Case Notes

# Chapter 13: Demand Forecasting Methods

# Forecasting Ticket Demand for the Super Bowl

## Case Summary

*This cases examines causes of an unanticipated rise in prices of the 2015 Super Bowl tickets to highlight challenges in demand forecasting.*

Case Analysis *This case illustrates the difficulty in making an accurate demand forecast. To accurately predict ticket demand for the 2015 Supper Bowl, the forecast needs to take into account a broader ticketing supply chain. The skyrocketing escalation of ticket prices up to Super Bowl Sunday (no tickets for less than $9,000) left average sports fans without tickets and many ticket brokers in the secondary market with losses. The challenges of demand forecasting are clearly demonstrated.*

## Sample Answers to Case Questions

1. Given the role that “Mother Nature” plays in forecasting Super Bowl ticket prices, how might you adjust your expectations for ticket costs from year to year, given the location of the event?

I would adjust the ticket costs upwards if the game is to be held indoors to counter heavy snow and bitter cold in the month of February throughout much of the northern U.S..

2. Consider this case from an ethics perspective. Do you see anything “unethical” with large-block ticket holders hoarding their tickets as long as possible? Why or why not?

It is unethical to hoard large blocks of tickets for as long as possible because doing so will leave a large number of average sport fans without tickets. The manipulation of prices by colluders to control ticket supply to increase their own profits is also unethical.