

# NUFC Pricing 2024 - 2025

## Statement - 12 April 2024



NUST are disappointed at the decision by Newcastle United to raise adult season ticket prices by 5% for the second season running.

We would like to place on record that we were not consulted on the price increase.

We are as disappointed with this decision as we are with the lack of supporter engagement on this matter.

We are however pleased to see that under 18s prices have been frozen.

Whilst on the face of it 5% may not be as steep as the rises facing some of our counterparts in the Premier League, these increases all add up. In a region of the country with less disposable income than others, the increased financial burden is felt keenly.

As an industry, football generates mind boggling figures when it comes to finances. Across the Premier League there are vast revenue streams, clubs have sponsors for almost everything and a record TV deal worth £6.7bn will be in place for four seasons from 2025-26.

In spite of this, we are seeing supporters from all clubs asked to put their hands in their pockets, for differences which mean next to nothing on the balance sheets.

We have seen it throughout the league in the form of increased prices, removal of concessions and standard seating being replaced by corporate offerings.

The current Premier League Profit and Sustainability Rules (PSR) in place encourage clubs to exploit the loyalty of their own supporters to maximise revenue.

We urge both the Premier League and the incoming independent regulator to take action on this and put regulations in place to prevent the exploitation of loyalty.

End.



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