

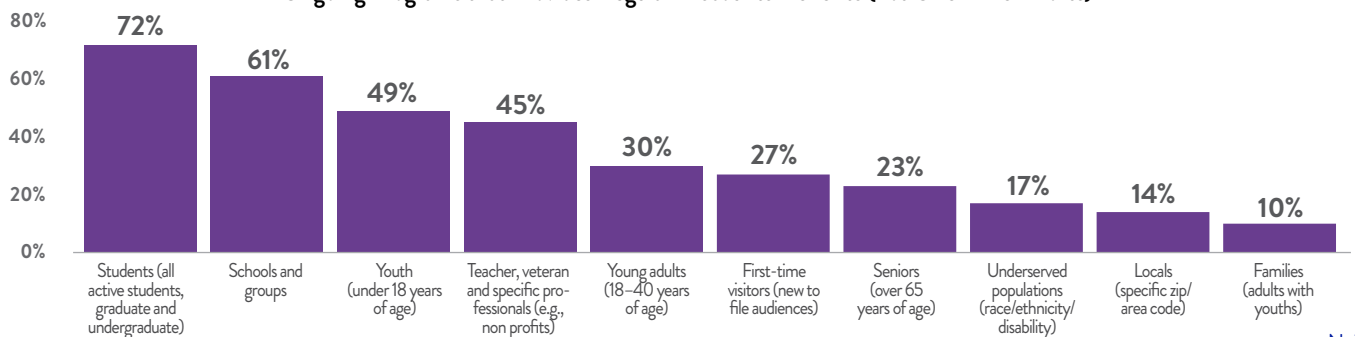
FEBRUARY 7, 2023

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 **January 25–February 2, 2023**. This is the sixty-sixth survey of the series and was designed to help arts leaders benchmark themselves on the kinds of tickets schemes and discounts they currently have, as well as those which are under consideration or even discontinuing. We are also interested in particular efforts to engage with young adults across the sector.

TICKET SCHEMES & DISCOUNTS

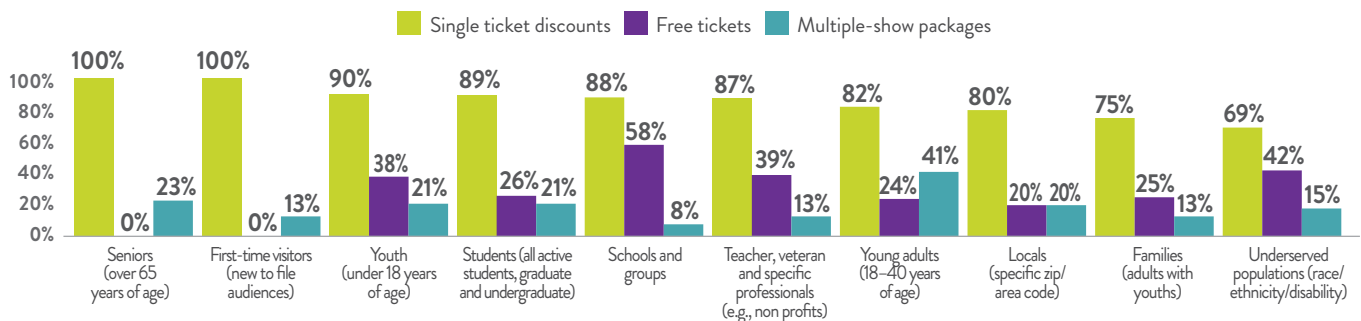
Variety of Audience Groups Currently Offered Special Discounts/Benefit Programs

Ongoing Programs that Provides Regular Discounts/Benefits (not One-Time Efforts)



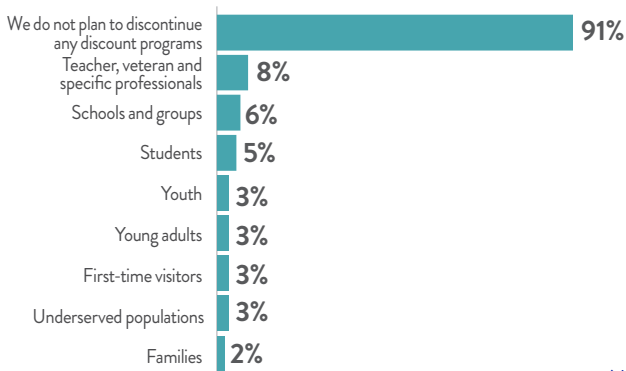
Single Ticket Discounts Most Popular Across Audience Types: Free Tickets Popular for Select Groups

Ticket Offers Provided for Different Audience Groups



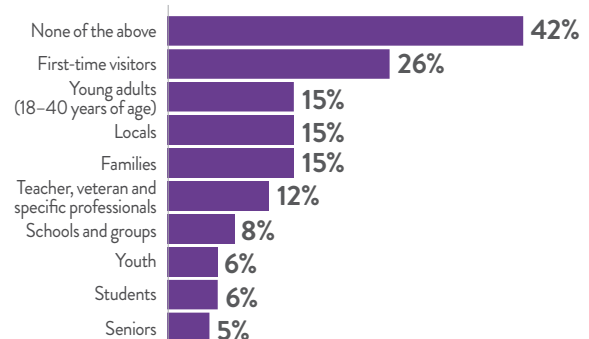
Majority Are Not Discontinuing Ticket Schemes

Plans to Discontinue Currently Offered Ticket Schemes/Special Discounts



One-Quarter Are Keen On Starting New Ticket Schemes for First-Time Visitors

Plans to Initiate New Ticket Schemes/Special Discounts

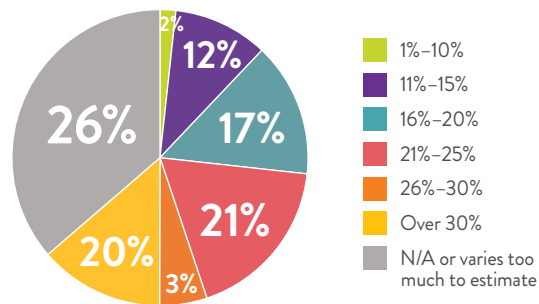


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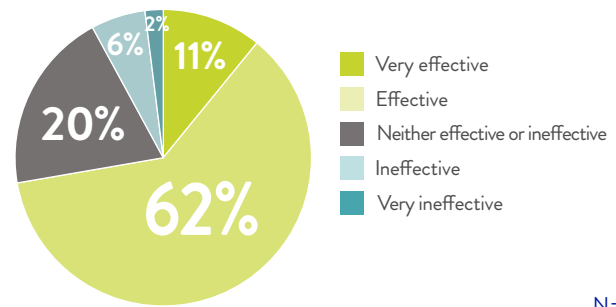
Range of Average % Ticket Discount Offered Across All Audience Types



N=66

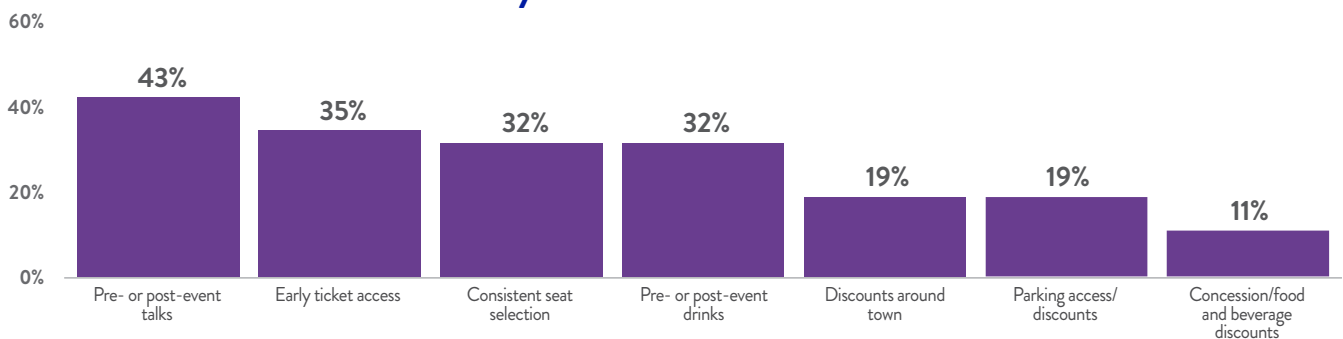
Majority Agree that Ticket Programs Are Effective

Effectiveness of Ticketing Schemes and Discounts



N=65

Additional Benefits/Events Provided to Discount Groups Beyond Ticket Promotions



N=37

Lesson Learned for Orgs Considering New Ticket Schemes/Discount Groups

Ensure schemes and discounts are relevant to the geographic location, seasonal access, and community events in your area.

Look for opportunities to leverage or initiate partnerships for the collective good, and all businesses — cultural and commercial.

Communication and public awareness are everything. People need to know about it in order to take advantage of the program(s).

Plan out what works for each segment, test, and adapt.

Make discounts specific and be careful about broad discounts that devalue the product.

Manage expectations and set goals for relationship cultivation.

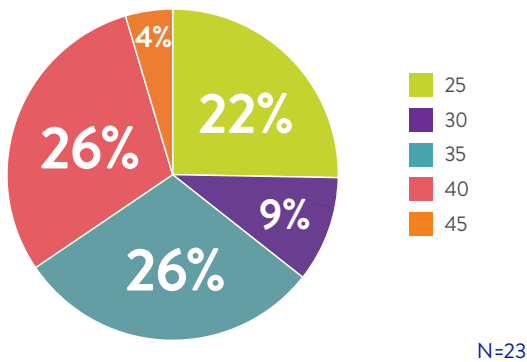
Discount early in the sales cycle to incentivize early purchases.

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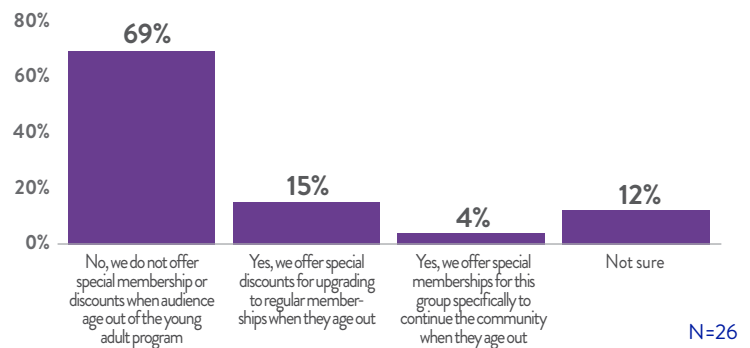
YOUNG ADULT PROGRAMS

Range of Maximum Age to be Eligible for Young Adult Program



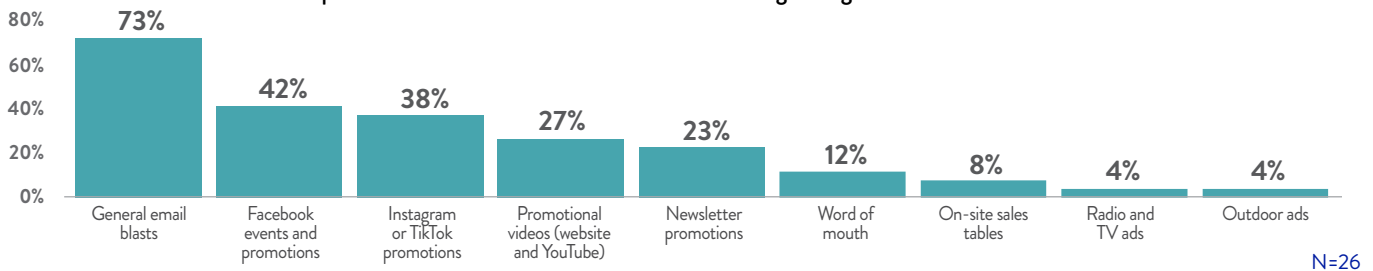
Majority Do Not Continue Promotions After Young Adults Age Out

Alternative Ticket Programs/Special Offers to Encourage Young Adult Age-Outs



Orgs Rely Primarily on Digital Efforts to Promote Young Adult Tickets

Top 3 Most Successful Methods in Communicating Young Adult Ticket Schemes



Agreement that Young Adult Programs Benefit Org Awareness and Audience Engagement; Generating Revenue is Not the Main Priority Behind Young Adult Programs

Agreement Level to Statements About Young Adult Program Performance

