



StubHub Ticket Data  
**Favre Fever – Vikings Edition**  
(as of 8/19)

- Yesterday was the **highest grossing sales days** in company history for both Minnesota Vikings and Green Bay Packers
  - Throughout the day, we saw a surge in ticket sales for every Vikings game this upcoming season
  - Packers tickets saw a substantial lift due to the November 1<sup>st</sup> Vikings-Packers game at Lambeau Field
  - Dollar volume sales for Vikings tickets were 60% more than Packers tickets yesterday
- The **majority** of Vikings sales are for the **Packers-Vikings** game at the Metrodome on October 5<sup>th</sup>
  - The current **average** ticket selling price is **\$204**
  - The **least expensive** ticket purchased has been **\$32** for the Upper Corner (purchased in April 2009 by a Hayward, WI resident)
  - The **most expensive** ticket purchased has been **\$1400** for Lower Sideline 109 at the 50-yard line (purchased yesterday by a Salt Lake City, UT resident)
  - Packers-Vikings is currently the **third-highest grossing** NFL game of the upcoming season (#1 9/20 Giants-Cowboys, #2 9/20 Steelers-Bears)
  - The **average** price for the rest of the Vikings games is **\$120**
- The **majority** of Packers sales are for the **Vikings-Packers** game at Lambeau Field on November 1<sup>st</sup>
  - The current **average** ticket selling price is **\$343**
  - The **least expensive** ticket purchased has been **\$105** for Lower Level Sideline 127 at the goal line (purchased in yesterday by a Charlotte, NC resident)
  - The **most expensive** ticket purchased has been **\$1148** for Lower Sideline 120 at the 50-yard line (purchased in June 2009 by a Dunedin, FL resident)
  - Vikings-Packers is currently the **fourth-highest grossing** NFL game of the upcoming season
  - The **average** price for the rest of the Packers games is **\$206**

### Michael Vick Comparison

- After Vick signed with the Eagles last Friday, we saw a noticeable spike for overall Eagles tickets. However, we saw a significant spike in Atlanta Falcons tickets, particularly for the December 6<sup>th</sup> Eagles-Falcons game at the Georgia Dome.