

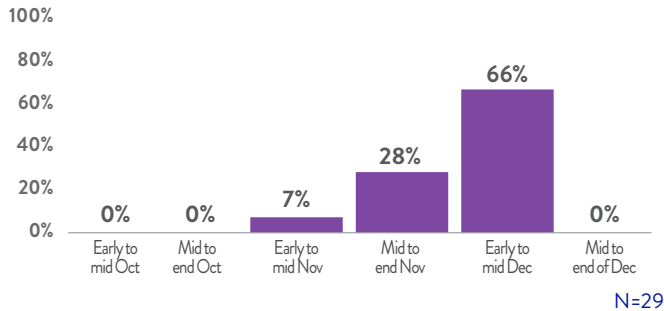
**FEBRUARY 20, 2024**

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## HOLIDAY SEASON PROGRAMS & LENGTHS

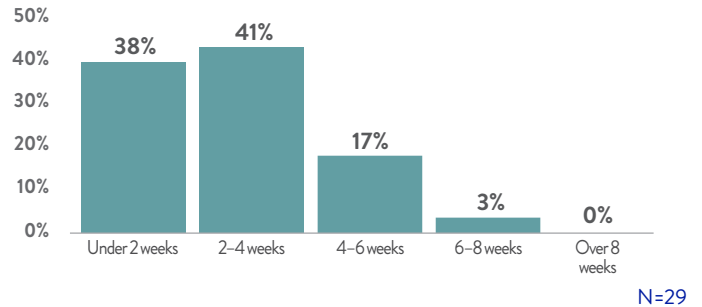
### Most Holiday Programming Starts Early/Mid Dec

When do you start your holiday programs?



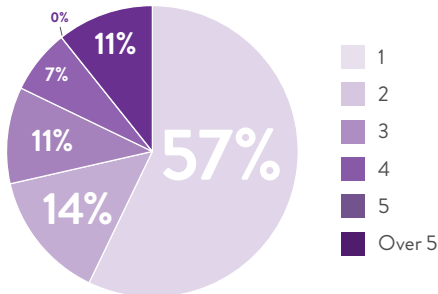
### Most Holiday Runs Are Less Than 4 Weeks

What is the average length of performance runs for holiday shows at your org?



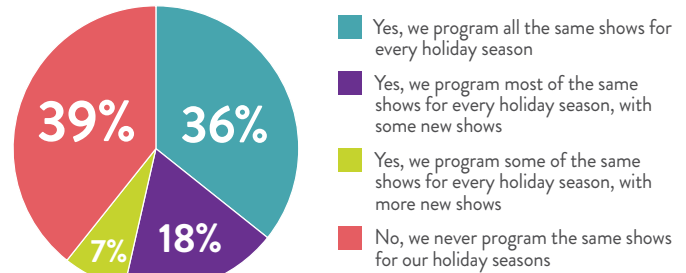
### Most Programmed One Holiday Show/Production

How many distinct shows/productions did you program during your 2023 holiday season?



### Orgs Are Split on Programming Same & New Holiday Content

Do you typically program the same productions/shows every holiday season?



## Holiday Programs

What shows did you program during the 2023 holiday season?



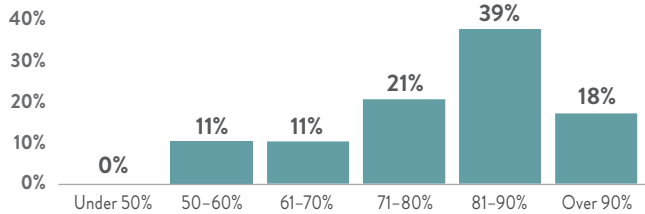
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## HOLIDAY SEASON SOLD CAPACITY & TICKET SALES

### Average Sold Capacity for Holiday Programming is Over 80%

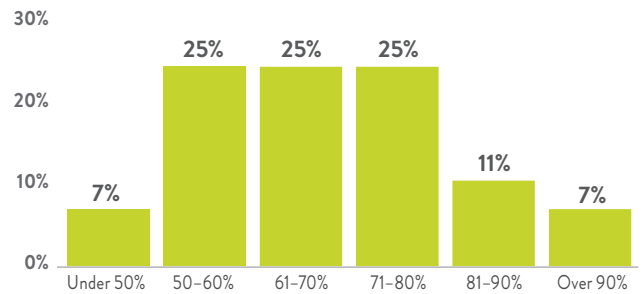
What was the average sold capacity across your 2023 holiday programming?



N=28

### Non-Holiday Sold Capacity was 50–80%

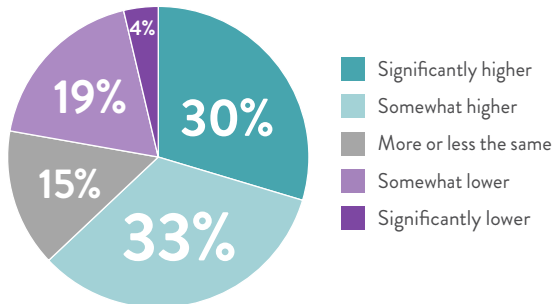
What was the average sold capacity for your non-holiday programs in 2023?



N=28

### Sold Capacity Is Higher from Pre-Pandemic

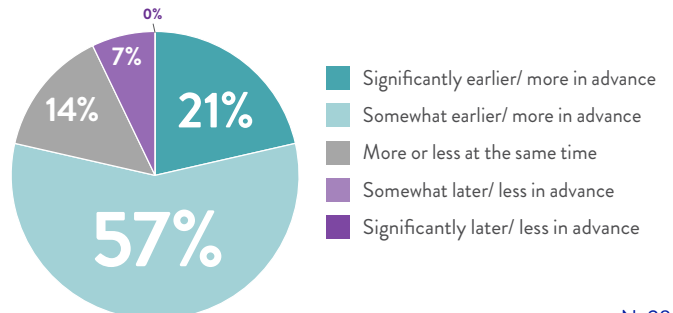
How does the 2023 holiday season sold capacity compare to the last pre-pandemic holiday season?



N=27

### Holiday Tickets Sell Somewhat Earlier

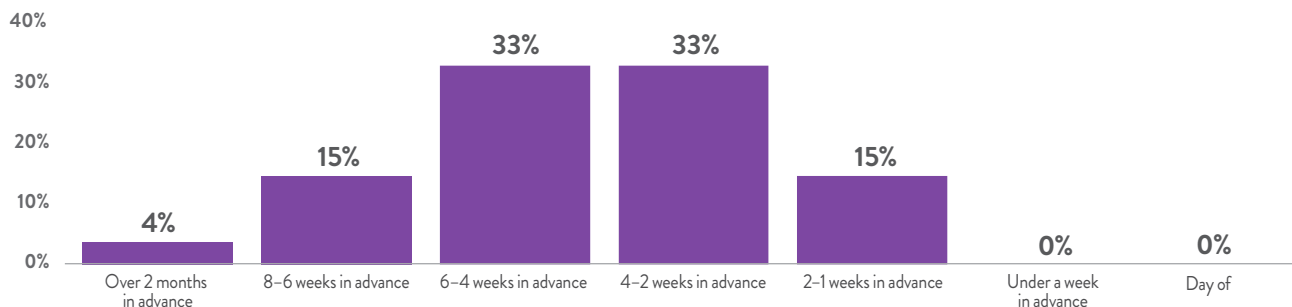
How would you compare the timing of sales for your holiday season programs compared to regular season shows?



N=28

### Holiday Tickets Sell 2–6 Weeks in Advance

How far in advance are the majority of holiday show tickets sold?



N=27

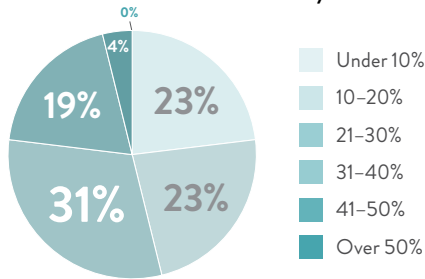
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## HOLIDAY SEASON VISITORS & REVENUES

### Orgs See a Range of New-to-File Holiday Ticket Buyers

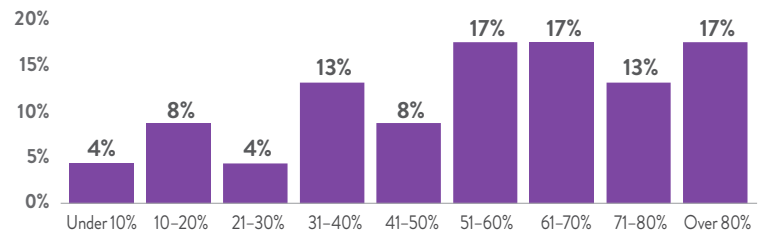
What % of holiday season tickets were first-time/new to file buyers?



N=26

### 50%+ of Holiday Attendees Do Not Attend Other Non-Holiday Programming

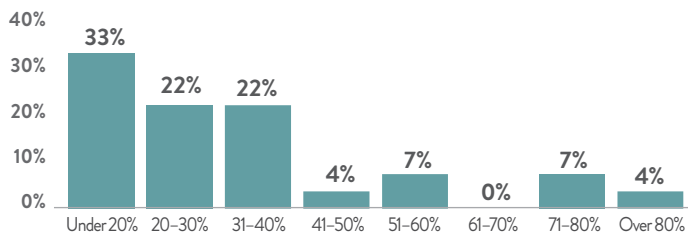
What % of 2023 holiday season attendees did not attend other non-holiday programming in 2023?



N=24

### <40% of Annual Ticket Sales Came From Holiday Ticket Sales

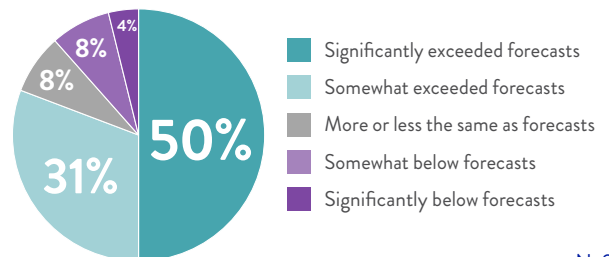
For FY23/ 2023, what % of your annual ticket sales came from your holiday season ticket sales?



N=24

### 2023 Holiday Ticket Revenues Exceeded Forecasts

How did your 2023 holiday ticket revenues compare to your forecasts?

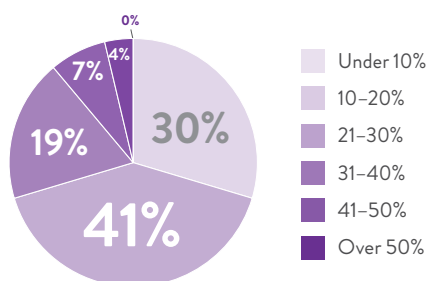


N=26

## HOLIDAY SEASON MARKETING & ADVERTISING BUDGETS

### <20% of Program Marketing Budget Goes Towards Holiday Season

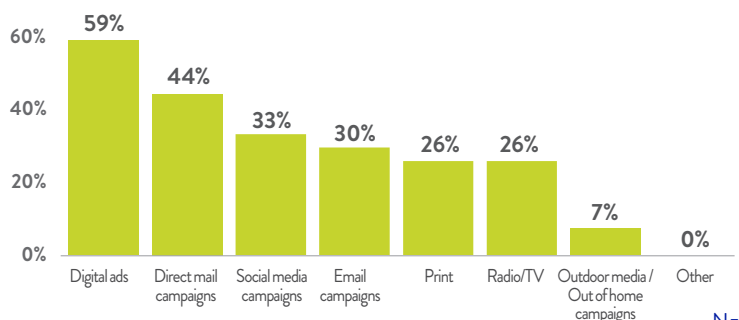
What % of your annual programming marketing budget goes towards promoting your holiday season?



N=27

### Most of Marketing Budget Goes to Digital Ads

For holiday season programs, where do you allocate most of your marketing budget?



N=27

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## HOLIDAY SEASON MARKETING & ADVERTISING BUDGETS

### Most Orgs Do Not Use Telemarketing

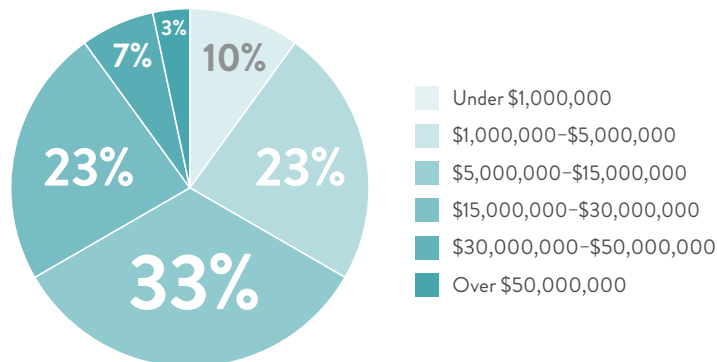
Do you use telemarketing during the regular and/or holiday season?



N=27

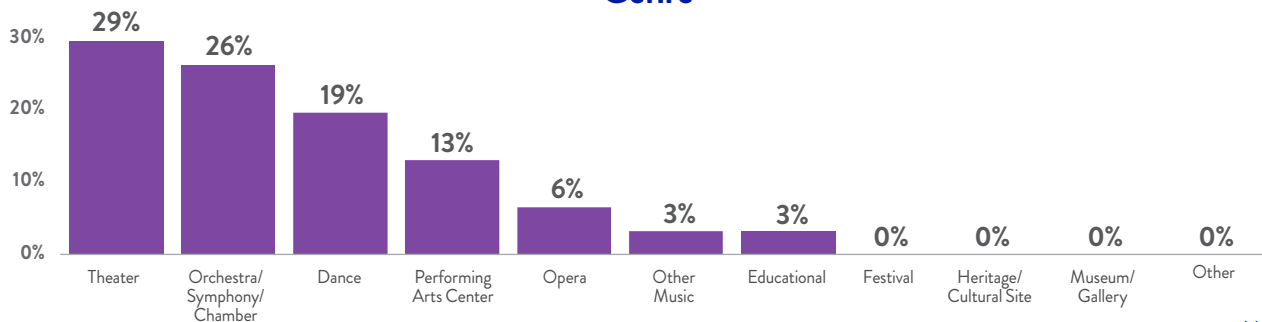
## ORGANIZATION INFORMATION

### Operating Budget



N=30

### Genre



N=31