

MLB FCI® sits at \$234.38 for 2019

Average ticket \$32.99 as low-price offerings multiply

The cost to attend a Major League Baseball game increased by 1.8 percent for the 2019 season, according to the latest Team Marketing Report Fan Cost Index®.

Average ticket prices rose to \$32.99, a gain of 2.1 percent, or 70 cents per ticket, from last season.

The average MLB team FCI stands at \$234.38, an increase of 94 cents per person.

The TMR Fan Cost Index represents the cost for a family of four to attend a game. TMR staff compile costs for all 30 MLB ballparks using the price of four average weighted non-premium tickets combined with four sodas, four hot dogs, two beers and two souvenir caps, plus a parking spot.

The most expensive team to catch a ballgame for the second year in a row is the Chicago Cubs with their FCI of \$370.12. The Boston Red Sox again came in at second most expensive at \$354.54. The Houston Astros jumped to third highest at \$313.38 after an increase of more than 19 percent, and they were followed by the Washington Nationals at \$298.63.

Rounding out the top five are the New York Yankees at \$293.96. This is the first year since 2004 the Bronx Bombers have not been one of the top three teams in the FCI.

The Miami Marlins are the latest to roll out fan friendly concessions pricing

At the other end of the spectrum, maintaining their streak as most affordable team since 2009, are the Arizona Diamondbacks with their FCI of \$142.42. The next lowest priced for the fourth year in a row, are the Tampa Bay Rays at \$160.12. Rounding out MLB's Affordable Five are the Miami Marlins (\$175.68), Pittsburgh Pirates (\$182.42) and Baltimore Orioles (\$187.80).

The Marlins new owner Bruce Sherman and CEO Derek Jeter have put their money where their mouth is by slashing ticket and concession prices in efforts to win over South Florida fans. Their new "3o5" menu that drops beer to \$5 (from \$6) and slashes soda (\$5) and hot dogs (\$6.25) to \$3 each, knocks \$23 alone off their FCI. Combined with a stunning 28.6 percent drop in average ticket price, the Marlins saw their FCI fall 23 percent overall.

Between the removal of the "Homer" sculpture in centerfield and an FCI reduction of \$52.58, Marlins fans should be in great spirits all season long.

PLANNING = SAVING

The key to keeping prices down in 2019 is a simple combination of old school planning meets new fangled technology. Every ballclub offers ticket deals. A little digging on team websites can uncover a treasure trove of deals. And planning ahead allows fans to use public transportation or greatly reduced remote lots to save 50 to 90 percent on parking.

If you have to drive, technology is your friend. The average cost of parking dropped by over \$1 from 2018 because TMR research now includes using apps such as ParkWhiz, SpotHero or Parking Panda to price out the best spots.

While in the App Store downloading that parking app, grab your favorite team's app too. Numerous teams are now offering mobile-based ballpark passes. And this year the Oakland A's have created a Family Pass for their new "Stomping Ground" space. All 81 home games are \$399 for a family of four. That's a ticket price of \$1.23 per person per game! (Now, if someone takes their family to all 81 games, we vote they should win a lot more than \$399 prize.)

The Baltimore Orioles' "Kids Cheer Free" program was a hit in 2018, so they are bringing it back again. For every adult ticket purchased in Camden Yards Upper Deck two children 9 or younger are admitted free.

The St. Louis Cardinals partner with their flagship radio station, KMOX-AM 1120, for their "First Pitch Ticket Program." Upwards of 500 tickets per game are available on game days starting at 9:00a. Fans buy vouchers at \$11.20 per pair and 15 minutes before first pitch receive an envelope with their tickets. This program includes Opening Day and it often involves player ticket returns, so seats can range from field box to SRO.

In fact, TMR conducted research this year on the lowest priced ticket fans can buy on game day and found an MLB average "get in" price of just over \$13. The cheapest? The Colorado Rockies' Rock Pile at just \$1.

The pricier teams are also working to be sensitive to budgets.

The Yankees have held their ticket prices in check over the past three seasons thanks in large part to their \$10 Grandstand tickets available every game, numerous \$15 Pinstripe Pass games and they are partnering with MasterCard again on \$5 tickets as well as multiple half-price dates.

And the Cubs point out that for 24 of their games (just under one-third) their "get in" remains under \$15. Officials have also confirmed that they will continue last year's successful "10/Sixty Tickets" offering. Fans register 48 hours before each game and 60 lower bowl seats are awarded at \$10 each to lucky fans 24 hours prior to the game.

With MLB, NBA and NFL FCIs all updated now, MLB officials will definitely stake their claim as the most affordable major league. Compared to MLB's FCI the NBA's 2018-19 FCI of \$420.58 is 79 percent higher. The NFL's 2018 FCI of \$536.04 is 128 percent higher.

Let the debate begin!

Team Marketing Report reserves the right to make updates, including retroactive changes, to the Fan Cost Index® as deemed necessary. This includes updating the official FCI chart after publication.

The Team Marketing Report Fan Cost Index® is comprised of the prices of four adult average-price tickets, parking for one car and the least expensive ballpark-available pricing for: two draft beers, four soft drinks, four hot dogs and two (adult-size) adjustable caps. Costs are determined through calls, emails and online research with teams, venues, concessionaires and season ticket holders. Identical questions are asked of all sources. TMR reserves the right to update FCI numbers when additional information is presented and verified.

Average ticket price represents a weighted average of season ticket prices for general seating categories. This is determined by factoring the full season ticket cost for each category as a percentage of the total number of seats in each venue. This takes into account variable pricing. Premium seating (tickets that come with at least one added amenity or classified by team as premium) are not included in the survey to calculate average ticket price. Average Premium Ticket prices are listed separately. Luxury suites are also excluded. Season ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season seats. When a seat category is not offered as a season ticket, we use the weighted average price sold by the team. Teams have a say in what seats are considered general or premium.

Beer Ounces and Soft Drink Ounces denote size of lowest-priced beverage in ounces.

Prices for Toronto Blue Jays tickets and game costs are converted to US Dollars using Bank of Canada monthly average exchange rates for the first three months of each year. NOTE: For year-over-year percentage changes, we compare the team's CAD prices, NOT the converted USD prices listed in the FCI.

Team	Avg. Ticket	AT\$ Change	Avg. Premium Ticket	Beer	Oz.	\$ / Oz.	Soft Drink	Oz.	\$ / Oz.	Hot Dog	Parking	Cap	FCI	FCI Change
Chicago Cubs	59.49	1.6	\$241.99	\$9.50	16	\$0.59	\$5.25	20	\$0.26	\$6.50	\$26.16	\$20.00	\$370.12	0.5
Boston Red Sox	59.32	4.1	\$189.81	\$8.50	12	\$0.71	\$5.25	16	\$0.33	\$5.25	\$14.28	\$21.99	\$354.54	2.5
Houston Astros	49.85	23.9	\$145.00	\$6.50	14	\$0.46	\$5.00	21	\$0.24	\$5.50	\$15.00	\$21.99	\$313.38	19.2
Washington Nationals	44.12	5	\$232.67	\$9.00	16	\$0.56	\$6.00	22	\$0.27	\$7.00	\$20.00	\$15.00	\$296.48	2.9
New York Yankees	47.62	0	\$346.63	\$6.00	12	\$0.50	\$3.00	12	\$0.25	\$3.00	\$27.50	\$19.99	\$293.96	-2.5
San Francisco Giants	38.32	0.1	\$110.93	\$8.25	14	\$0.59	\$5.50	16	\$0.34	\$6.50	\$20.42	\$20.00	\$278.20	2.4
Los Angeles Dodgers	42.62	3.6	\$164.75	\$6.25	16	\$0.39	\$6.00	20	\$0.30	\$6.75	\$5.00	\$18.00	\$274.98	2.6
Seattle Mariners	37.77	1.2	\$138.84	\$5.00	12	\$0.42	\$5.25	16	\$0.33	\$6.50	\$10.00	\$19.99	\$258.06	2.7
St. Louis Cardinals	35.54	0	\$87.56	\$5.00	12	\$0.42	\$6.25	21	\$0.30	\$5.00	\$17.30	\$20.00	\$254.46	-1
Philadelphia Phillies	36.04	0	\$91.37	\$6.00	12	\$0.50	\$5.00	20	\$0.25	\$4.00	\$18.00	\$20.00	\$250.16	0
New York Mets	27.6	0	\$91.43	\$11.00	20	\$0.55	\$5.75	20	\$0.29	\$6.75	\$25.00	\$19.99	\$247.38	1.2
Kansas City Royals	32.84	-2.2	\$134.61	\$4.00	12	\$0.33	\$4.00	16	\$0.25	\$5.75	\$12.00	\$19.99	\$230.34	-1.3
Chicago White Sox	28.38	6.2	\$95.32	\$7.00	16	\$0.44	\$5.50	24	\$0.23	\$4.50	\$20.00	\$17.99	\$223.50	3
Atlanta Braves	29.44	2.6	\$169.05	\$5.00	12	\$0.42	\$5.50	22	\$0.25	\$4.25	\$16.00	\$19.99	\$222.74	6.2
Texas Rangers	25.75	0	\$66.55	\$6.00	16	\$0.38	\$5.50	20	\$0.28	\$6.00	\$20.00	\$19.99	\$220.98	3.7
Cleveland Indians	31.16	3.7	\$76.26	\$5.00	12	\$0.42	\$3.75	12	\$0.31	\$4.25	\$13.00	\$20.00	\$219.64	4.5
Toronto Blue Jays	29.69	14.6	\$72.21	\$5.63	16	\$0.35	\$3.94	20	\$0.20	\$4.13	\$15.17	\$19.52	\$216.51	1.9
Colorado Rockies	27.29	4.9	\$54.01	\$3.00	12	\$0.25	\$4.50	26	\$0.17	\$5.50	\$19.50	\$19.99	\$214.64	8.4
Detroit Tigers	28.31	0.6	\$79.04	\$5.00	12	\$0.42	\$4.75	16	\$0.30	\$5.00	\$10.00	\$19.99	\$212.22	5.3
Oakland Athletics	24.3	0.7	\$62.94	\$6.00	12	\$0.50	\$5.00	16	\$0.31	\$5.75	\$20.00	\$19.95	\$212.10	6.3
Minnesota Twins	32.68	0.2	\$74.50	\$5.00	12	\$0.42	\$2.00	16	\$0.13	\$4.00	\$6.00	\$20.00	\$210.72	-11.3
Milwaukee Brewers	28.44	9	\$51.35	\$5.00	12	\$0.42	\$5.00	24	\$0.21	\$6.00	\$12.00	\$15.00	\$209.76	-0.3
Cincinnati Reds	21.14	0	\$77.16	\$6.50	14	\$0.46	\$6.25	24	\$0.26	\$5.50	\$10.00	\$25.00	\$204.56	7.6
Los Angeles Angels	30.92	2.2	\$162.44	\$5.00	12	\$0.42	\$3.50	16	\$0.22	\$5.00	\$10.00	\$9.99	\$197.66	1.9
San Diego Padres	22.22	2	\$94.97	\$6.00	12	\$0.50	\$5.50	20	\$0.28	\$5.25	\$16.00	\$18.00	\$195.88	2
Baltimore Orioles	29.95	0	\$51.87	\$4.00	12	\$0.33	\$1.50	12	\$0.13	\$1.50	\$8.00	\$20.00	\$187.80	0
Pittsburgh Pirates	22.81	-3	\$70.87	\$6.00	16	\$0.38	\$3.50	16	\$0.22	\$3.50	\$11.20	\$19.99	\$182.42	1.9
Miami Marlins	22.55	-28.6	\$178.36	\$5.00	12	\$0.42	\$3.00	24	\$0.13	\$3.00	\$11.50	\$19.99	\$175.68	-23
Tampa Bay Rays	22.53	4.3	\$98.55	\$5.00	12	\$0.42	\$5.00	22	\$0.23	\$5.00	\$0.00	\$10.00	\$160.12	2.4
Arizona Diamondbacks	20.86	6.2	\$59.76	\$4.00	14	\$0.29	\$2.00	12	\$0.17	\$2.00	\$15.00	\$9.99	\$142.42	3.3
Average	32.99	2.1	\$119.03	\$5.97	13.5	\$0.44	\$4.60	18.7	\$0.25	\$4.95	\$14.80	\$18.74	\$234.38	1.8