

NY Yankees Recovery Planning From COVID-19



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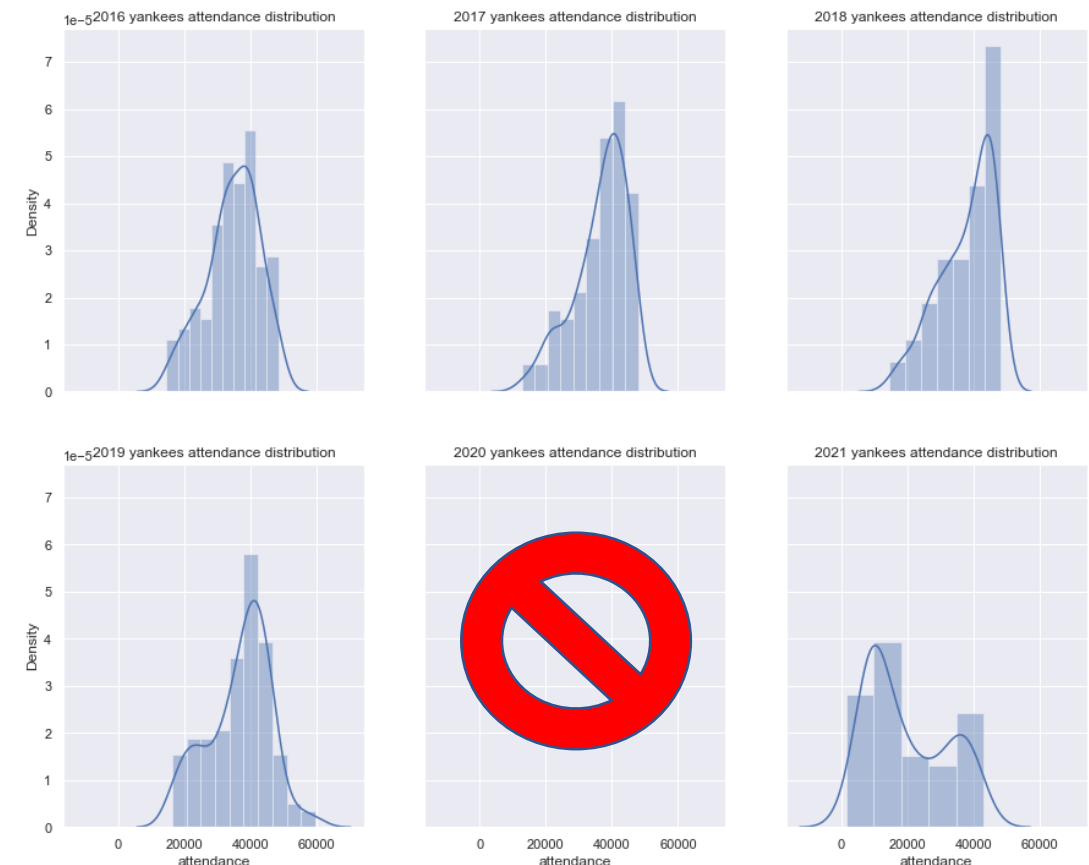
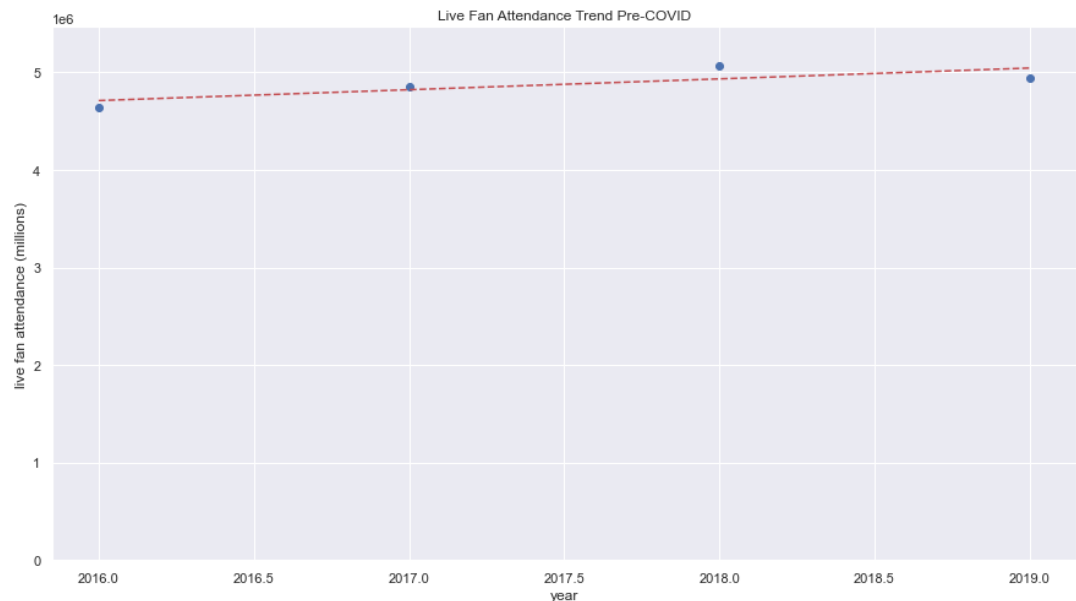
Situation

- Yankee Stadium was closed to live fan attendance for the 2020 season.
- Stadium ownership is looking to understand the trends from 2021 re-opening to fans.
- Are fans coming back in person?

Key Findings

- Live attendance at Yankee stadium was trending upward at ~111,000 fans per year from 2016 until 2020
- Live Attendance in July 2021 exceeded July 2019 levels
- August is on track to meet 2019 levels (still 2 weeks in the month), will check back in at end of August.

Yankee Stadium Attendance Trends (Pre-COVID)



Yankee Stadium Attendance and Overall MLB Trends

