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Red Sox ticket prices aren't as hot as they were in the old days

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Demand for Red Sox tickets this year is hot, but not compared to the franchise's glorious run from 2004 to 2008.

By **Matt Rocheleau**

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Demand for Red Sox tickets this season is greater than it was last year, ticket resellers say.

But the market — while still one of the hottest in sports — is still noticeably cooler than it was during the franchise’s glorious run from 2004 to 2008.

“Those five years were the highest-demand point in Red Sox history for tickets,” said Jim Holzman, founder and chief executive of Boston-based ticket broker [Ace Ticket](#).

“It was the good ol’ days to a degree,” he added. “And that level of demand won’t happen unless the Sox become a championship team again.”

Officials from Ace Ticket, as well as from ticket resale company [StubHub](#) and ticket search engine [SeatGeek](#), said that their internal sales data on sales volume and average price per ticket show demand to watch the Sox play at Fenway Park is higher than last year.



Beer prices at Fenway are high, and likely to get higher

Red Sox president Sam Kennedy said the high prices help support the team’s payroll and work at Fenway Park.

Red Sox officials also said they have seen a jump in sales, particularly for season tickets and group packages.

Why is the hometown ball club drawing more interest after two miserable seasons in a row?

The ticketing company officials cited two main factors at play.

One is that this will be the swan song season for longtime star slugger David Ortiz, who plans to retire. (In fact, average ticket prices on the secondary market are highest for the team's final game this year, which could feature Ortiz's last at-bat if the team doesn't make the playoffs.)

Another key driver behind the heightened demand is renewed optimism in the team's chances because of offseason acquisitions, most notably starting pitcher David Price and closer Craig Kimbrel.

"And the oddsmakers are saying we're going to have a good season, too, so it's not just us homers," said Holzman. "At this point, optimism is in the air."

But "it's still very early," he added.

If the team starts to struggle and the positive feelings among fans subside, resale tickets may become cheaper. On the other hand, if the team proves itself to be a serious World Series contender, ticket prices could climb on the secondary market.

"The biggest impact in terms of pricing is the performance on the field," said StubHub spokesman Cameron Papp.

The average price of tickets sold to attend a Sox game this season varies from one ticket reseller to the next, generally falling within a range of \$85 to \$98 per ticket. Resale companies said the average



price of tickets sold so far is 6 to 8 percent higher than this time last year.

By comparison, back in 2007, tickets sold for \$123 on average, and in 2008, for \$111, according to data from StubHub.

The difference between secondary market ticket prices then and today is even more striking when you consider that the franchise has increased face value prices for tickets in recent years.

Those tickets, bought directly from the ball club, typically cost less, but are often in shorter supply than ones bought via the secondary market.

Red Sox spokesman Zineb Curran said the team has sold 2.3 million tickets so far for the 2016 season, which is on pace with the same period last year. Sales of season ticket packages are up 14 percent, and there have also been slight bumps in season ticket renewals and group ticket sales.

The principal owner of the Red Sox is John Henry, who also owns the Globe.

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