SUBSTITUTION EFFECT IN SPORT EVENT ATTENDANCE

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

![Bar Chart - 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
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.