

MELBOURNE PARK 18-31 JANUARY 2016



AUSTRALIAN OPEN NEW TICKETING STRUCTURE FAQS

What is the new ticketing structure for Australian Open 2016?

We have made changes to our ticketing structure based on patron feedback. Fans wanted greater flexibility and more choice and that is exactly what we will be delivering for Australian Open 2016.

A new tiered pricing system for Rod Laver Arena and Margaret Court Arena has been introduced for Australian Open 2016. The ticket price now reflects the category of seat as well as the popularity of the session.

The tiered pricing system brings the Australian Open in line with other major sporting and entertainment events in Australia and overseas.

Are ticket prices more expensive for Australian Open 2016?

The tiered pricing system for Rod Laver Arena and Margaret Court Arena means ticket prices now reflect the category of seat as well as the popularity of the session.

Rod Laver Arena:

- A men's final ticket will cost \$395 for Category 3 seating
- A women's final ticket will cost \$195 for Category 3 seating
- Starting price for a Category 3 ticket is the same as 2015 at \$75
- Maximum increase in ticket price for a Category 3 seat is \$5, or the same as the tournament price during Australian Open 2015
- Ticket prices for Category 3 seats in Rod Laver Arena have decreased or remain the same for 12 of the 25 sessions

Margaret Court Arena:

- The starting price for five sessions is less than 2015
- The starting price for seven sessions has only increased by \$5 from 2015.

All ground passes will remain the same price as Australian Open 2015 and will still provide access to Hisense Arena.

The tiered pricing system brings the Australian Open in line with other major sporting and entertainment events in Australia and overseas.

<u>Have these changes been made to gouge fans off the back of a record breaking attendance at Australian Open 2015?</u>

Not at all. These changes have been made so that **Australian Open 2016** will offer **increased flexibility** and **greater opportunities** for fans to experience the Grand Slam of Asia-Pacific like never before.

The best seats in the house will be available to all fans, giving everyone the opportunity to get closer to the action. You can now purchase what you want, where you want, when you want.



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Where does the money from ticket sales go?

All revenue from ticket sales goes back into growing tennis within Australia. Tennis Australia invests heavily in community tennis by providing and upgrading facilities and developing participation programs and initiatives (eg. ANZ Tennis Hot Shots, schools, clubs) and developing the next generation of players through our National Academies and High Performance Programs in a bid to find and nurture future champions.

Why are prices different for different matches?

Ticketing for Rod Laver Arena and Margaret Court Arena has been adjusted and prices now reflect the category of seat as well as the demand for the session.

Why is it more expensive to attend the night session when there are fewer matches scheduled than the day session?

The schedule for each day's matches is posted on <u>ausopen.com</u> the night before play. Traditionally, day sessions feature three matches at Rod Laver Arena and Margaret Court Arena.

During the evening there are typically two matches played. This is subject to both weather and schedule changes. Ultimately, the number of matches played is determined by the Tournament Referee and is subject to change at any time.

Any variation in prices across different sessions is a reflection of the demand for matches.

Are all the good seats reserved for corporate ticket holders?

No. Any category of seat for Australian Open 2016 can be purchased for any session at Rod Laver Arena and Margaret Court Arena by any member of the public.

Both the seating category and ticket price have been adjusted according to demand for each session, which means there will be more high-quality seats available to the general public than ever before.

Can I still purchase ticket packages to all sessions?

As in previous years, there are several multi-session ticket options available to purchase seating for the entire tournament. Greater flexibility has also been introduced so that value add-ons, including a variety of dining options, can be tailored to your needs.

<u>Does this mean Rod Laver Arena tickets for finals weekend will be out of reach for the average</u> fan?

The starting price for the women's final is now less than 2015, and the starting price for the men's final is the same as in 2015. There are many ways to attend the finals at Australian Open 2016.

<u>Can I purchase tickets to just one session in Rod Laver Arena during the finals?</u>

Yes. Whether it be for the final or first round, seats for every session in every category are available to purchase, giving fans greater flexibility and more choice.



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<u>Is dining included in the price of my ticket?</u>

For Australian Open 2016 we have a variety of dining options that can be added to your stadium seating ticket, giving you the flexibility to design your own Australian Open experience tailored to your unique needs.

Contact the Australia Open Hospitality team:

Within Australia: 1300 309 166
 Outside Australia: +61 3 9914 4177

What are the dining times?

There are a range of flexible dining options for Australian Open 2016 and dining times will vary across each restaurant. More information can be found by contacting:

Australia Open Hospitality team:

Within Australia: 1300 309 166
 Outside Australia: +61 3 9914 4177

What is the dress code?

The dress code is at the client's discretion. Please see ticketing terms and conditions of entry for more details.

A smart casual dress code is encouraged for all Australian Open Hospitality areas.