Why are NBA All-Star Game Tickets so Expensive?

Watching the All-Star Game on Sunday, February 20 has become much more expensive. This year’s average ticket price of $660 is nearly five times more than the last year’s average ticket price of $140. In the secondary market, the average ticket price of the event sells for $1,558, which is almost seven times higher than last year’s average ticket price of $234 as of February 10.

This year’s tickets are more expensive not because Kobe Bryant and Blake Griffin will be playing on their home court. Tickets are more expensive because a limited supply is meeting a large demand.

**Limited Supply** – Last year, the All-Star Game was played at the Cowboys Stadium in Arlington with a capacity of 80,000 seats. This year, the game is played in the Staples Centers in Los Angeles with a capacity of 19,000 seats, which is more than four times smaller than the Cowboys Stadium. A shortage of 61,000 seats has driven the price up in both primary and secondary markets.

**Large Demand** – On average, Southern Californians are more affluent than Western Texans. In 2009, the per capita personal income averaged $42,800 in the Los Angeles-Long Beach-Santa Ana metropolitan area, but $39,500 in the Dallas-Fort Worth-Arlington metropolitan area. In Los Angeles, a large, affluent, and passionate basketball fan-base has exacerbated the price escalation. So many well-to-do fans, including Hollywood stars, are willing and able to pay more to watch the game in person. Of course, I will be staying home to watch the game on my beloved television set.

Sources: