

# NHL Fan Cost Index

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer <sup>1</sup>	Soft Drink <sup>1</sup>	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Toronto Maple Leafs <sup>2</sup> Vancouver Canucks <sup>2*</sup>	\$122.20 91.45	2.4% 4.4%	\$197.74 218.56	\$6.96 <sup>16</sup> 7.44 <sup>12</sup>	\$3.84 <sup>14</sup> 4.56 <sup>16</sup>	\$5.20 4.32	\$19.19 19.19	\$4.80 2.88	\$23.98 19.19	\$615.62 479.53	1.9% 4.1%
Boston Bruins <sup>5</sup> New York Rangers*	73.91 74.89	2.4% 4.0%	250.00 319.70	8.25 <sup>16</sup> 8.75 <sup>12</sup>	5.50 <sup>14</sup> 5.00 <sup>24</sup>	5.50 6.00	38.00 30.00	5.00 10.00	20.00 16.00	444.13 443.06	6.9% 6.2%
Chicago Blackhawks Montreal Canadiens <sup>2</sup>	72.95 77.14	16.0% 2.5%	152.65 140.89	7.50 <sup>16</sup> 6.26 <sup>14</sup>	5.50 <sup>24</sup> 4.17 <sup>24</sup>	6.00 3.75	25.00 22.53	5.00 4.08	25.00 23.94	437.80 431.34	10.5% 2.2%
Winnipeg Jets <sup>25</sup> Washington Capitals <sup>5</sup>	81.49 66.37	2.0% 0.0%	128.46 247.13	7.68 <sup>12</sup> 8.00 <sup>24</sup>	4.56 <sup>16</sup> 5.00 <sup>16</sup>	5.28 5.50	9.59 20.00	0.00 5.00	14.38 20.00	419.04 393.48	-2.4% 0.0%
Edmonton Oilers <sup>2*</sup> Los Angeles Kings	75.94 62.75	0.0% 2.3%	179.71 105.30	7.44 <sup>16</sup> 8.50 <sup>20</sup>	3.84 <sup>14</sup> 5.25 <sup>21</sup>	3.84 6.00	11.51 25.00	0.00 2.00	14.39 20.00	389.64 382.00	0.0% 5.4%
New York Islanders Pittsburgh Penguins	67.25 70.52	2.0% 4.4%	141.09 172.50	9.50 <sup>16</sup> 5.00 <sup>12</sup>	4.75 <sup>16</sup> 3.00 <sup>12</sup>	6.00 5.00	10.00 18.00	0.00 0.00	20.00 18.00	381.00 378.07	2.2% 6.2%
Minnesota Wild Philadelphia Flyers*	65.39 71.59	4.3% 0.0%	95.29 184.63	9.50 <sup>20</sup> 8.25 <sup>20</sup>	5.00 <sup>24</sup> 3.75 <sup>16</sup>	5.00 5.00	10.00 12.00	3.00 5.00	20.00 20.00	376.55 367.49	6.4% 1.7%
Calgary Flames <sup>2</sup> Detroit Red Wings <sup>5</sup>	64.86 64.46	0.5% 5.1%	165.36 n/a	7.54 <sup>18</sup> 6.00 <sup>12</sup>	3.89 <sup>20</sup> 3.50 <sup>16</sup>	3.89 3.25	13.71 15.00	4.57 7.00	19.19 20.00	366.85 365.86	4.1% 3.6%
<b>NHL AVERAGE</b>	<b>61.62</b>	<b>2.3%</b>	<b>148.90</b>	<b>7.34<sup>18</sup></b>	<b>4.39<sup>18</sup></b>	<b>4.74</b>	<b>16.63</b>	<b>2.54</b>	<b>19.88</b>	<b>359.17</b>	<b>3.1%</b>
San Jose Sharks* Nashville Predators	53.71 56.43	4.3% -6.6%	128.35 123.12	6.25 <sup>16</sup> 6.75 <sup>12</sup>	4.00 <sup>16</sup> 3.50 <sup>16</sup>	4.00 4.25	21.00 10.00	5.00 0.00	25.00 20.00	340.32 320.23	2.7% -4.8%
New Jersey Devils <sup>5</sup> St.Louis Blues	47.71 49.14	0.9% 5.4%	172.86 149.93	8.50 <sup>16</sup> 7.00 <sup>20</sup>	4.25 <sup>16</sup> 5.00 <sup>22</sup>	5.75 4.00	24.00 20.00	3.00 1.00	18.00 20.00	313.85 308.55	7.8% 3.4%
Carolina Hurricanes* Buffalo Sabres	53.03 47.94	10.7% 3.9%	93.71 88.08	5.75 <sup>16</sup> 7.00 <sup>20</sup>	4.00 <sup>20</sup> 3.00 <sup>16</sup>	3.50 4.25	10.00 15.00	0.00 2.00	20.00 20.00	303.63 293.76	7.3% 2.5%
Florida Panthers ^ Anaheim Ducks	40.85 42.24	-26.7% 4.3%	45.52 95.93	8.00 <sup>16</sup> 9.50 <sup>20</sup>	5.00 <sup>20</sup> 5.00 <sup>20</sup>	6.50 5.50	20.00 15.00	0.00 0.00	20.00 20.00	285.42 284.96	-15.3% 1.4%
Phoenix Coyotes Columbus Blue Jackets	43.83 47.06	8.7% -0.5%	133.63 98.92	9.00 <sup>16</sup> 5.50 <sup>12</sup>	4.50 <sup>16</sup> 4.75 <sup>22</sup>	5.50 4.00	10.00 7.00	0.00 0.00	19.00 20.00	281.32 281.24	16.3% 2.2%
Tampa Bay Lightning Colorado Avalanche* ^	42.23 40.62	10.8% 0.0%	145.26 119.33	6.00 <sup>12</sup> 6.75 <sup>12</sup>	5.75 <sup>20</sup> 4.50 <sup>16</sup>	3.50 4.75	10.00 10.00	0.00 2.00	20.00 20.00	267.92 266.99	4.5% 1.5%
Dallas Stars* Ottawa Senators <sup>2</sup>	37.28 43.51	3.3% 3.4%	115.28 109.29	6.00 <sup>16</sup> 5.55 <sup>14</sup>	4.00 <sup>16</sup> 3.27 <sup>20</sup>	4.00 3.27	20.00 8.09	5.00 0.00	20.00 20.27	263.11 259.92	1.8% 2.2%

**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.

Editor's Note: Teams are listed by FCI price, not ticket price. In some cases, teams have implemented retroactive changes to past prices, resulting in new percentage changes, which might not match up to previous years.

\* Teams did not respond to TMR inquiries. Past information provided by teams and public information were used in ticket price averages.

^ The Colorado Avalanche devote tickets to a buy-two, get-two-free promotion, thus bringing down the capacity available for sale.

5 These teams' 2013 ticket averages were retroactively adjusted by the teams to make a proper percentage comparison.

^ The Panthers provide free parking to season ticket holders, but regular parking is \$20.

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=\$.959413 USD. We adjust the previous year's pricing to current exchange rate to make the comparison fair.

## Buck handling: NHL prices increase in 2013-14

Average ticket price up 2.3 percent to \$61.62; Total FCI rises 3.1 percent to \$359.17

After a strong post-lockout season, the price of going to a National Hockey League game is going up.

The average National Hockey League ticket rose 2.3 percent to \$61.62 for the 2013-14 season, according to the Team Marketing Report™ NHL Fan Cost Index®.

The Toronto Maple Leafs have the highest average season ticket price at \$122.20 (up 2.4 percent).

The Vancouver Canucks (\$91.45), the Winnipeg Jets (\$81.49), the Montreal Canadiens (\$77.14) and Edmonton Oilers (\$75.94) round out the top five average ticket prices.

The NHL average Fan Cost Index® price went up 3.1 percent to \$359.17.

The exclusive 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 general (not including premium seats) 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.

The Maple Leafs also have the most expensive FCI at \$615.62. The Canucks (\$479.53), Boston Bruins (\$444.13), New York Rangers (\$443.06) and Chicago Blackhawks (\$437.80) round out the top five.

The Dallas Stars have the cheapest average ticket at \$37.28 and the second-cheapest FCI at \$263.11, while the Ottawa Senators have the cheapest FCI at \$259.92.

The average NHL premium ticket (which includes club seats and any season ticket with added amenities) is \$148.90. Premium seats account for nearly 15 percent of the NHL inventory, according to TMR research, not including luxury suites.

Twenty-one teams increased ticket prices by 1 percent or more, led by the Stanley Cup champion Chicago Blackhawks.

The Blackhawks had the biggest percentage increase at 16 percent, pushing their average ticket price to \$72.95.

Success comes at a cost to the Chicago fans. Blackhawks ticket prices have gone up 109 percent since the 2007-08 season, coinciding with the team's rise in fortune and popularity. The average Blackhawks ticket was \$34.88 that season, third-lowest in the NHL. Rocky Wirtz took over ownership of the team after his father Bill Wirtz passed away that fall.

Two years later, the Blackhawks won the first of two Stanley Cups and have a long season ticket waiting list.

Only two teams showed percentage decreases of more than 1 percent, the Florida Panthers (-26.7 percent to \$40.85) and the Nashville Predators (-6.6 percent to \$56.43).

The average beer price is up to \$7.34 for a 16 ounce beer. The

Anaheim Ducks, Minnesota Wild and New York Islanders reported the most expensive "cheapest" beer at \$9.50.

Last season, 19 teams

raised prices by more than 1 percent, and the league average increased by 5.7 percent.

**EDITOR'S NOTE:** All Canadian ticket prices have been converted into U.S. dollars by using the most recent exchange rate. TMR retroactively changes the previous season's averages to match the current exchange rate.

TMR also retroactively adjusted 2013 season prices for Boston, Detroit, New Jersey, Washington and Winnipeg.

Year	Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI
2012	\$61.01	\$7.07 <sup>16</sup>	\$4.06 <sup>18</sup>	\$4.48	\$15.02	\$2.57	\$21.15	\$354.82
2011*	57.39	6.80 <sup>16</sup>	3.91 <sup>18</sup>	4.19	14.40	2.70	16.73	328.81
2010	54.25	6.71 <sup>16</sup>	3.90 <sup>18</sup>	4.14	14.19	2.61	15.86	313.68
2009	51.27	6.54 <sup>16</sup>	3.74 <sup>18</sup>	3.99	13.98	2.60	16.09	300.54
2008	49.66	6.06 <sup>16</sup>	3.46 <sup>17</sup>	3.64	12.20	2.69	15.75	288.23