



2009 Masters Tournament Recap

<http://www.stubhub.com/the-masters-tickets/>

- Below are the current **average** selling prices for each type of ticket available, along with the average prices from the 2008 Masters Tournament:

Competition Days

<u>Day</u>	<u>Date</u>	<u>Current Average</u>	<u>2008 Average</u>
Thursday	4/9	\$ 638	\$ 1173
Friday	4/10	\$ 578	\$ 1081
Saturday	4/11	\$ 495	\$ 1166
Sunday	4/12	\$ 525	\$ 1045
Competition Package (Includes Thursday - Sunday)	4/9	\$ 1831	\$ 3930
2 Day Package (Includes Thursday - Friday)	4/9	\$ 1253	n/a
2 Day Package (Includes Saturday - Sunday)	4/11	\$ 1313	\$ 2162

Practice Days

<u>Day</u>	<u>Date</u>	<u>Current Average</u>	<u>2008 Average</u>
Monday	4/6	\$ 195	\$ 218
Tuesday	4/7	\$ 251	\$ 286
Wednesday	4/8	\$ 353	\$ 427

- Fans have purchased **nearly double the number of tickets** to this year's Masters Tournament than last year
- Wednesday Practice** session was the **highest grossing** Masters event
- The **highest grossing competition** day was **Friday**
- The **most expensive** ticket purchased was **\$3715** (Competition Package)
- The **least expensive** ticket purchased was **\$65** (Monday Practice)
- Buyers from **44 states** have purchased their tickets on StubHub. The top five in order:
 - Georgia 18% - Florida 8% - Texas 7% - North Carolina 6% - Illinois 4%
- Hospitality tickets for StubHub's **19th Hole** were available for every day of the Tournament for \$149 - \$250: [View available tickets](#)

