

Who's buying premium seating?

Research from Full House Sports Marketing shows the top industry categories investing in premium seating.

Full House Sports Marketing is excited to share the results of our new research study on the types of companies and organizations that are buying premium seating (suite leases, suite rentals, club seats, VIP clubs). This study is the third iteration of this research, with prior studies published in 2007 and 2010.

Full House analyzed over 25,000 premium seating customers and determined top industries along with additional breakdowns for employee size, annual sales revenue, business status (headquarters, branch, independent), and gender demographics.

STUDY BACKGROUND

The study analyzed 25,418 premium seat buyers from stadiums and arenas in 16 major North American markets. All five professional major leagues were represented.

BUYING INDUSTRIES

There were almost 500 industry categories, 484 to be exact, represented in this research. Over half (53%) of business premium seating buyers are concentrated within 20 industries. Thirty-nine-percent of business buyers come from the top-ten industries, and approximately one-quarter (26%) are from the top-five industries.

COMBINING CATEGORIES

There are categories that make sense to group together. When this is done, the broader groupings move these industries up the list dramatically. For example, if Real Estate and Construction are combined, it is the number-one category. Other notable combinations are Finance and Banking, All Medical-Related Industries, and Specialty Contractors (Plumbing, HVAC, Electricians, Painting, Concrete, etc.).

HIGH-PENETRATION INDUSTRIES

Certain categories did not make the top 20 because there simply is not a lot of them. Their universe count (total businesses within the industry) is small but penetration percentage (customers per universe) is high.

THE TOP 20 INDUSTRIES

**Editor's Note: The industry's ranking in 2010 is noted in the parentheses.*

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| <ol style="list-style-type: none">1. Attorneys (1*)2. Computers/High-Tech (Not Ranked)3. Insurance (2)4. Finance & Investments (10)5. Business/Management Consultants (5)6. Real Estate Agencies & Managers (8)7. General Contractors & Home Builders (3)8. Doctors' Offices (6)9. Accounting (12)10. Food & Grocery: Manufacturers & Distributors (9)11. Banks, Bank Holding Companies & Credit Unions (7)12. Business Services NEC (Not Ranked) | <ol style="list-style-type: none">13. Manufacturers: Industrial & Commercial Machinery (11)14. Advertising, Marketing, Public Relations (Not Ranked)15. Dentists' Offices (20)16. Plumbing, Heating & Air-Conditioning Contractors (14)17. Engineering Services (16)18. Restaurants & Caterers (15)19. Manufacturers: Fabricated Metal Products (Not Ranked)20. Trucking (17) |
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Categories from the top-20 list in 2010 that have dropped off in 2016 are Oil/Gas/Petroleum (4), TV/Radio/Newspaper (13), Car Dealers (18), and Electrical Work/Electricians (19).

These high-penetration industries, even outside the top 20, are excellent opportunities. Examples include Holding Companies/Investors (85 Accounts; Universe = 4,027; Penetration = 2.1%) and Paper & Allied Products Manufacturers (54 Accounts; Universe = 1,996; Penetration = 2.7%).

LOW-PENETRATION INDUSTRIES

On the flip side, there are top categories that made the list because there are a lot of them. You can make a case for skipping them with your sales and marketing efforts or figuring out more specifics, so you can cut down the universe. Examples of low-penetration industries include Doctors' Offices and Restaurants.

OTHER INDUSTRY INSIGHTS

White-collar industries are not the only buy-

ing categories, as blue-collar industries account for 21% of all premium seating buyers. As far as business status, 16% of buyers come from Headquarters, 17% come from Branches, and 67% are Independent. But please note, if we isolated suite lease customers, Headquarters/Branch would be close to 50%.

In terms of gender demographics, 88% of premium seating buyers in our study were male, and 12% of buyers were female.

— Ron Contorno, Full House Sports Marketing and Full House Direct

These top industries are your blueprint for finding new customers. To see full research details or to learn how many prospects are within each industry in your market, please contact Full House Sports Marketing for sales lead counts. Ron Contorno can be reached at 866-280-0637 and ron@fillthehouse.com.