

## 2007 MLB World Series Recap – Colorado Rockies at Boston Red Sox



vs.



### Boston Red Sox – Games 1 and 2

- The **average** ticket selling price for the World Series at Fenway Park was **\$1279**
  - The **most expensive** ticket sold was **\$10,883** (Dugout Box 42 – behind home plate)
  - The **least expensive** ticket sold has been **\$399** (Outfield Grandstand)
- Buyers from **38 states** purchased tickets for the games at Fenway Park. The top 5 in order were: **MA** – 35%, **NY** – 8%, **CT** – 8%, **CA** – 6%, **FL** – 5%

### Game Breakdown

- The **average** ticket selling price for Game 1 was **\$1316**, with a **range** of **\$399 - \$4706**
- The **average** ticket selling price for Game 2 was **\$1254**, with a **range** of **\$400 - \$10,883**

### Comparison to 2004 World Series

- The **average** ticket selling price for the two Red Sox-Cardinals games in Fenway Park during the 2004 World Series was **\$1767**, with a **range** of **\$400 - \$7000**
- Sales for the two games this season sold **nearly quadruple** that of the two in 2004, based on dollar volume

### Comparison to Top Regional Events

Below are the **average** ticket selling prices for some of Boston's top regional events, based on historical StubHub sales data:

- Boston Celtics home opener vs. Washington Wizards (11/2): **\$126**
- Upcoming Hannah Montana concerts in December (three shows): **\$329**
- San Diego Chargers at New England Patriots (9/16/07): **\$249**

### Colorado Rockies – Games 3 and 4

- The **average** ticket selling price for the World Series at Coors Field was **\$927**
  - The **most expensive** ticket sold has been **\$4648** (Infield Box 120 – behind First Base)
  - The **least expensive** ticket sold has been **\$257** (Upper Reserved Infield)
- **Game 3** is the **3<sup>rd</sup> best-selling event in company history**, based on dollar volume
- **Game 4** is the **4<sup>th</sup> best-selling event in company history**, based on dollar volume
- Buyers from **44 states** purchased tickets for the games at Coors Field. The top 5 in order were: **CO** – 60%, **CA** – 6%, **TX** – 4%, **WY** – 3%, **MA** – 2%

### Game Breakdown

- The **average** ticket selling price for Game 3 was **\$927**, with a **range** of **\$257 - \$4648**
- The **average** ticket selling price for Game 4 was **\$927**, with a **range** of **\$257 - \$4400**

### Comparison to Top Regional Events

Below are the **average** ticket selling prices for some of Denver's top regional events, based on historical StubHub sales data:

- Hannah Montana concert (10/25/07): **\$207**

- Denver Nuggets first round playoff games last season: **\$112**
- AFC Championship Game (Steelers-Broncos, 1/22/06): **\$535**

### Comparison to 2006 World Series

- The **average** ticket selling price for the entire 2006 World Series last year (Cardinals-Tigers) was **\$623**, with a **range** of **\$137 - \$5883**
  - The **average** ticket selling price for the Tigers, the AL representative, was **\$623**, with a **range** of **\$149 - \$2990**
  - The **average** ticket selling price for the Cardinals, the NL representative, was **\$627**, with a range of **\$137 - \$5883**

### 2007 Interleague Play – Rockies at Red Sox

During the regular season, the Rockies took two out of three games at Fenway Park during Interleague play (6/12 – 6/14).

- The **average** ticket selling price for all three games was **\$92**, with a **range** of **\$16 - \$584**

### 2007 MLB Playoffs Breakdown

Below are the World Series, Championship Series, and Division Series **average** ticket selling prices for each of the eight teams that made it into the postseason:

Team	Division Series Average	League Champ. Average	World Series Average
<b>AMERICAN LEAGUE</b>			
Boston Red Sox	\$ 303	\$ 448	<b>\$ 1279</b>
Cleveland Indians	\$ 102	\$ 157	N/A
New York Yankees	\$ 210	N/A	N/A
Anaheim Angels	\$ 146	N/A	N/A
<b>NATIONAL LEAGUE</b>			
Colorado Rockies	\$ 112	\$ 129	<b>\$ 927</b>
Arizona Diamondbacks	\$ 103	\$ 69	N/A
Chicago Cubs	\$ 338	N/A	N/A
Philadelphia Phillies	\$ 270	N/A	N/A

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#### StubHub Media Contact

Joellen Ferrer

Corporate Communications Specialist, Sports

(415) 222-8412

[jferrer@stubhub.com](mailto:jferrer@stubhub.com)