



The infrastructure for the AI economy

**YEARS IN  
THE MAKING**

**27**

1999 → 2026

# THE GARDEN COMES ALIVE

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Playoff Ticket Pricing · Neighborhood Economics · The City That Watches

# The Biggest Finals Ticket Surge in Recent NBA History, and It's Just Beginning.

# \$6,418

Avg. Knicks Finals home tickets

# 17.9x

Finals vs. regular season multiplier

3.5x Boston's prior record of \$1,850 (2024)

#1 highest Finals bump across all finalists since 2023

#	TEAM	REG. SEASON	NBA FINALS	BUMP
1	New York Knicks 2026	\$358	\$6,418	17.9x
2	OKC Thunder 2025	\$123	\$1,786	14.5x
3	Indiana Pacers 2025	\$124	\$1,589	12.8x
4	Denver Nuggets 2023	\$122	\$1,464	12.0x
5	Dallas Mavericks 2024	\$177	\$1,771	10.0x
6	Miami Heat 2023	\$120	\$1,109	9.2x
7	Boston Celtics 2024	\$240	\$1,850	7.7x

# \$358

avg regular season  
secondary ticket

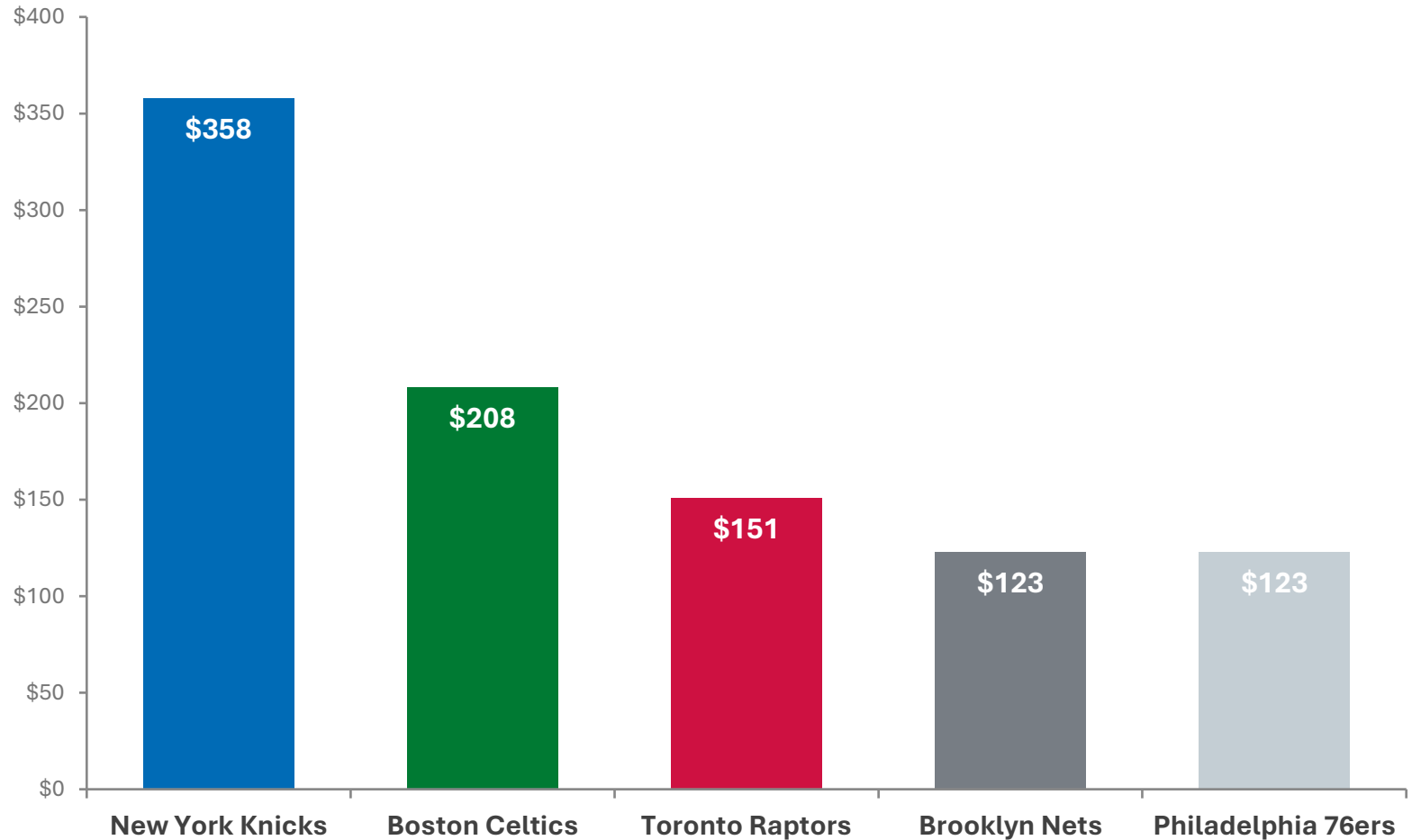
# +72%

premium over the  
Boston Celtics

Nearly 3x the Nets & 76ers (\$123)

## Atlantic Division: The Price of Being #1

Before a single playoff game was played, Knicks tickets already commanded the highest secondary premium in the Atlantic Division, and it wasn't even close.



# Round by Round: How the Price Exploded

ROUND	HOME GAMES	VS. BASELINE	AVG SECONDARY PRICE
REG. SEASON Home Schedule	40 home games	1.0x	\$358
ROUND 1 Atlanta Hawks	3 home games	1.9x	\$671
ROUND 2 Philadelphia 76ers	2 home games	3.1x	\$1,092
CONF. FINALS Cleveland Cavaliers	2 home games	3.7x	\$1,319
<b>NBA FINALS</b> <b>San Antonio Spurs</b>	2 home games*	17.9x	<b>\$6,418</b>

\* NBA Finals pricing covers Games 3 & 4 at MSG only. Prices will mature through the series.

# The MSG Epicenter

Foot traffic lift on home game nights  
(ZIPs 10001 & 10119 · 2025-26 Reg. Season)

Clothing Stores **+11.8%**  
vs non-game avg

Shoe Stores **+10.9%**  
vs non-game avg

Restaurants **+4.6%**  
vs non-game avg

Hotels **+2.8%**  
vs non-game avg

## Coincidence or Not? On Playoff Game Nights, the Rest of NYC Slows

Restaurant foot traffic runs ~4% below comparable weeknight baselines across every borough during Knicks playoff home games.



Day-of-week controlled: playoff game days were predominantly weeknights; comparison group = same days-of-week, non-game only.

1999

### Last NBA Finals Appearance

27 years between Finals trips. Patrick Ewing never got back. Two generations of fans waited. The Knicks are finally here again.

53 - 29

### 2025–26 Regular Season Record

Atlantic Division leaders. Third in the East. The most expensive secondary ticket in the division at \$358 per game. The market knew before the standings did.

+19.4

### Points Per Game Scoring Margin · 2026 Playoffs

The best point differential in NBA postseason history. Swept the Sixers. Swept the Cavaliers. Twelve wins against one loss. This team didn't just get to the Finals, it punched through.

GAME 1 WIN

### NBA Finals · June 3, 2026 · vs. San Antonio Spurs: 105 - 95

Game 1 is in the books. The Knicks posted a comeback win in their first NBA Finals in 27 years. Games 3 and 4 come to Madison Square Garden on June 8 and 10. The city has been waiting long enough.