

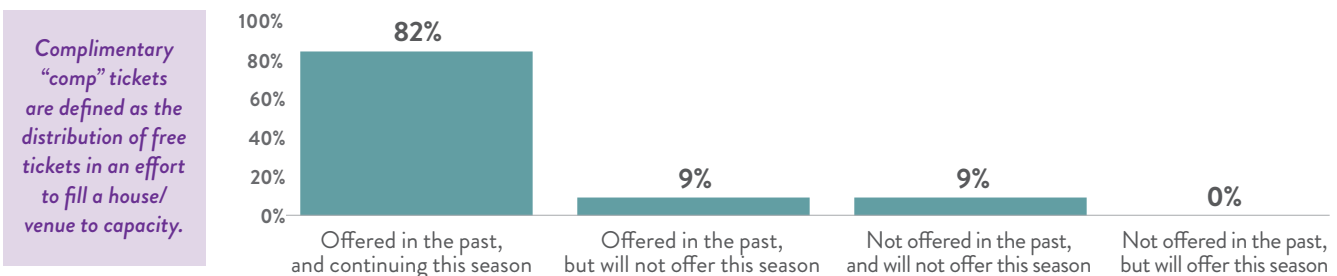
SEPTEMBER 21, 2021

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **September 9–17, 2021**. This is the thirty-fifth survey of the series.

COMPLIMENTARY TICKETS

Majority of Arts Orgs Are Continuing Offering Comp Tickets

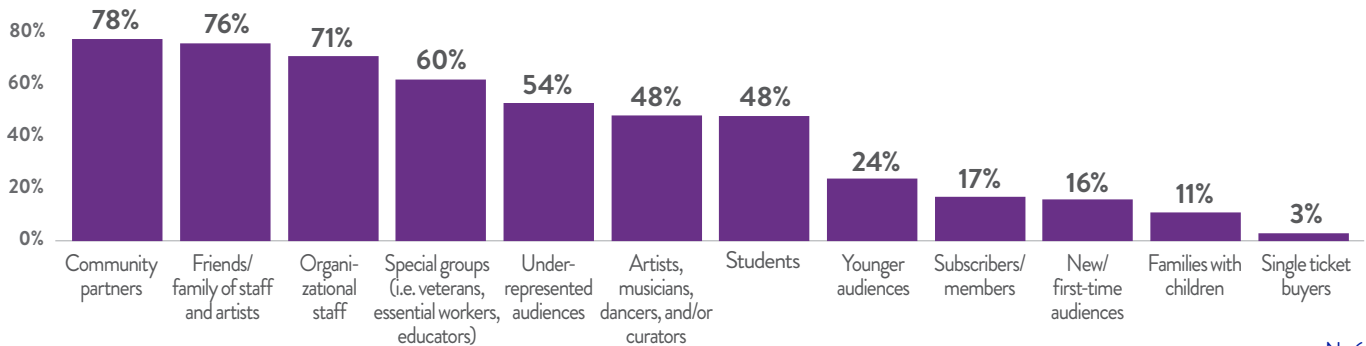
Comp Ticket Policies For This Season



N=69

Comp Tickets Offered to a Large Variety of Audiences

Types of Stakeholders That Qualify for Comp Tickets



N=63

Arts Orgs Have Tempered Goals for Filling to Capacity

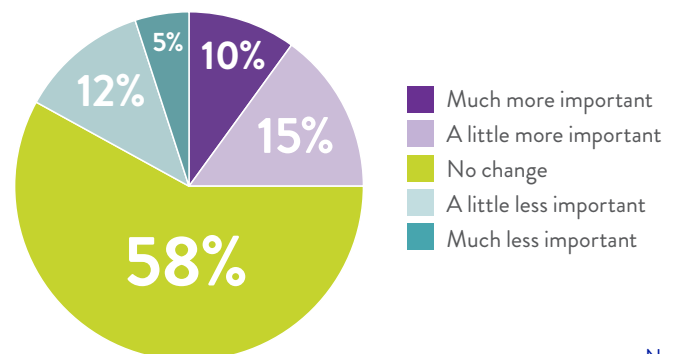
Average % Capacity of House/Venue Filled with Paid and Comp Tickets

67%

N=58

Majority Plan to Keep Comp Ticket Distribution the Same

Priority of Comp Tickets in Ticket Sales Strategy this Season



N=59

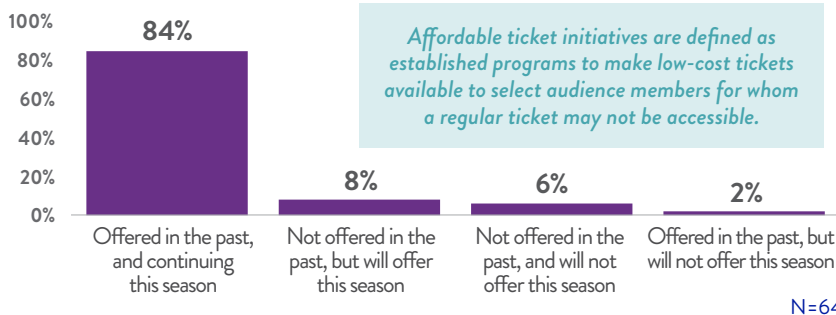
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AFFORDABLE TICKET INITIATIVES

A Handful of Arts Orgs Begin Up Affordable Ticket Initiatives

Status of Affordable Ticket Initiatives For this Season



About One-Fifth of Capacity Saved for Affordable Ticket Initiatives

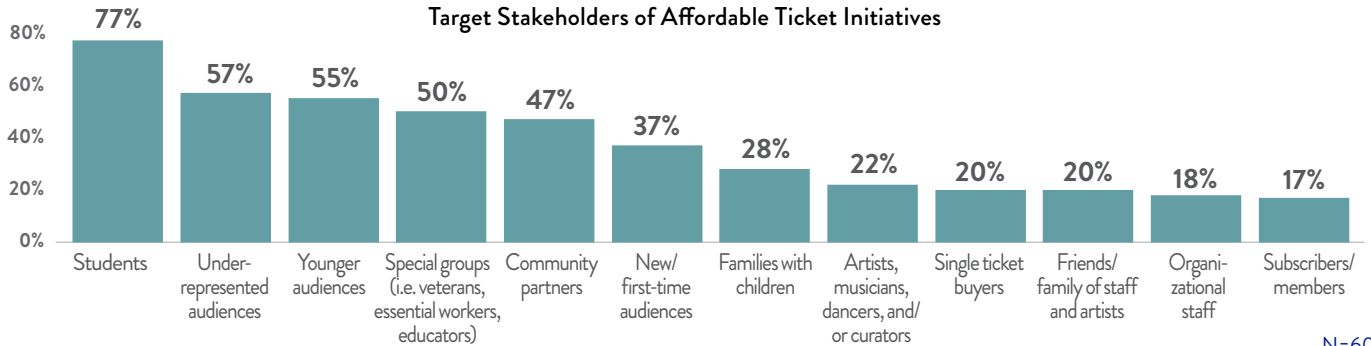
Average % Capacity of House/Venue Reserved for Affordable Tickets

17%

N=55

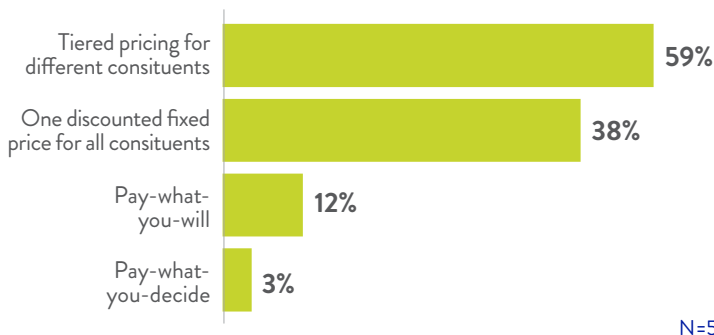
Students Are Top Stakeholder, with a Variety of Groups that Follow

Target Stakeholders of Affordable Ticket Initiatives



Tiered Pricing and Fixed Discount Are the Top Pricing Strategies

Pricing Structure of Affordable Ticket Initiatives



Discounts Range Significantly Across Arts Orgs

Average % Discount on a Single Ticket Across Constituents and Initiatives

