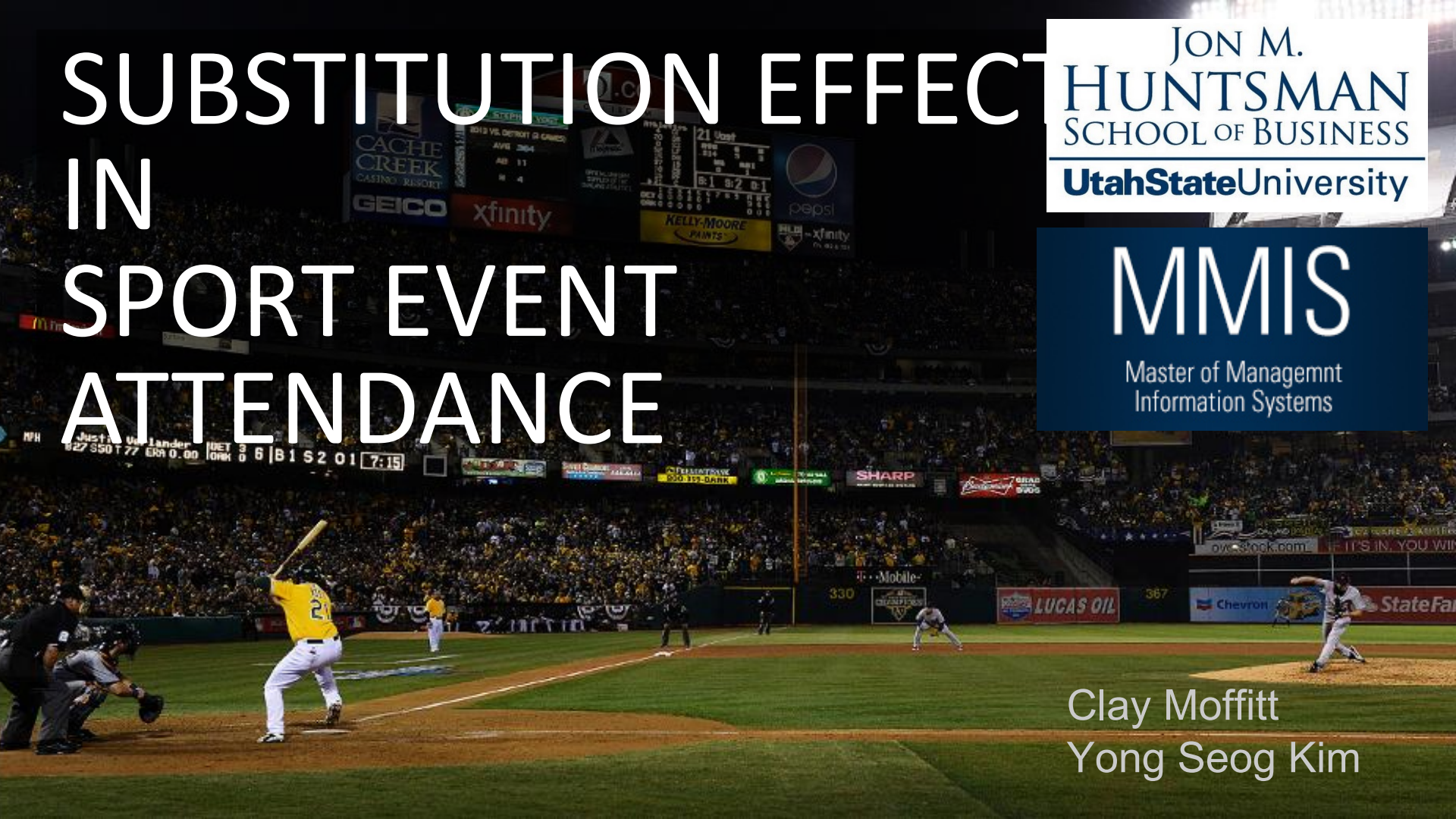


SUBSTITUTION EFFECT IN SPORT EVENT ATTENDANCE

JON M.
HUNTSMAN
SCHOOL OF BUSINESS
UtahStateUniversity

MMIS
Master of Management
Information Systems

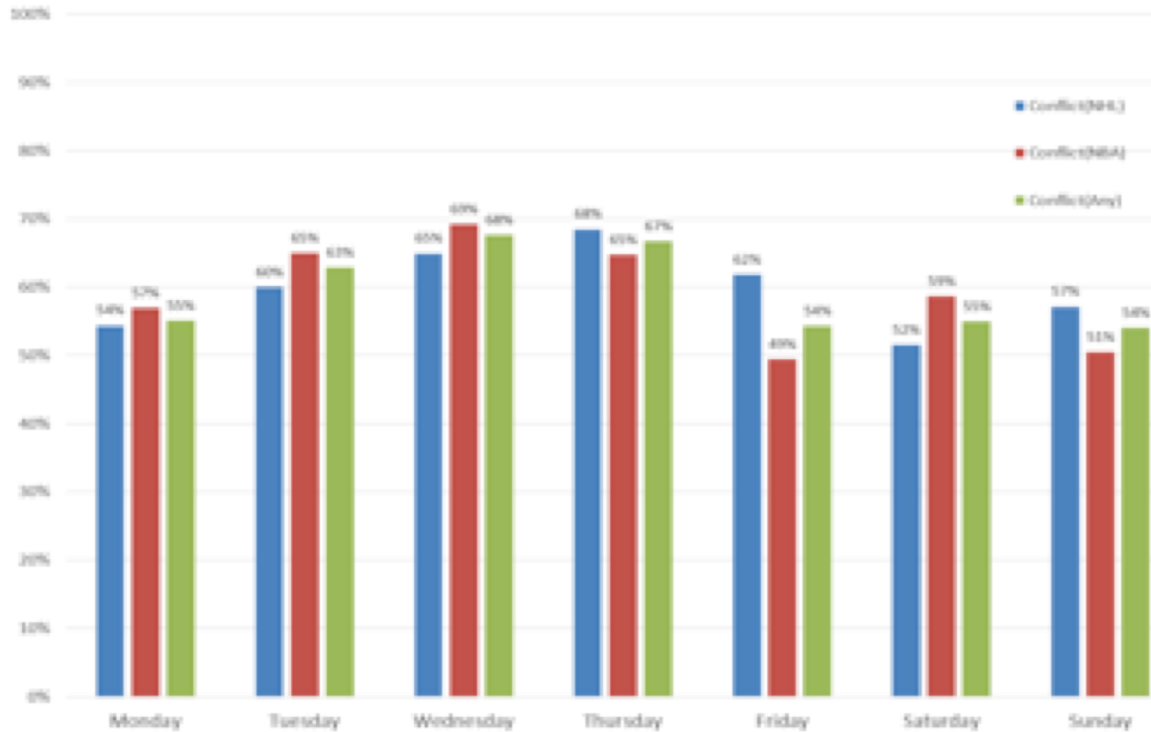


Clay Moffitt
Yong Seog Kim

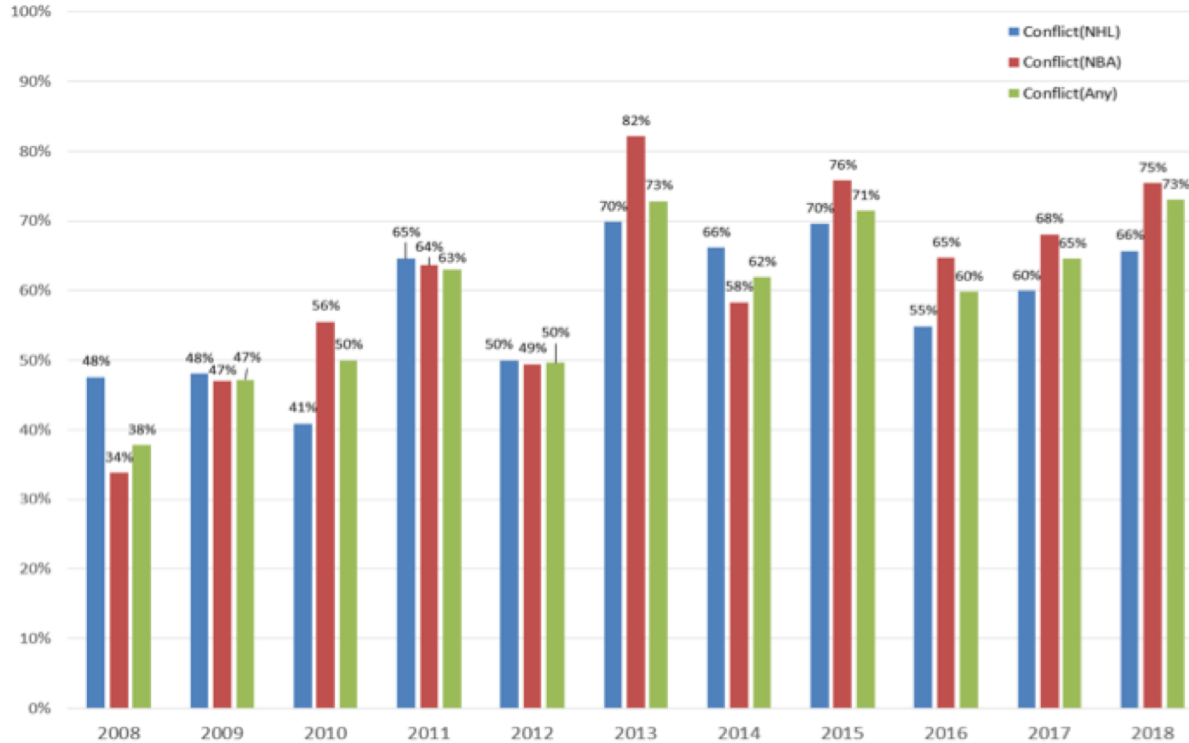
*How are MLB ticket sales impacted
by scheduling conflicts with local
NBA and NHL games on the same
day?*



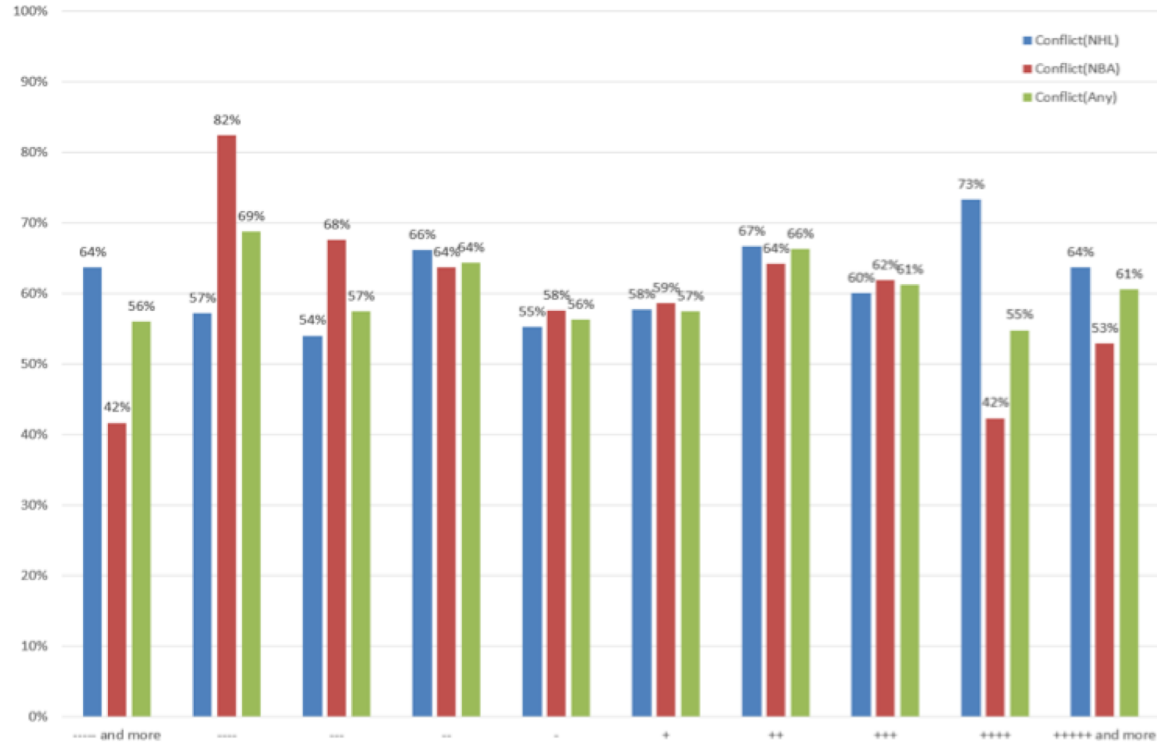
Day of the Week



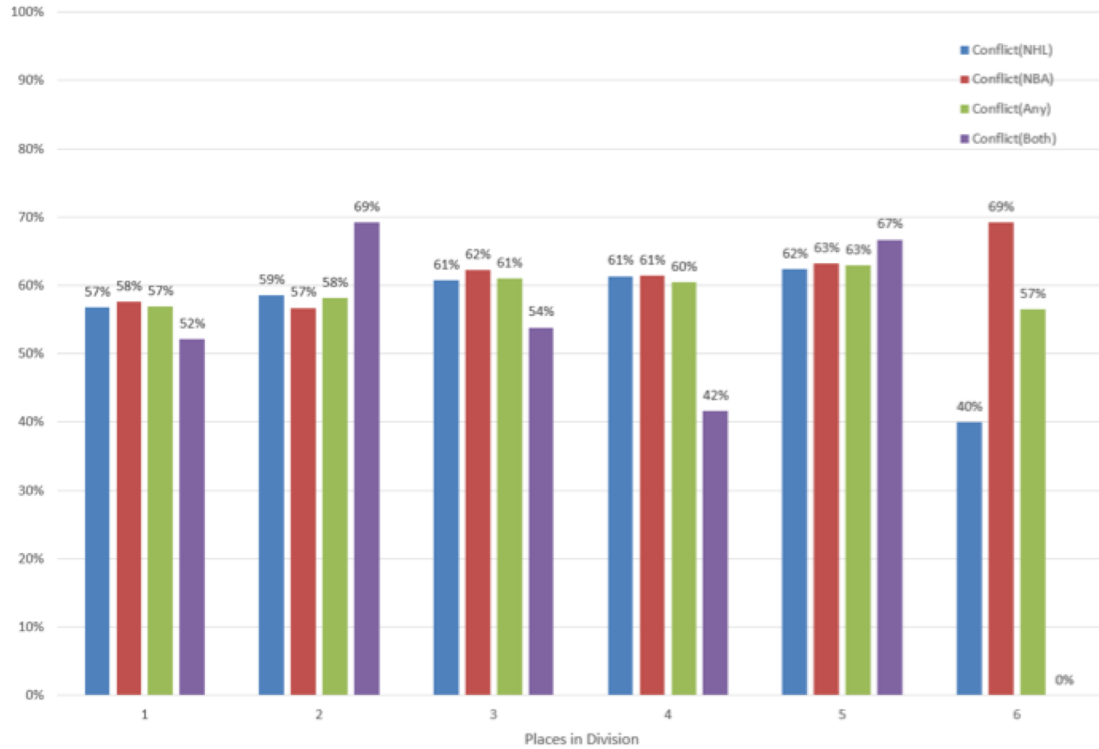
Yearly Trend since 2008



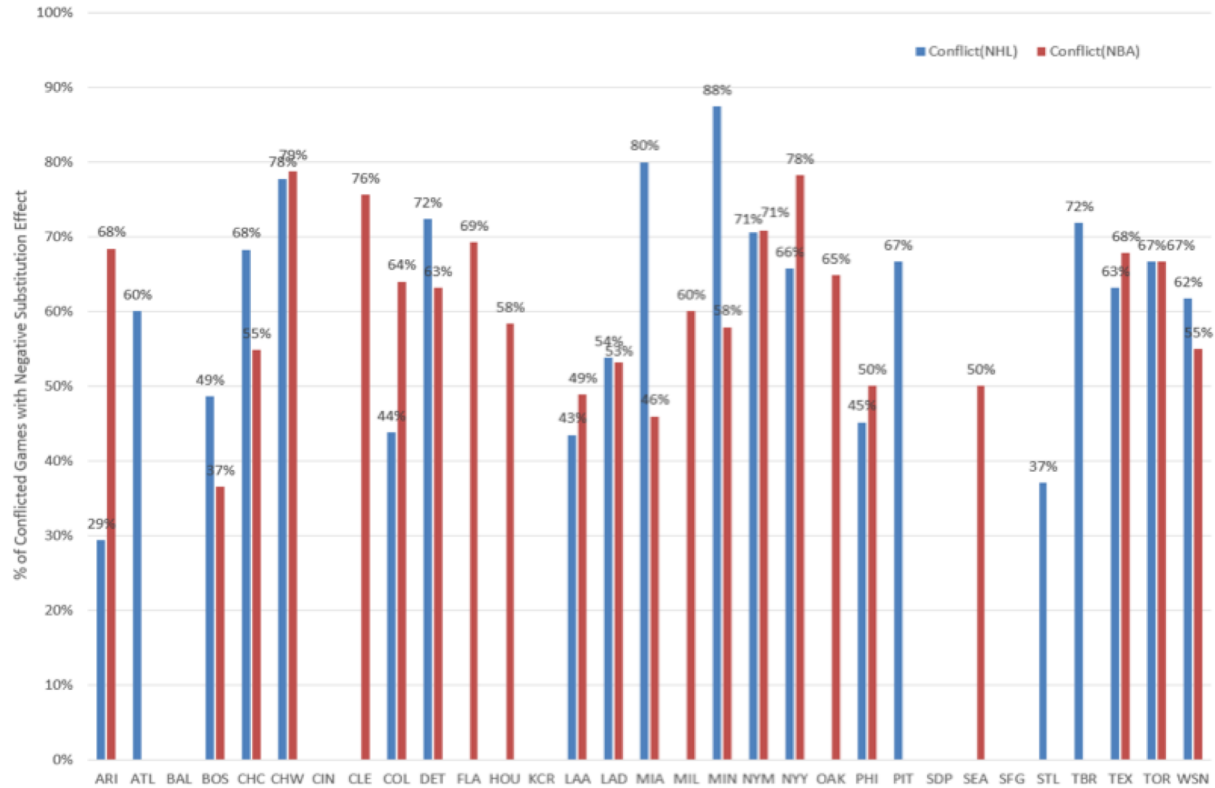
Winning Streak



Place in Division



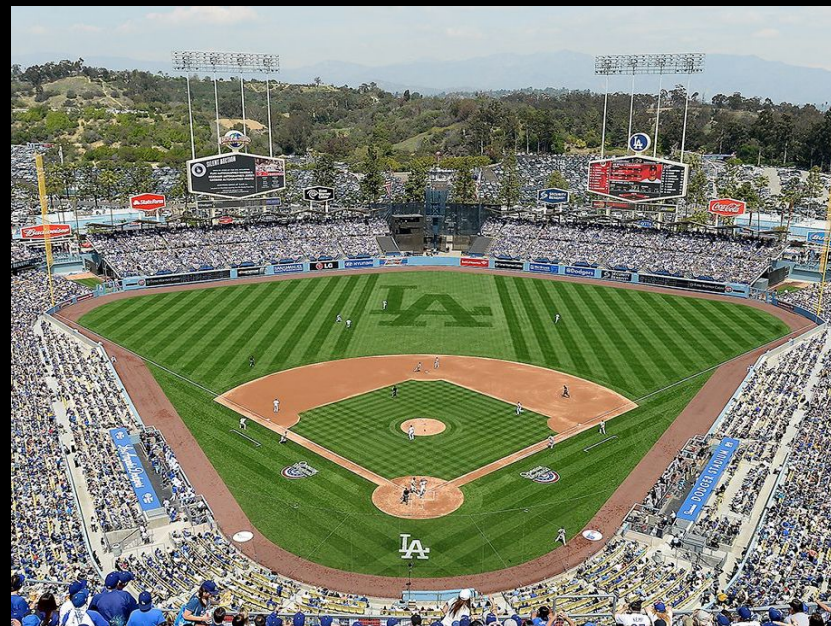
Team-by-Team Impact



Tale of Two Cities

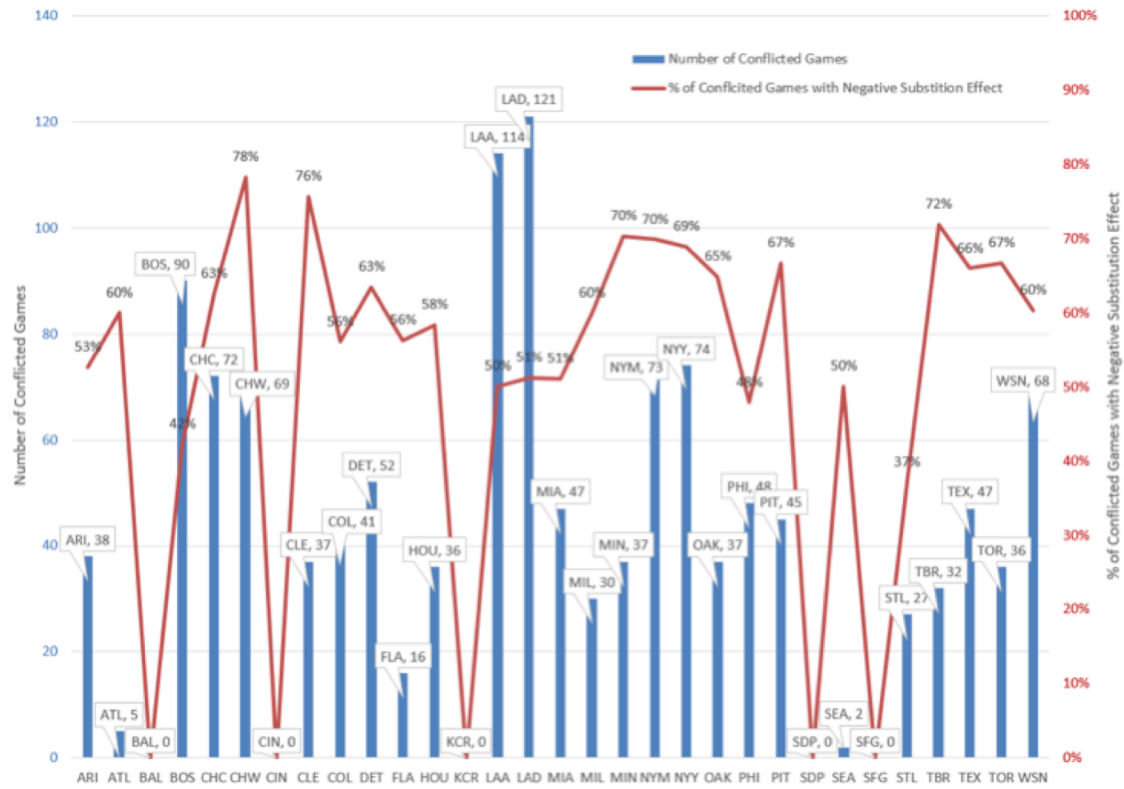


New York



Los Angeles

Team Impact by Quantity



Written Summary

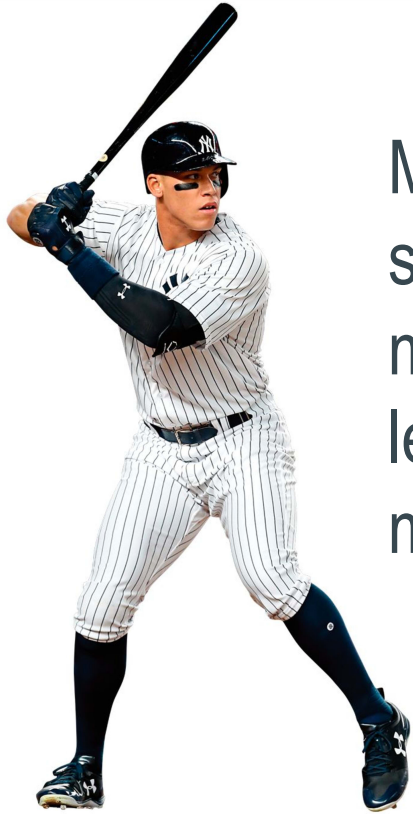
Tuesday-Thursday attendance declines more from scheduling conflict

Small Markets are impacted more dramatically

Winning Impacts Loyalty



Implications



MLB needs to implement a scheduling protocol for spring games to avoid heavy conflicts in the middle of the week. Also at the league and team level to roll out marketing plans to incentivize midweek attendance.