

# SUBSTITUTION EFFECT IN SPORT EVENT ATTENDANCE

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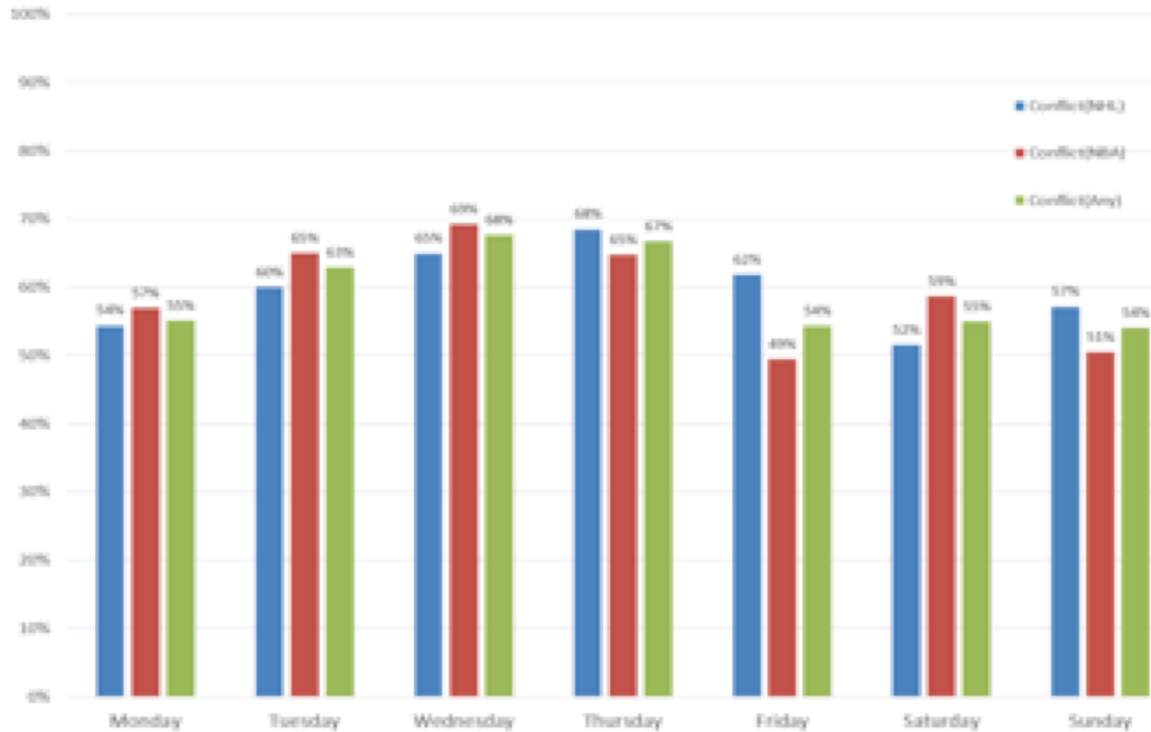
Master of Management  
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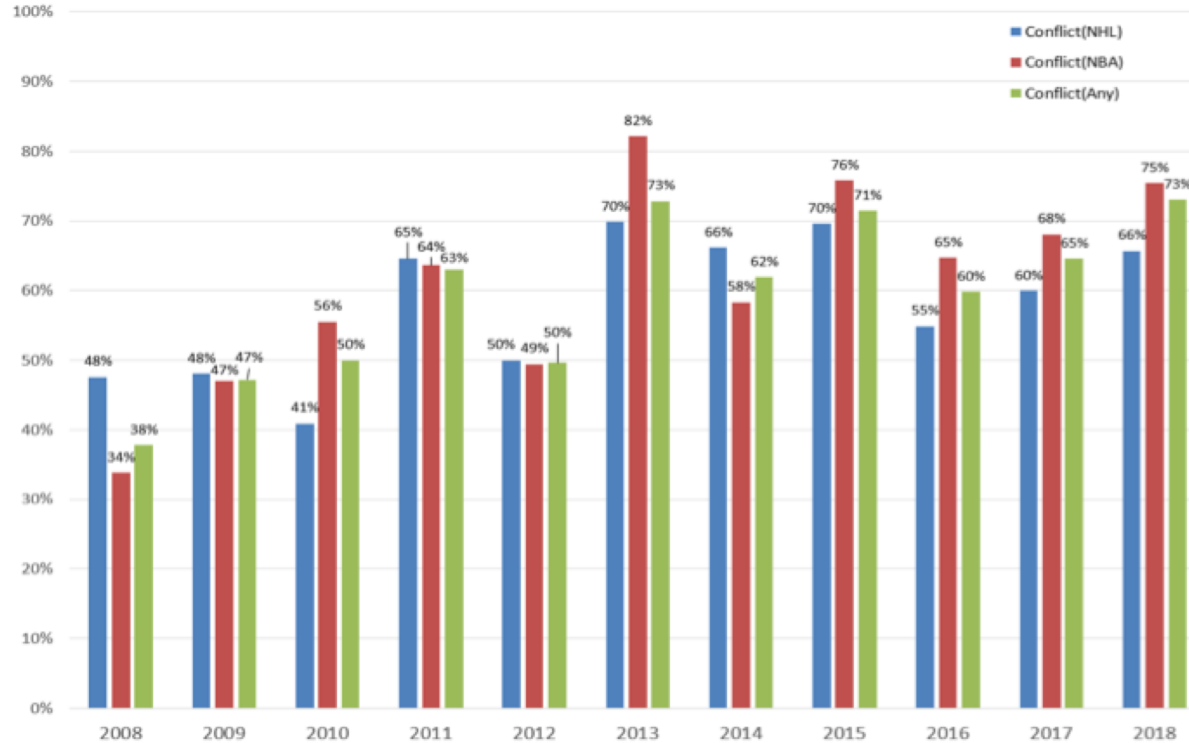
*How are MLB ticket sales impacted  
by scheduling conflicts with local  
NBA and NHL games on the same  
day?*



# Day of the Week

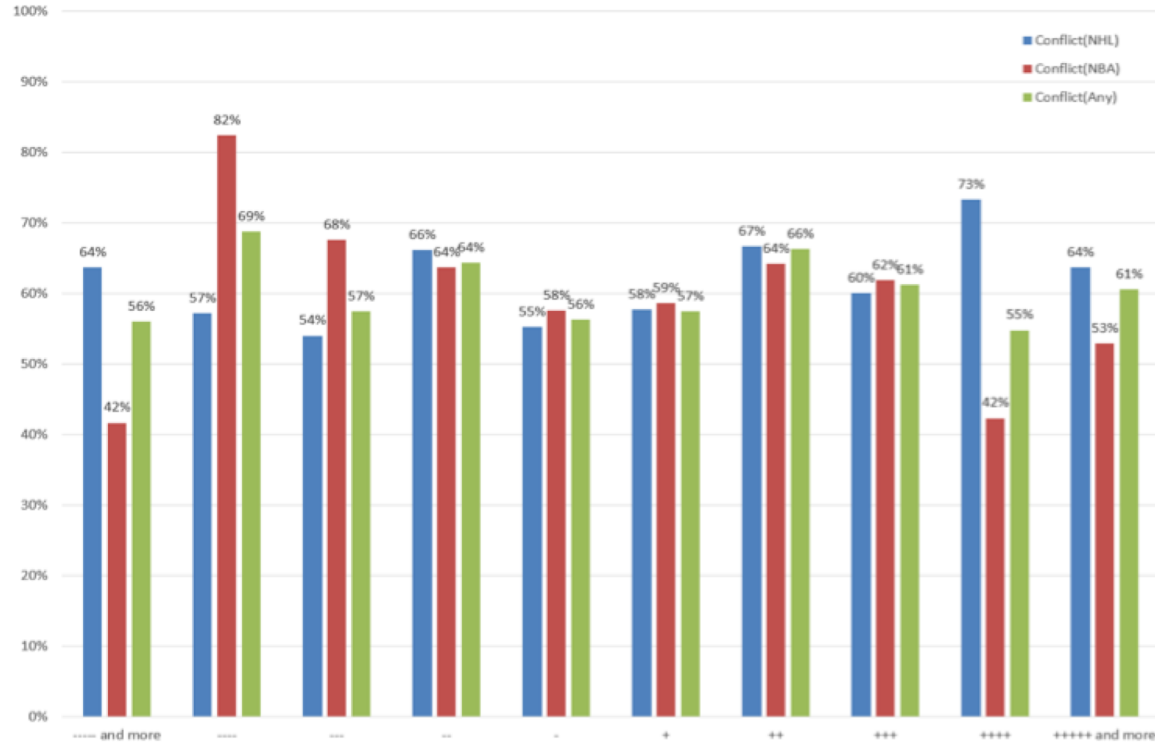


# Yearly Trend since 2008

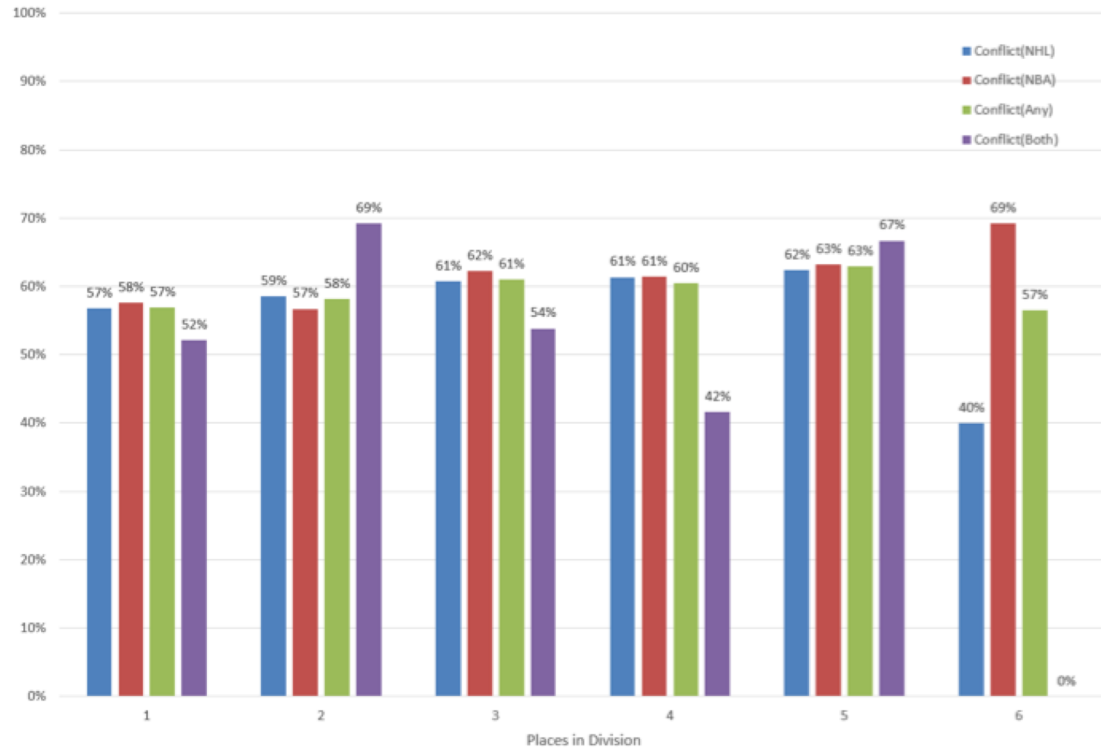




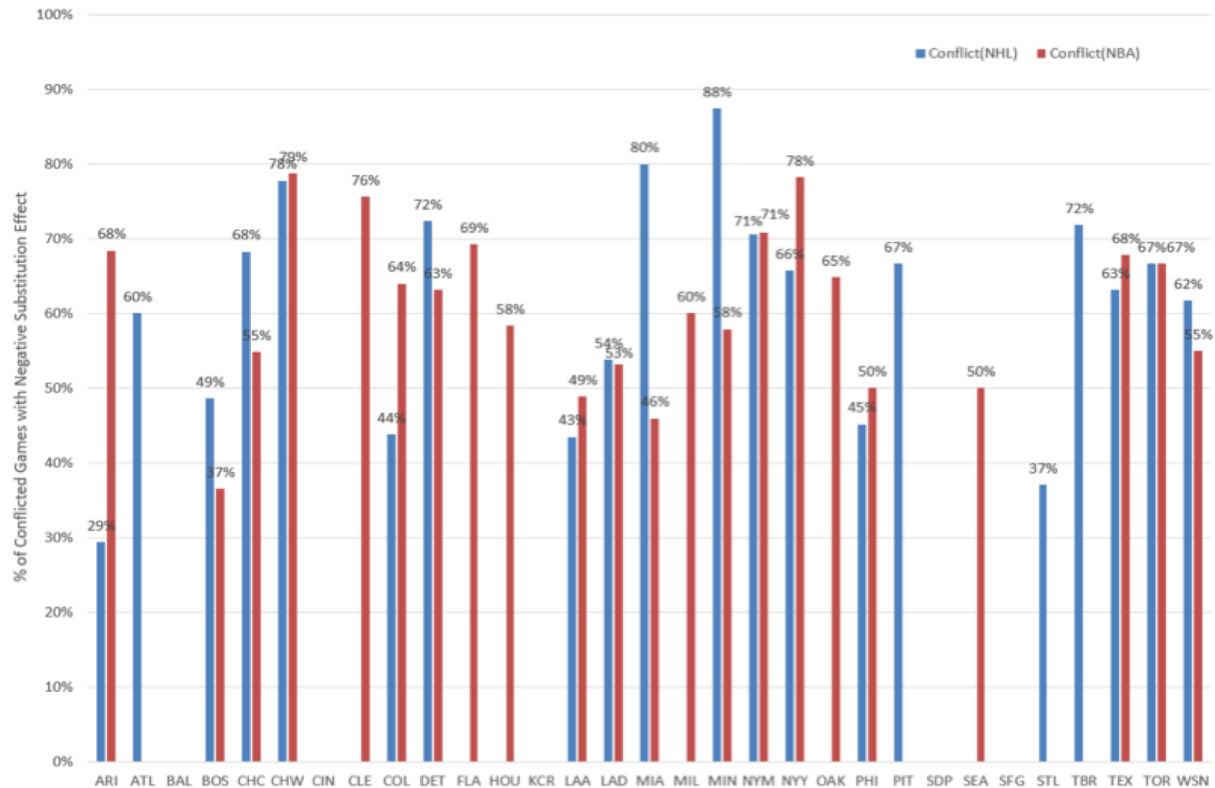
# Winning Streak



# Place in Division



# Team-by-Team Impact



# Tale of Two Cities

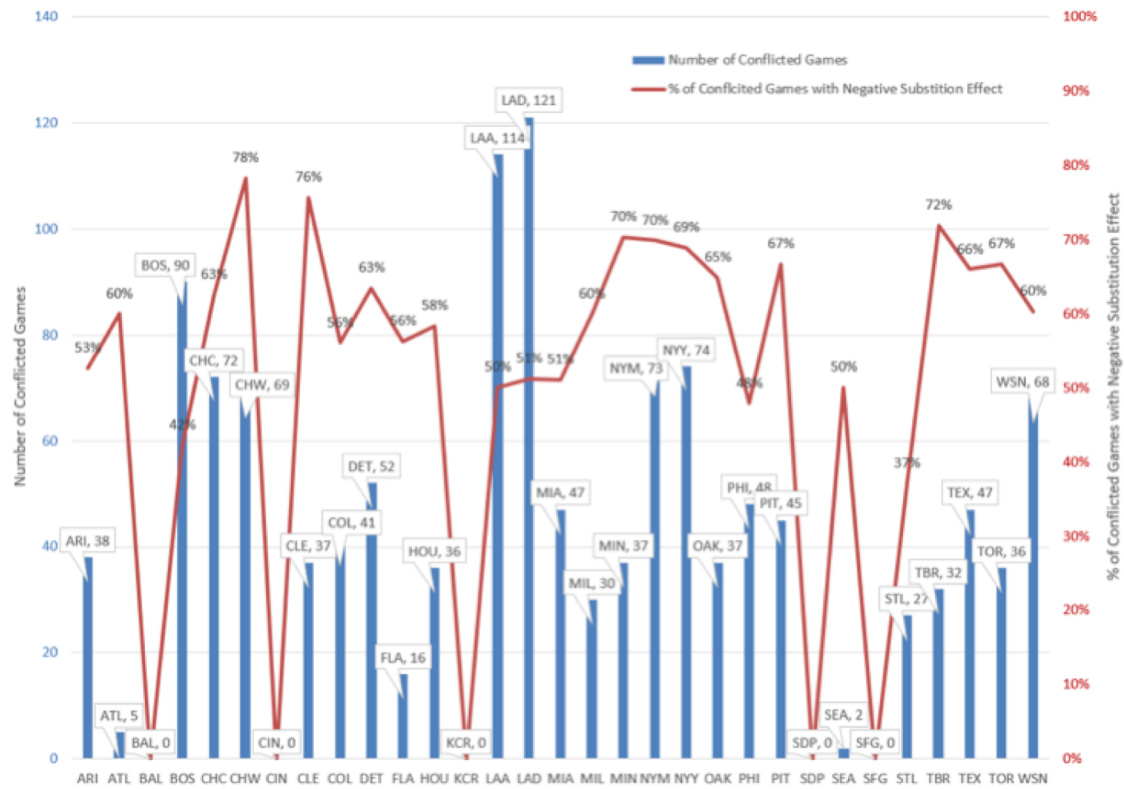


New York



Los Angeles

# Team Impact by Quantity





# Written Summary

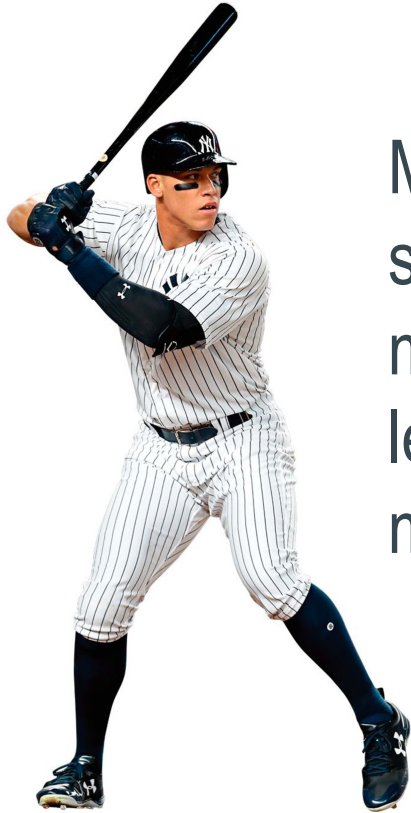
Tuesday-Thursday attendance declines more from scheduling conflict

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.