
Tiger's Impact on Master Badges

The Masters Badges rose 50% from record low \$500 a day to close \$750 a day on Tuesday. Ticket expert Michael Lipman explains the reasons behind the current Tiger media frenzy impact on the Badges.

Augusta, GA (prHWY.com) March 19, 2010 - Tiger's first Masters took badges to an all-time high of \$13,000 a week over a decade ago. Courtesy of www.ticketsofamerica.com, The Masters Badges rose 50% from record low \$500 a day to close \$750 a day on Tuesday. Ticket expert Michael Lipman, President and CEO of Miami-based ticket company, Tickets of America, explains the reasons behind the current Tiger media frenzy impact on the Badges. "Easter or Passover following on Masters week can cause decreases in demand for Badges but nothing compares to the Tiger absence factor." Tuesday announcement clearly makes the demand for practice round tickets and weekly badges bullish and could reach \$1000 a day week of the event.

Hospitality companies such as White Glove International host corporate clients and golf lovers at their Lodge on Magnolia and took a terrible hit this year with Tiger missing parlayed with the global financial crisis. Hospitality expert Mark Chintalian, VP Sales of New York based hospitality company, White Glove International, "Tiger will help sales but unfortunately corporations allocate funds several months prior to major events and will have to get creative with their budgets but we are ready to customize and accommodate any size groups even last second." According to www.whitegloveinternational.com daily hospitality packages with badges cost \$1250.

Other superstars comeback's impacts on ticket prices: (Courtesy of www.ticketsofamerica.com)-

1 - Michael Jordan March 18, 1995 comeback game as a Chicago Bulls reached \$300 ticket for nose bleed seats (\$30 face value) and the game had the highest Nielsen rating of a regular season NBA game since 1975.

2 - Mike Tyson comeback from prison in 1996 v. Peter McNeeley ringside seats reached \$15000 a ticket (\$800 face value) and grossed more than US \$96 million worldwide, including a United States record \$63 million for PPV television. The fight was purchased by 1.52 million homes, setting both PPV viewership and revenue records for that time.

3 - Brett Favre return to Green Bay as a Minnesota Vikings last year topped \$300 for an upper level ticket compared to previous year's rival game uppers were \$95 each.

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