



2010 NCAA Tournament - Recap

<http://www.stubhub.com/ncaa-tournament-tickets/>



Final Four Sales Trends

- This year's Final Four was the **highest-grossing Final Four in company history**
- It was also **most affordable Championship game in company history**
 - Last year's Championship was the least expensive to date, due much in part to the economy
- Fans paid an **average** of **\$231** for the Championship, **\$420** for the Semifinal, and **\$550** for the Strip
- **Indiana** buyers made up the largest contingency for the Championship at **38%**, while **North Carolina** buyers accounted for **2%**
- Outside of Indiana buyers, the top five buyer states are Illinois (11%), Kentucky (9%), Ohio (8%), West Virginia (5%), and Michigan (4%)

Historical Final Four average prices

	Full Strip	Semifinals	Championship
2009 - Detroit	\$ 490	\$ 419	\$ 320
2008 - San Antonio	\$ 896	\$ 672	\$ 389
2007 - Atlanta	\$ 840	\$ 402	\$ 466
2006 - Indianapolis	\$ 781	\$ 405	\$ 425

Regionals

- Below is a dollar volume ranking (in descending order) of venues for the Regionals, along with the **average** prices fans paid (combined totals/averages for all ticket types):

Houston	Reliant Stadium	\$ 180
St. Louis	Edward Jones Dome	\$ 195
Syracuse	Carrier Dome	\$ 200
Salt Lake City	Energy Solutions Arena	\$ 184

- Below are the top five events, ranked in descending order and including the **average** prices paid:

South Regional - Strip (Includes both Semifinals and the Final)	26-Mar	\$	236
Midwest Regional - Strip (Includes both Semifinals and the Finals)	26-Mar	\$	276
East Regional - Strip (Includes both Semifinals and the Final)	25-Mar	\$	334
South Regional - Session 1 (St Marys vs Baylor, Duke vs Purdue)	26-Mar	\$	160
East Regional - Session 1 (Kentucky vs Cornell)	25-Mar	\$	166



2010 NCAA Tournament - Recap

<http://www.stubhub.com/ncaa-tournament-tickets/>

First and Second Rounds

- Below is a dollar volume ranking (in descending order) of venues for the First/Second Rounds, along with the **average** prices fans paid (combined totals/averages for all ticket types):

Buffalo	HSBC Arena	\$ 213
Providence	Dunkin Donuts Center	\$ 178
Milwaukee	Bradley Center	\$ 158
Oklahoma City	Ford Center Oklahoma City	\$ 182
New Orleans	New Orleans Arena	\$ 172
San Jose	HP Pavilion	\$ 173
Jacksonville	Jacksonville Veterans Memorial Arena	\$ 199
Spokane	Spokane Arena	\$ 211

- Below are the top five events, ranked in descending order and including the **average** prices paid:

New Orleans - Strip (Includes all Three Sessions)	18-Mar	\$ 335
Buffalo - Strip (Includes all Three Sessions)	19-Mar	\$ 466
Providence - Session 3 - Second Round (Villanova vs St Marys, Tennessee vs Ohio)	20-Mar	\$ 195
Oklahoma City - Strip (Includes all Three Sessions)	18-Mar	\$ 400
Buffalo - Session 3 (West Virginia vs. Missouri, Gonzaga vs Syracuse)	21-Mar	\$ 202