



Tourney Ticket Data Recap

Final Four in Detroit:

Event	Avg	High	Low
Championship	\$320	\$3445	\$75
Semifinals	\$419	\$3471	\$100
All Session Strip	\$489	\$4648	\$134
All events	\$404	\$4648	\$75

First/Second Rounds: (ranked by total gross sales)

Site	Avg	High	Low
Philadelphia	\$148	\$1099	\$5
Greensboro	\$139	\$1295	\$12
Portland	\$228	\$1589	\$40
Dayton	\$194	\$1295	\$35
Kansas City	\$140	\$1023	\$21
Miami	\$136	\$1500	\$36
Minneapolis	\$180	\$900	\$59
Boise	\$232	\$1530	\$75
All sites	\$161	\$1589	\$5

Regionals: (ranked by total gross sales)

Site	Avg	High	Low
EAST- Boston	\$264	\$2743	\$78
MIDWEST- Indianapolis	\$182	\$1050	\$43
SOUTH - Memphis	\$127	\$1495	\$18
WEST - Phoenix	\$169	\$1406	\$39
All sites	\$183	\$2743	\$18

National Championship

- The **average** ticket selling price for the National Championship was **\$320**
- The **least expensive** ticket sold for the National Championship was **\$75** (Upper End 341-Row 6)
 - The buyer from Chesaning, MI bought two of these tickets after the Semifinals
- The **most expensive** ticket sold for the National Championship was **\$3445** (Risers Sideline 7-Row 3)
 - The buyer from Appleton, WI bought four of these tickets last week
- Buyers from **37 states** purchased tickets for the National Championship
 - The top five states in order: **MI** 66% - **IL** 6% - **OH** 5% - **CA** 2% - **NC** - 2%
 - Team representation: **Michigan State** 66% - **UNC** 2%
- This year's National Championship is the **least expensive** we have seen since we began tracking prices in 2005. **Historical average prices** for the Championship:
 - 2008 in San Antonio - \$389
 - 2007 in Atlanta - \$466
 - 2006 in Indianapolis - \$425
 - 2005 in St. Louis - \$542

Final Four Events Stats

- Fans purchased **nearly five times the number of actual tickets** for the Final Four events this year compared to last, as ticket prices were **nearly 40% less** than last year
- Buyers from **48 states** purchased tickets for the Final Four (no North Dakota or Vermont)
 - The top five states in order: **MI** 54% - **IL** 6% - **PA** 5% - **OH** 5% - **NY** - 4%
 - Team representation: **Michigan State** 54% - **Villanova** 5% - **UNC** 3% - **UConn** 1%
- This year's Final Four events was the **least expensive** we have seen since we began tracking prices in 2005. **Historical average prices** for the Final Four events:
 - 2008 in San Antonio - \$655
 - 2007 in Atlanta - \$578
 - 2006 in Indianapolis - \$615
 - 2005 in St. Louis - \$684

Tournament Stats

- The **least expensive ticket** sold for the Tournament was **\$5** for Session 1 in Philadelphia (Upper Corner 222A-Row A)
 - The buyer from Arlington, VA bought two of these tickets the day before the game



Tourney Ticket Data Recap

- The **most expensive ticket** sold for both the Tournament was **\$4648** for an All Session Strip (Riser Sideline 6-Row 14)
 - The buyer from Brighton, MI purchased 2 ticket strips last weekend
- Below is the ticket price recap from the 2008 NCAA Tournament:

Final Four in San Antonio:

Event	Avg	High	Low
Semifinals	\$672	\$3334	\$155
Championship	\$389	\$2223	\$60
All Session Strip	\$898	\$6471	\$165
All events	\$655	\$6471	\$60

First/Second Rounds: (ranked by total gross sales)

Site	Avg	High	Low
Washington DC	\$233	\$1843	\$31
Anaheim	\$189	\$2001	\$10
Raleigh	\$209	\$1471	\$30
Denver	\$207	\$1300	\$33
Tampa	\$149	\$1148	\$19
Omaha	\$381	\$1685	\$89
Little Rock	\$268	\$1065	\$60
Birmingham	\$157	\$1706	\$38
All sites	\$210	\$2001	\$10

Regionals: (ranked by total gross sales)

Site	Avg	High	Low
Houston	\$245	\$2550	\$30
Charlotte	\$364	\$2825	\$71
Detroit	\$152	\$1150	\$10
Phoenix	\$241	\$2530	\$29
All sites	\$232	\$2825	\$10

- Below are the **average** ticket selling prices for some of the recent championship events:

Event	Average Prices
Super Bowl XLIII (Arizona Cardinals-Pittsburgh Steelers)	\$2402
'09 BCS Championship (Florida-Oklahoma)	\$684
'08 World Series (Phillies-Rays)	\$903 (Phillies home) \$378 (Rays home)
'08 NBA Finals (Celtics-Lakers)	\$703 (Celtics home) \$884 (Lakers home)
'08 NHL Stanley Cup (Red Wings-Penguins)	\$415 (Red Wings home) \$758 (Penguins home)

- Ticket Buying Tips

Don't negotiate a deal on the street - The risks of buying tickets from street scalpers are many, counterfeit tickets can be prevalent and once cash is handed over it's gone. Plus, selection is limited and pricing is not easily compared to other sellers

Shop Online, But Be Smart - Make sure to buy from a company with a rock solid reputation for service. (You take your chances buying from someone you meet via Craigslist.)

Insist on a Guarantee - To be 100% sure you'll get your tickets and your money is safe; try a site like StubHub which guarantees ticket authenticity, secure transactions and on time delivery. Tickets are worthless if they arrive late.

Customer Service is Key - Make sure any online site has a clearly visible Customer Service number so that you can easily contact a representative directly with any issues or assistance with your purchase.

Beware of below market prices - Be wary of any deals that look too good to be true. They usually are.

Always use a credit card - Credit cards have built in securities against fraud. Cash money and wire transfers should never be used unless you know the seller personally.