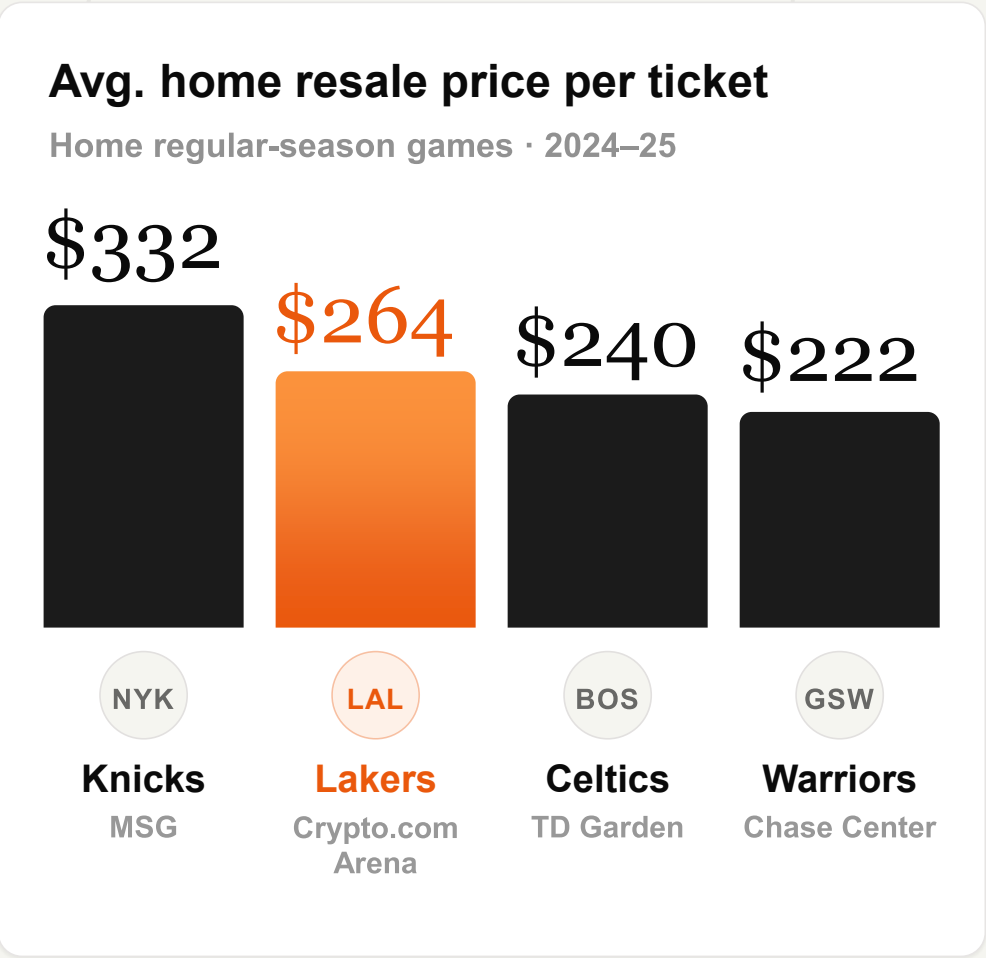


WHAT THE SEATS SAY

The demand behind the price tag

Lakers home games are the **2nd most expensive resale ticket** in the NBA's marquee markets. The **Dončić** trade poured fuel on it.



Source: Carbon Arc Secondary Market Ticket Sales and Listings – CA0036

Fans are paying even before the new owners raise a banner

WHAT COULD GO WRONG

The other side of a superstar bet

A \$12.5B valuation rides on demand, and demand can walk out the door.
Dallas rode Luka Dončić to the 2024 Finals, then traded him. The resale market reacted negatively.

Mavericks avg. home resale price per ticket

Home games at American Airlines Center · by season



–55%

resale demand gone,
 Finals peak → post Luka

The lesson for buyers

Fan demand is an asset that can reprice, quickly. One roster change, or one injury, can halve fans' perception of the team's value.

Source: Carbon Arc Secondary Market Ticket Sales and Listings – CA0036

The upside cuts both ways.

The same signal that lifted L.A. +38% cut Dallas in half

GAME-NIGHT GRAVITY

The franchise's economic halo

The Lakers don't just fill an arena; they lift the district. Foot Traffic data around **Crypto.com Arena & L.A. Live**:

6.2M

hospitality visits to the L.A.
Live district in one season

31.7K

visits per day across 23
restaurants, bars & hotels

+10%

weekend game-night lift at
district dining & nightlife

Weekend home games light up the block

Restaurants, bars & hotels in ZIP 90015 draw ~10% more visitors on weekend Lakers home dates vs. comparable non-game weekends.

Yard House

Fleming's

The Ritz-Carlton

JW Marriott

Shake Shack

34.6K

Non-game
weekend

38.1K

Game
weekend

Every home game is a downtown business event
that is measurable in footsteps

Source: Carbon Arc Foot Traffic – CA0060