

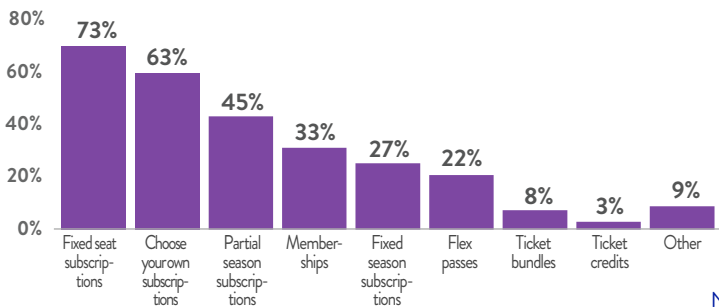
APRIL 18, 2024

The Advisory Board for the Arts regularly surveys leaders at cultural organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to their industries. This online survey was fielded **April 1–10, 2024**. This is the ninety-third survey of the series and was designed to help leaders benchmark themselves on subscriptions and memberships.

SUBSCRIPTION PACKAGES & OFFERS

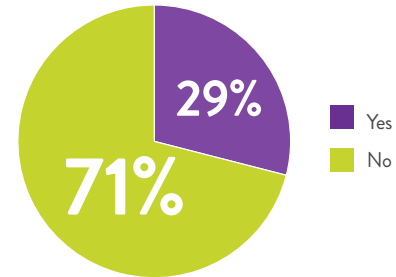
Most Offer Fixed Seat or Choose Your Own Subscriptions

What types of subscription/ticket packages do you offer?



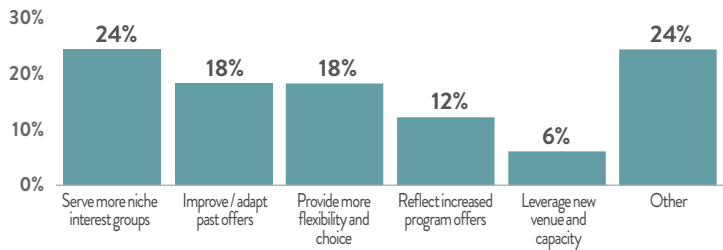
Most Have Not Recently Launched New Subscription Offers

In your upcoming season have you launched any new subscription/membership offers?



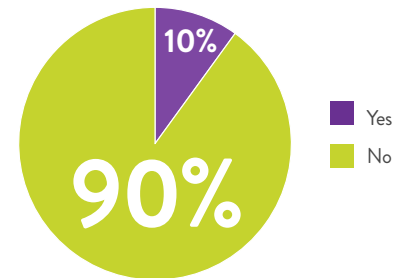
Orgs Have Many Reasons for Launching New Offers

What was the main motivation for launching new subscription packages and offers?



Most Have Not Discontinued Any Subscriptions/Memberships

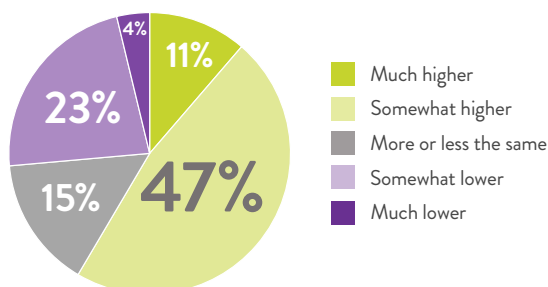
In your upcoming season, have you discontinued any subscriptions/memberships?



SUBSCRIPTION SALES & REVENUES

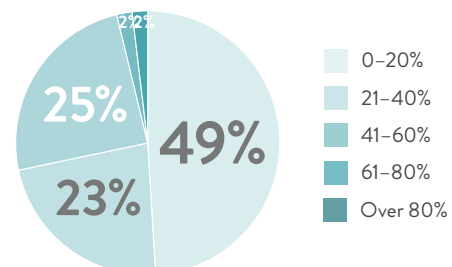
Subscription Sales Are Somewhat Higher

How do your most recent season's subscription sales compare to the previous season?



Subscription Sales Make Up <40% of Earned Income

For your most recent reporting period, what % of earned income came from subscription sales?



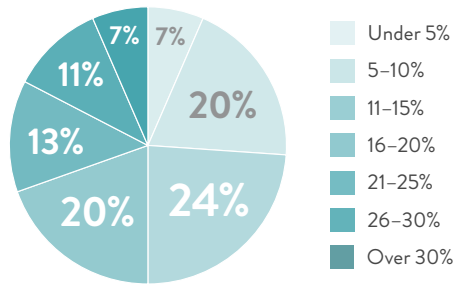
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SUBSCRIPTION SALES & REVENUES

Orgs See a Range of First Time Subscribers

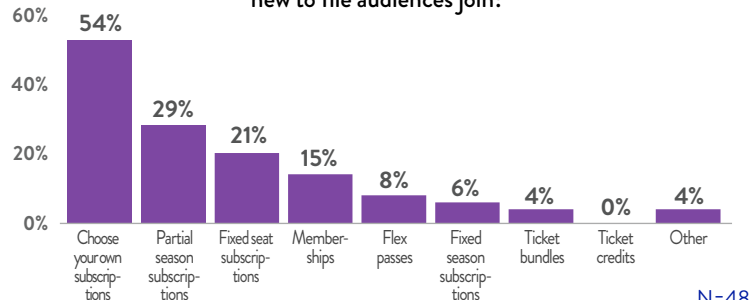
For your most recent reporting period, what % of subscribers were first time subscribers?



N=46

Choose Your Own Subscriptions See the Most New Subscribers

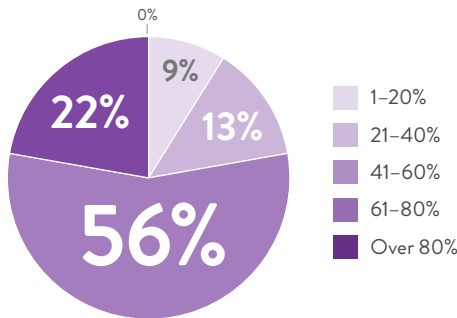
For which subscriptions do you see the most new to file audiences join?



N=48

Over 60% of Subscribers Renewed

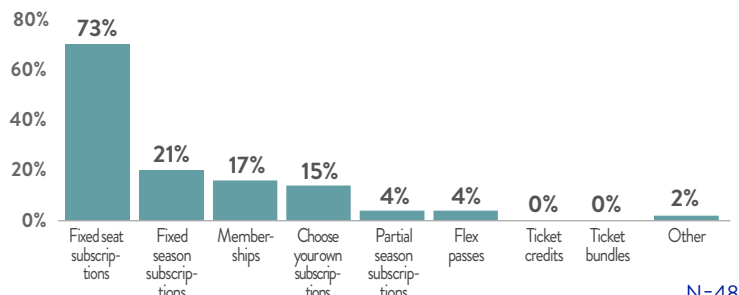
What % of subscribers/members from your last season have renewed?



N=45

Fixed Seat Subscriptions See the Highest Renewal Rates

For which subscriptions do you see the highest renewal rate?

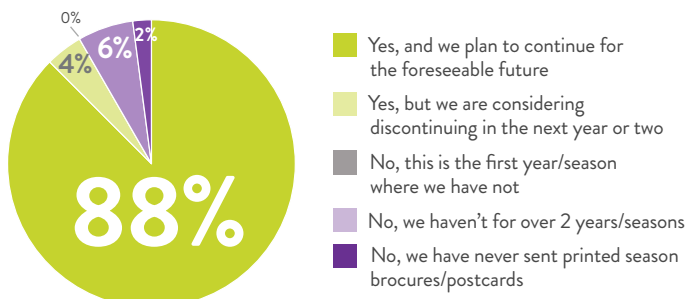


N=48

SUBSCRIPTION COMMUNICATIONS & EARLY BIRD RENEWALS

Most Send Printed Season Brochures/Postcards

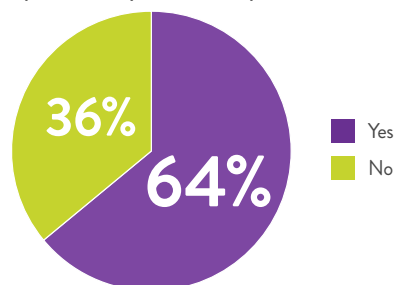
Does your org send out printed season brochures/postcards to subscribers?



N=48

Most Provide Early Bird Subscription Renewal Benefits

Do you provide early bird subscription renewal benefits?



N=47

ABA Executive Benchmarking

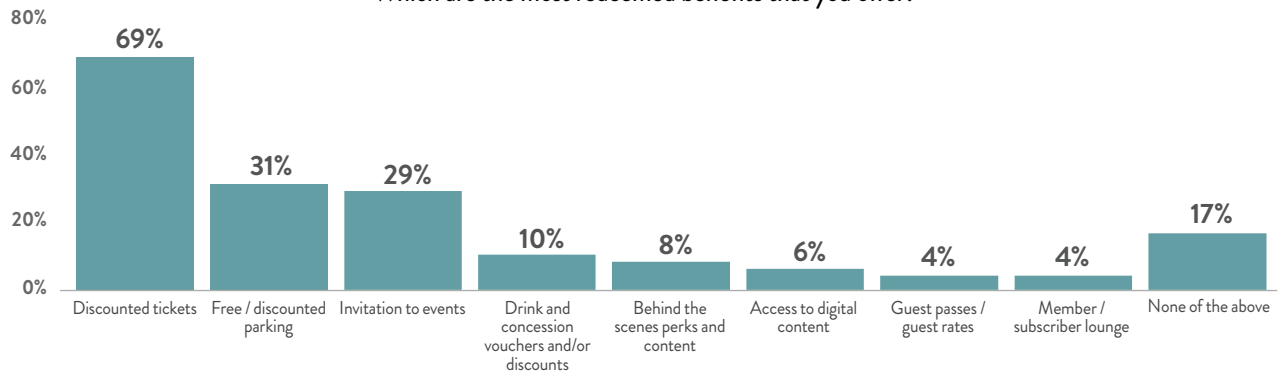
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SUBSCRIPTION COMMUNICATIONS & EARLY BIRD RENEWALS

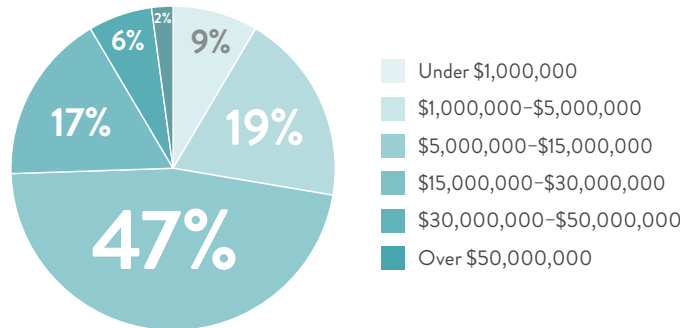
Discounted Tickets Are the Most Redeemed Benefit

Which are the most redeemed benefits that you offer?



ORGANIZATION INFORMATION

Operating Budget



Genres

