.00 5.00	21.37 18.00	328.92 327.29	6.1% 15.2%
New York Islanders Pittsburgh Penguins	58.44 60.04	19.7% 8.1%	105.54 152.00	7.25 ¹⁶ 5.00 ¹²	5.25 ¹⁶ 2.75 ¹⁶	5.00 2.50	7.00 15.00	0.00 0.00	15.00 20.00	326.26 326.14	13.3% 11.4%
NHL AVERAGE	54.25	4.4%	121.02	6.71¹⁶	3.90¹⁸	4.14	14.19	2.61	15.86	313.68	4.4%
Florida Panthers New Jersey Devils	54.12 50.83	11.0% 5.7%	76.92 165.25	7.00 ¹⁶ 7.75 ¹⁶	4.50 ²⁰ 2.75 ¹⁶	6.00 4.75	12.00 14.00	0.00 5.00	9.95 15.00	304.40 302.83	3.5% 3.8%
Detroit Red Wings ^ Los Angeles Kings	51.73 50.05	11.0% 6.0%	67.59 105.24	6.00 ¹² 8.00 ²⁰	3.50 ¹⁶ 4.75 ²¹	3.25 5.25	20.00 15.00	7.00 3.00	10.00 10.00	299.92 297.22	7.3% 7.2%
Nashville Predators San Jose Sharks	51.04 45.71	5.5% 6.1%	113.50 106.15	6.75 ¹² 6.25 ¹⁶	3.50 ¹⁶ 4.00 ¹⁶	4.25 4.00	10.00 21.00	0.00 5.00	15.00 15.00	288.67 288.33	3.9% 3.8%
Anaheim Ducks Columbus Blue Jackets	44.44 47.66	2.7% 0.0%	102.90 98.17	7.00 ¹⁶ 6.75 ¹²	4.25 ²² 3.00 ¹⁶	5.25 3.50	15.00 7.00	0.00 0.00	20.00 16.00	284.76 269.16	3.7% 0.0%
Atlanta Thrashers Carolina Hurricanes	43.59 41.58	-10.1% 8.3%	98.61 79.66	7.25 ¹⁶ 5.75 ¹⁶	3.75 ²¹ 4.00 ²⁰	4.75 3.50	10.00 10.00	0.00 0.00	15.00 17.00	262.88 251.83	-6.8% 5.4%
St.Louis Blues Colorado Avalanche ^	40.57 40.62	7.0% 0.0%	123.99 119.33	5.00 ¹² 6.25 ²⁴	5.00 ²² 4.00 ¹⁶	4.00 4.50	15.00 10.00	1.00 2.00	10.00 9.99	245.28 242.96	4.5% 0.0%
Buffalo Sabres Phoenix Coyotes	36.43 36.15	0.0% -3.5%	76.05 120.18	5.00 ¹⁶ 8.00 ¹⁶	3.75 ¹⁶ 4.00 ¹⁶	3.75 5.00	15.00 0.00	2.00 0.00	12.00 16.00	228.72 228.61	0.0% 3.1%
Tampa Bay Lightning Dallas Stars*	37.73 29.68	6.2% -2.5%	56.29 94.38	5.00 ¹² 6.00 ¹⁶	4.50 ²⁰ 4.00 ¹⁶	2.00 4.00	10.00 20.00	0.00 5.00	15.00 14.99	226.93 222.68	2.7% -1.3%

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. In some cases, teams have implemented retroactive changes to past prices, resulting in new percentage changes.

* Prices were re-adjusted from last year.

^ The Colorado Avalanche devote tickets to a buy-two, get-two-free promotion, thus bringing down the capacity available for sale. The Red Wings' average taken from press reports and last year's information.

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=\$.97187 USD. We adjust previous year pricing to current exchange rate.

Shift change: NHL prices rebound after positive season

Average ticket price up 4.4 percent to \$54.25; Total FCI rises 4.4 percent to \$313.68

A year after a virtual stalemate on price increases, ticket costs are going up across the board in the National Hockey League.

The average non-premium season ticket is up 4.4 percent this season at \$54.25, while the average cost to take a family of four to see a game is also up 4.4 percent to \$313.68.

The exclusive, trademarked Fan Cost Index (FCI) gives a representative look at the cost of taking a family of four to a hockey game.

The FCI comprises the price of four non-premium season 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.

General seats are used, and premium tickets (club seats or tickets with extra amenities as determined by the individual teams) are listed in a separate category.

Going into last season, 14 teams kept prices flat and five had prices decreases.

For the 2010-11 season, eight teams reported flat averages and three teams have average decreases.

The Stanley Cup champion Chicago Blackhawks continue to rise up the FCI charts, evidence of their success and popularity.

The Blackhawks increased prices 18.4 percent and now boast a \$55.39 "average" ticket, a \$115.98 premium ticket and an FCI of \$350.58, which is sixth-highest.

They also have a massive season ticket waiting list and thousands of seats priced at \$20 for season ticket holders.

The Toronto Maple Leafs didn't increase prices after last season's 7 percent jump and remain atop the ticket and FCI rankings with \$115.96 average ticket and a \$572.32 FCI.

The Montreal Canadiens, Calgary Flames, New York Rangers and Vancouver Canucks round out the FCI top five.

The Pittsburgh Penguins opened the new Consol Energy Center with an 8.1 percent ticket increase to \$60.04. The Penguins' FCI is up 11.4 percent to \$326.14.

The Washington Capitals bumped up prices by 24.2 percent, with an average ticket going for \$55.57. The Caps' FCI is up 15.2 percent to \$327.29.

The Penguins and Capitals are very popular in their markets and have strong followings nationally thanks to big-name players, and in the Penguins' case, a recent Stanley Cup. The rivals are being featured in HBO's 24/7 documentary series to build hype for their Winter Classic game in January.

The New York Islanders are one of five teams with a double-digit percentage increase, with a 19.7 increase to \$58.44. The Islanders are

broadcasting their games on Hofstra University's student radio station this season.

The Florida Panthers reported an 11 percent increase thanks in part to a restructuring of their seating capacity. The team is putting tarps over some rarely-sold "nosebleed" seats, even inking Party City as the sponsor of the restricted area.

The Detroit Red Wings continue to be the only member of the Original Six with an FCI under the league average. The Red Wings' average ticket is up 11 percent to \$51.73 and their FCI is up 7.3 percent to \$299.92. Detroit did not provide TMR with up-to-date numbers by press time, so their figures were compiled by using previous data and information found in Detroit media.

Four of the Original Six are in the top six of the FCI.

Three of the bottom four teams in the FCI are in warm weather areas, and it's worth noting that none of the 14 teams with an FCI above the average from warm weather cities, though the Panthers are close.

The Dallas Stars have the lowest FCI at \$222.68, a 1.3 percent decrease from last year. The Stars have the lowest average ticket at \$29.68, a 2.5 percent decrease from last year.

The Phoenix Coyotes have the third-cheapest FCI at \$228.61 and the second-cheapest ticket at \$36.15. At press time, the team was in the process of being sold to a Chicago-area businessman after more than a year in limbo.

The Colorado Avalanche is one of the teams that has the same ticket average as last year at \$40.62. One season ticketholder contends this number is misleading and too low, but Avalanche Chief Marketing Officer Kurt Schwartzkopf explains how the Avs number is deflated by their innovative "Avaholic" season plan, where fans can buy two full-price seats at any price category and get two matching seats in the same category. Avaholic packages run from \$505 per seat in the upper sections and \$1,010 in the lower. He said Avaholic participants are up significantly, making for less seats to sell.

Last year's flat pricing saw a dramatic turn from recent NHL FCI surveys. In the previous three seasons since the league's return from a locked-out season, average tickets rose 3.7 percent (2006-07), 7.7 percent (2007-08) and 5.1 percent (2008-09). In the 2005-06 season, the league dropped prices by 7.5 percent, with 22 teams decreasing prices.

Editor's Note: Canadian prices are translated into U.S. currency and 2009-10 prices is retroactively fitted to the current exchange rate.