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LA Kings owners 'elated' as Heated Rivalry gives NHL ticket sales a big boost

'Fans are engaged, the energy in the building has been electric and every game feels like playoff hockey,' owner said

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Photo: Crave

The owners of the Los Angeles Kings are celebrating more than just on-ice performance this season, they're also thrilled about the surge in fan interest and ticket sales sparked by a fiery division rivalry that has captivated hockey audiences.

With the Kings embroiled in a heated competitive stretch against key Pacific Division opponents, the intensity has translated into packed arenas, sell-outs at Crypto.com Arena and a noticeable uptick in demand for tickets across the league. According to team executives, one of the most talked-about matchups has been the Kings' clashes with longtime rivals that have fans buzzing on social media and generating buzz far beyond traditional hockey circles.

"We're elated by the response," one Kings owner said. "Fans are engaged, the energy in the building has been electric and every game feels like playoff hockey. That's exactly the kind of environment that drives interest and makes this sport exciting."

League officials have noted that spirited rivalries, built on close standings, physical play and dramatic late-game moments, tend to lift ticket sales, merchandise revenue and viewership. This season, those trends appear especially pronounced in markets like Los Angeles, where hockey competes with multiple major sports for fan attention.

For Kings fans, the renewed intensity has been a welcome development. Longtime supporters say the recent battles have revived memories of past Stanley Cup runs and given a new generation of followers a reason to pack the arena. From dramatic comebacks to contentious hits, the narrative around this rivalry has kept interest high and arenas buzzing.

Analysts say the timing couldn't be better for the league, as the NHL pushes to expand its footprint in nontraditional hockey markets and attract broader audiences. Rising ticket sales in Los Angeles — a major media market — send a strong signal that competitive rivalries still drive fan engagement and long-term support.

With the regular season still underway, Kings ownership and the NHL are watching closely to see how sustained success on the ice and increasing fan enthusiasm off it could shape momentum heading into the playoffs. For now, the rivalry is giving fans and stakeholders alike plenty to cheer about.

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