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CASE STUDY ON PROMOTING ATTENDANCE FOR JAPANESE PROFESSIONAL BASEBALL TEAMS

SHIBAHASHI, YUTA

TOYAMA, MASAO

FACULTY OF SOCIAL SYSTEMS SCIENCE

CHIBA INSTITUTE OF TECHNOLOGY

JAPAN

**Case Study on Promoting Attendance for Japanese
Professional Baseball Teams**

Mr. Yuta Shibahashi and Dr. Masao Toyama

Faculty of Social Systems Science

Chiba Institute of Technology

2-17-1 Tsudanuma, Narashino, Chiba 275-0016, JAPAN

Abstract

The purpose of this study is to investigate promoting attendance at professional baseball games in Japan. For professional baseball teams, attendance at the stadium is one of the major factors that affects revenue. Revenue from attendance includes not only ticket sales, but also concession and product sales. In this study, we focus on attendance as a factor that facilitates the stable management of professional baseball teams.