

# MATCHDAY

The Etihad Stadium, now City's home for 15 seasons, underwent a part-refurbishment with the redevelopment of the stadium's West Stand that began in early August. The project was designed to bring player facilities up to date with new dressing rooms and referee spaces. Work also began on new hospitality concept 'Tunnel Club', which is centred around a glass players' tunnel that allows fans to see in – the first of its kind in the Premier League.

The regular stadium improvements saw the Club top-rated by fans in the annual Premier League match attender survey. City supporters scored the Club's matchday experience in the top three in six of 20 statements, including facilities for children, Wi-Fi connectivity and cleanliness.

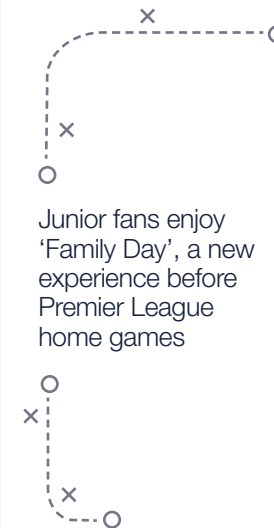
Attendance at Premier League home games averaged 54,000, a club record for the second consecutive year, following the expansion of the Etihad Stadium in 2015-16. In the Women's Super League, City saw a 50% increase in attendance, reaching a peak at 4,096 against Chelsea Ladies, a number which broke the previous league record and put City at the top of the attendance table for the third consecutive season.

City worked with fan groups on a series of initiatives to enhance the in-game experience, including the creation of a new fan-designed and fan-voted crowd banner and the relocation of fans into singing sections.

For two hours before every Premier League game, 1,000 junior fans were given exclusive access to the City Football Academy (CFA) for a two-hour fun-filled family experience culminating in a 'march to the match' across the connecting bridge between the CFA and Etihad Stadium.

The Etihad Stadium was awarded first place for hospitality in the annual VisitFootball survey, for the fourth consecutive year, and the Etihad was in second place in the survey overall across all categories. Manchester City also won Best Football Club Hospitality at the Football Business Awards 2016, Best Corporate Hospitality Venue at the Eat Sleep and Drink Awards 2017, Best Matchday Hospitality (Silver) at the Stadium Experience Awards and Best Sports Club Event Hospitality (Bronze) at the Sports Business Awards.

In addition to Manchester City's home games, the stadium hosted a total of ten nights of concerts from the Stone Roses, Coldplay, Bruce Springsteen and AC/DC, along with an England vs Turkey friendly, making it one of the busiest stadium venues in the country during the 13-month period from June 2016-June 2017.



Junior fans enjoy 'Family Day', a new experience before Premier League home games



# MATCHDAY

## CITY'S COMMITMENT TO AFFORDABLE PRICING

FOURTH CHEAPEST ADULT SEASON TICKET IN THE PREMIER LEAGUE IN 2016-17



CHEAPEST PREMIER LEAGUE SEASON TICKET IN 2016-17

CHEAPEST CLUB **£252**

MANCHESTER CITY **£299**

MOST EXPENSIVE CLUB **£1,014**

MOST EXPENSIVE PREMIER LEAGUE SEASON TICKET IN 2016-17

CHEAPEST CLUB **£489**

MANCHESTER CITY **£900**

MOST EXPENSIVE CLUB **£2,013**

Source: BBC Sport (Price of Football Survey 2016)

## ETIHAD VISITOR STATS FOR 2016-17

CONTINUED RECORD ATTENDANCES AT THE ETIHAD STADIUM FOLLOWING THE STADIUM EXPANSION



**54,019**



Average Premier League home attendance, with an occupancy rate of 99%



**21** YEARS

Average time a Manchester City fan has been attending the Club's football matches

**110,000+**

Unique home supporters attending a match at the Etihad stadium



**80** COUNTRIES  
From which fans came to games at the Etihad Stadium

Source: Manchester City, Premier League Match Attender Survey 2016-17

# MATCHDAY

## A TOP-CLASS MATCHDAY EXPERIENCE



MATCHDAY EXPERIENCE STATEMENTS

- #1 CLEANLINESS
- #1 WI-FI CONNECTIVITY
- #2 MOBILE PHONE SIGNAL
- #2 TOILET FACILITIES
- #3 SIGHT LINES IN THE STADIUM
- #3 FACILITIES FOR CHILDREN (ACCORDING TO FANS ATTENDING WITH CHILDREN)

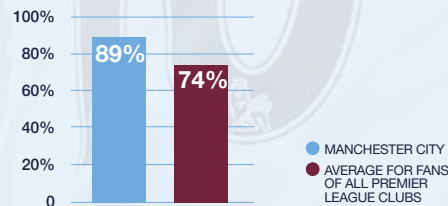


Match attenders agree that Manchester City performs well in its investment in facilities

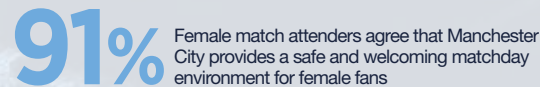
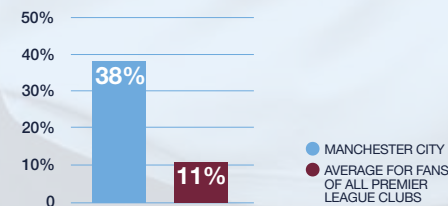
Source: Premier League Match Attender Survey 2016-17

## A WELCOMING ATMOSPHERE

MANCHESTER CITY OFFERS A WELCOMING ENVIRONMENT FOR ALL FANS AT THE ETIHAD STADIUM



I GO TO A **FAN ENTERTAINMENT AREA/FAN ZONE** BEFORE ENTERING THE STADIUM

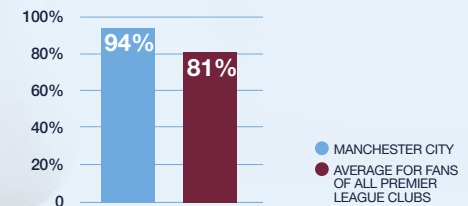
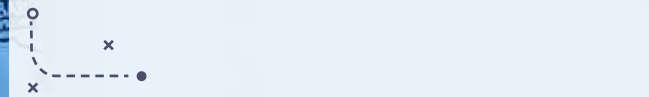


Female match attenders agree that Manchester City provides a safe and welcoming matchday environment for female fans

Source: Premier League Match Attender Survey 2016-17

## FAN SENTIMENT

MATCH ATTENDERS' POSITIVITY TOWARDS MANCHESTER CITY



Match attenders agree that Manchester City play beautiful football and are entertaining to watch



Match attenders agree that Manchester City is a club that cares about its fans

Source: Premier League Match Attender Survey 2016-17