



## Conference Finals Corporate Ticket Sales Up For NBA, NHL

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As the NHL and NBA playoffs are both down to four teams in the conference finals, corporate ticket sales are up dramatically over a year ago, according to data from [Razorgator.com](#), the secondary ticket market company. According to



Razorgator, **NHL playoff ticket sales are up 30 percent** over 2009 while **NBA playoff tickets are up 42 percent**. The largest gains are coming by way of strong markets and brands in their respective leagues with the NBA seeing the largest increases for the **Lakers** and **Celtics** while the NHL is seeing gains from the **Blackhawks** and **Flyers**.

Razorgator also reports that the utilization of corporate owned inventory (suites and club seats) is over 95 percent for both the NHL and NBA playoffs, compared to a year ago when those numbers were sub-70 percent.

**John Wallace, GM of Razorgator.com and TicketOS**, Razorgator's corporate ticket platform, sees a warming of the overall economy as part of the reason for the increases.

"Corporations went into a shell in 2009 as it was detrimental to their brand to be seen entertaining clients," Wallace said. "To date the financial markets have improved over 2009 and corporations understand the importance of building and sustaining relationships with their clients. Live sporting events provide the perfect opportunity to entertain and enhance customer relationships, so it's natural to see customer based spending increase from a year ago."

Wallace adds that increases in key markets are across the board, but the important market is financial services. They are spending money in 2010 after virtually cutting all ticket investments in 2009.

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