KC ROYALS

Name

Course

Institution

Date

**Introduction**

The Kansas City Royals refers to an American professional Baseball team which is based in Kansas City. It was founded in 1969 as an expansion franchise. The baseball team has participated in in 4 World Series. The Kansas City Royals is well known for its participation in the Major League Baseball games. The Royals are strong team players who seem to mostly practice their games in the Kauffman Stadium which is situated in the city of Kansas. The sports team participates in major League baseball as a member of the American League

**Ticket prices**

The prices for most professional teams have increased in the recent years and even depriving a lot of fans from watching the games. The Kansas City Royals have been in the list for its increase in the prices of their tickets since 2013. Fans that paid $1.50 in the past few years must now pay $33.58, almost a double price of the previous prices (Statistica, 2019). Additionally, it has become a challenge to find the steeply tickets as the team requires the fans to purchase personal seat licenses or season tickets. The Kansas City Royals tickets have skyrocketed from 19. 83 dollars a in 2013 to $ 33.58 dollars in the current year. This depicts an increase in the prices over the years and which is a great challenge to the fans.

The increase in the sports tickets have been linked to the use of dynamic pricing strategy. This strategy incorporates the maximization of revenue generation in regard to the increase in the demand and supply pressures. Currently, there are more football fans and hence the demand for the tickets is higher. The tickets are sold in advance with the buyers being informed of their purchase timing. This strategy has however being regarded as unfair as the tickets tend to be fluctuating uncontrollably.

**The Kansas City Royals Ballpark**

The Kansas City Royals is widely regarded as one of the most beautiful Ballparks in America. KC Royals ballpark is the Kauffman Stadium which is home to the baseball team. The ball park was named after the owner and the first founder of the Royals team. In 1973, it was opened as Royals Stadium but later changed to Kauffman Stadium in 1993. Since 2009, the seating capacity of the stadium has been listed as 37, 903. The ballpark is believed to be particularly built when stadium construction was not very common and is hence regarded as one of the earliest ballpark designs. Currently, the KC ballpark is the only ballpark to be named after a person and hence adding it to the list of 10 stadiums in Major League Baseball that has not acquired a corporate-sponsored name. it is also grouped among the sixth oldest ballpark which has even hosted MLB all-star games. In 2009, the ballpark was renovated for a cost of 250 million dollars. The renovation included upgrades and updates on the fan amenities, the establishment of a modern hall of fame area for the Royals players as well as other updates within the facility. This implies that the Kansas City Royals ballpark has been update to the current fan and players demands.

**KC royals Concessions**

A concession stand refers to a snack bar or kiosk where patrons buy food and snacks in a sporting event, fair stadium, cinema, parks and concerts. In Kauffman stadium, there are several concessions from where individuals can purchase foodstuffs. Previously the prices for the food stuffs at the concessions were relatively high when compared to the prices outside the ballpark the management however prohibits outside foods and drink. The concessions contribute significantly to the revenue to the team.

However, in 2019, KC royals have announced a reduction of prices on most concession items. For instance Pepsi will go for $ 3, hot dogs will cost $4 while popcorns will sell at $ (The Kansas City Star, 2019). The concession stands also have labeled signs which indicated the cheaper prices of food and snacks. It has also been announced that they were will be happy hour during Fridays and Tuesdays. Blue Moon Taproom and Miller Lite will be sold for $ 3. The team is believed to have acquired this strategy from the Atlanta Falcons who started offering fair concession prices at their concession stands and hence other teams have followed suit in reducing the concession prices. Such a strategy is bound to create good experience and fairness to the fans and also attract more to the ballpark.

**Parking prices in Kauffman Stadium**

The parking lots in the KC Royals ballpark were renovated during the $250 million renovation in 2015. Major changes have been made which can be confusing to individuals. Therefore, upon entering the Stadium, parking personnel directs individuals to their appropriate parking lots whether premium, reserved or general lot. In the current year, regular season game parking goes for 15 dollars for motorcycles and cars. Buses, empty tractor-trailers and oversized vehicles pay 25 dollars. An oversized vehicle is the vehicle which takes up more than 1 parking space. Parking payments are made on cash during events and the day of the game.

In conclusion, KC Royals is a baseball team based in America. It is well-known for its participation in the Major League Baseball games. Currently, the team has set up new prices for its tickets, souvenirs and parking. The tickets are currently sold at 33.58 dollars with the parking prices ranging from 15 to 25 dollars depending on the vehicle size.

References

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