



New York Baseball Home Openers - Recap Yankee Stadium and Citi Field



- The **average** ticket selling price for the Yankees home opener was **\$403**
- The **least expensive** ticket purchased was **\$65**
 - Seat Location – Field Outfield 109 (First Base Side)
 - Transaction Date – A week before the game
 - Buyer resides in Waterbury, CT
- The **most expensive** ticket purchased was **\$5883**
 - Seat Location – Legends 15A (behind Yankees Dugout)
 - Transaction Date – December 2008
 - Buyer resides in Rochester, NY
- The Yankees opener is the **highest grossing** MLB game of the upcoming season
- It is also the **7th highest-grossing event in company history** (#1 Super Bowl XLIII)
- **Nearly double** the number of tickets were purchased for the Yankees opener than the Mets opener
- Buyers from **43 states** have purchased tickets to Indians-Yankees. The top five in order:
 - NY 43% ▪ NJ 22% ▪ CT 8% ▪ CA 3% ▪ PA 3%
 - 1% of the buyers are from Ohio
- The **average** selling price for the Yankees '08 finale against the Orioles was **\$380**
- The **average** selling price for the Yankees '08 opener against the Blue Jays was **\$152**



- The **average** ticket selling price for the Mets home opener was **\$340**
- The **least expensive** ticket purchased was **\$60**
 - Seat Location – Promenade Reserve Infield 523 (Third Base Side)
 - Transaction Date – Two weeks ago
 - Buyer resides in North Massapequa, NY
- The **most expensive** ticket purchased was **\$1471**
 - Seat Location – Metropolitan Box 113 (behind Mets Dugout)
 - Transaction Date – today
 - Buyer resides in Smithtown, NY
- The Mets opener is the **second-highest grossing** MLB game of the upcoming season
- Buyers from **33 states** purchased tickets to Padres-Mets. The top five in order:
 - NY 64% ▪ NJ 20% ▪ CT 6% ▪ PA 2% ▪ FL 1%
 - 1% of the buyers were from California
- The **average** selling price for the Mets '08 finale against the Marlins was **\$171**
- The **average** selling price for the Mets '08 opener against the Phillies was **\$134**