



NHL Stanley Cup Data Recap

<http://www.stubhub.com/stanley-cup-tickets/>

- Below are the **average** ticket selling prices for both teams' games, as well as the 2008 average:

	Avg	'08 Avg		Avg	'08 Avg
Detroit Red Wings	\$ 469	\$ 415	vs.	Pittsburgh Penguins	\$ 503 \$ 758

- Fans purchased **more than triple the number** of Red Wings tickets than Penguins tickets.
- The **least expensive** ticket purchased for the Stanley Cup was \$50
 - Game 3 in Pittsburgh – D23, Row M
- The **most expensive** ticket purchased for far for the Stanley Cup has been \$4800
 - Game 6 in Pittsburgh – Igloo E 3, Row C
- A small percentage of fans from each team appear to be traveling to road games
 - Detroit Games:** 58% of the buyers are from Michigan, 7% are from Pennsylvania
 - Pittsburgh Games:** 47% of the buyers are from Pennsylvania, 5% are from Michigan
- Buyers from **36 U.S. States and 5 Canadian Provinces** have purchased tickets to the potential four games in Detroit. The top five in order are:
 - Michigan 58% - Ontario 12% - Pennsylvania 7% - Ohio 3% - Illinois 3%
- Buyers from **23 U.S. States and 3 Canadian Provinces** have purchased tickets to the potential three games in Pittsburgh. The top five in order are:
 - Pennsylvania 47% - New York 6% - Florida 5% - Michigan 5% - Ohio 4%

Series Breakdown

Below are the **average** ticket selling prices for each game, as well a 2008 comparison. Average prices for every game are **less expensive** than the respective game this time around:

		Current Avg	2008 Avg
Game 1	5/30 Penguins at Red Wings	\$ 267	\$ 346
Game 2	5/31 Penguins at Red Wings	\$ 226	\$ 323
Game 3	6/2 Red Wings at Penguins	\$ 351	\$ 617
Game 4	6/4 Red Wings at Penguins	\$ 518	\$ 813
Game 5	6/6 Penguins at Red Wings	\$ 417	\$ 544
Game 6	6/9 Red Wings at Penguins	\$ 652	\$ 819
Game 7	6/12 Penguins at Red Wings	\$ 746	-

- Game 7 is the **highest grossing game** of the Stanley Cup
 - The least expensive ticket purchased was \$229 (Upper Level Center 209)
 - The most expensive ticket purchased was \$3890 (Lower Level Center 121)