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Via email only

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Potential Home Ticket Pricing – Champions League Last 16

Newcastle United Supporters Trust (NUST) is aware of increasing concern among supporters regarding the potential for a further ticket price increase for the Last 16 stage of the UEFA Champions League.

At present this remains speculative, as we have not received formal confirmation that prices will rise. However, in light of the previous £5 increase applied to the recent knockout round, we believe it is appropriate to set out our position should any further increase be introduced.

NUST continues to support the Football Supporters' Association Stop Exploiting Loyalty campaign. Repeated price increases risk excluding the very supporters who have demonstrated unwavering commitment to the club through more challenging periods. European competition should represent a shared celebration between club and supporters, not an occasion that places additional financial strain on loyal fans.

There is growing unease among supporters that sustained increases in ticket prices are disproportionately affecting working class fans, many of whom have followed the club for decades. For some, there is a genuine concern that rising costs are limiting their ability to pass on traditions to the next generation. While success in European competition brings both prestige and significant financial reward, there is a fear that escalating matchday costs distances the game from the ordinary supporters who form the foundation of this football club.

Cup fixtures are traditionally attractive to families. However, for one adult Mags member and a child, the cost of attending the play-off second leg totalled £110. Pricing at this level inevitably places pressure on family attendance and raises legitimate questions about accessibility.



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We also note that tickets for the Qarabag FK home tie remained available up to and including matchday - an unusual occurrence for a fixture of this significance - which may indicate that the pricing was a barrier for some supporters.

NUST sought clarification from the club regarding whether prices would increase for the Last 16 fixture. We were advised that pricing details will be communicated to supporters enrolled in the Cup Scheme on Friday 27th February 2026, the day before automatic payment is scheduled to be taken. This timeframe provides less than 24 hours notice. Should prices rise beyond what some supporters can reasonably afford, they will have minimal opportunity to make an informed decision prior to payment being processed. Our request for earlier communication of the pricing was declined.

We fully recognise that reaching this stage of the competition represents an important and positive chapter in the club's development and is a significant achievement. It has also been widely reported that participation in this phase secures an approximate €11 million in prize money, in addition to matchday revenue. In that context, any further increase in ticket prices would be difficult to justify and risks conveying the impression that supporters are expected to shoulder an increasing financial burden.

NUST urges the club to carefully consider the broader and longer term implications of its ticketing strategy. Sustained increases risk alienating match-going supporters, limiting accessibility for families, and undermining the inclusive atmosphere that has contributed meaningfully to the club's recent progress.

Supporters deserve transparency, fair notice, and pricing that reflects appreciation of their loyalty - not exploitation of it.

Yours sincerely,

Newcastle United Supporters Trust



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