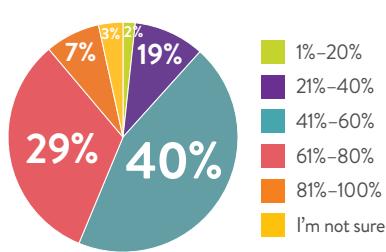


JANUARY 24, 2023

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 9–18, 2023**. This is the sixty-fifth survey of the series and was designed to help arts leaders benchmark themselves on the past year’s attendance, ticket sales, and how performance on these factors has impacted future strategies. We also wanted to know about the greatest priorities in the months to come.

2022 OVERALL ATTENDANCE

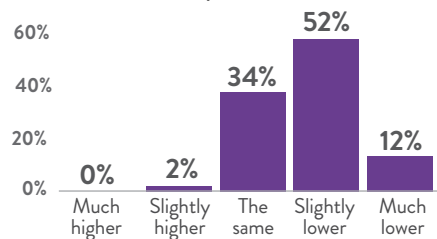
Overall Organizational Sold Capacity in FY22



N=129

One-Third Have Retained Sold Capacity Rates from FY19 to FY22

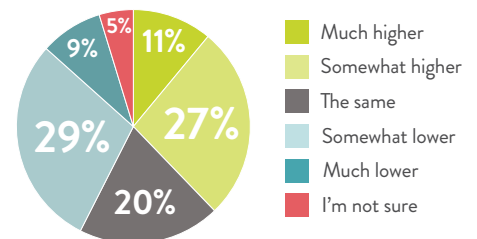
Change in Overall Sold Capacity in FY22 Compared to FY19



N=121

Range of Sold Capacities for Winter Events in 2022 than Pre-Pandemic Years

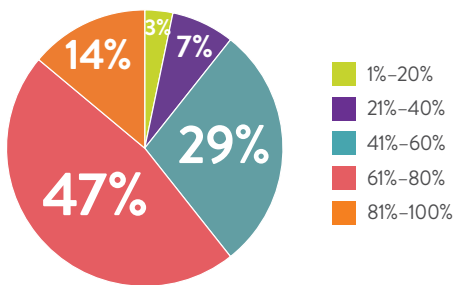
Average Sold Capacity of Winter 2022 v. Pre-Pandemic Year



N=127

Over Half of Orgs Saw 60%+ of Prior Audiences Return in FY22

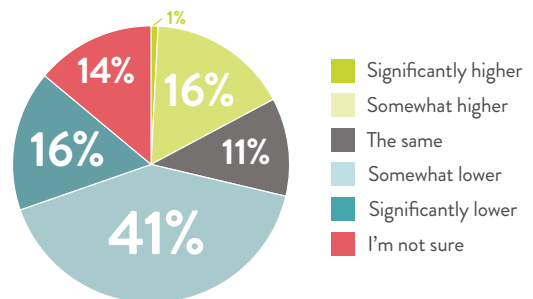
Percentage of FY22 Attendees Who Were Return Visitors



N=122

FY22 Annual Audience Return is Generally Lower than that of FY19

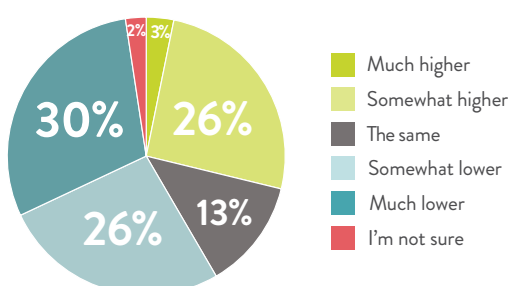
Audience Return Rate in FY22 v. FY19



N=122

Over a Third Saw an Increase in Single Ticket/Admission Sales in FY22

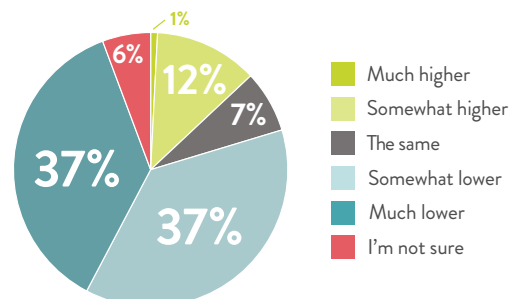
Single Ticket/Admission Sales FY22 v. FY19



N=125

Majority Are Experiencing a Decrease in Subscription/Membership Sales in FY22

Subscription/Membership Sales FY22 v. FY19



N=123

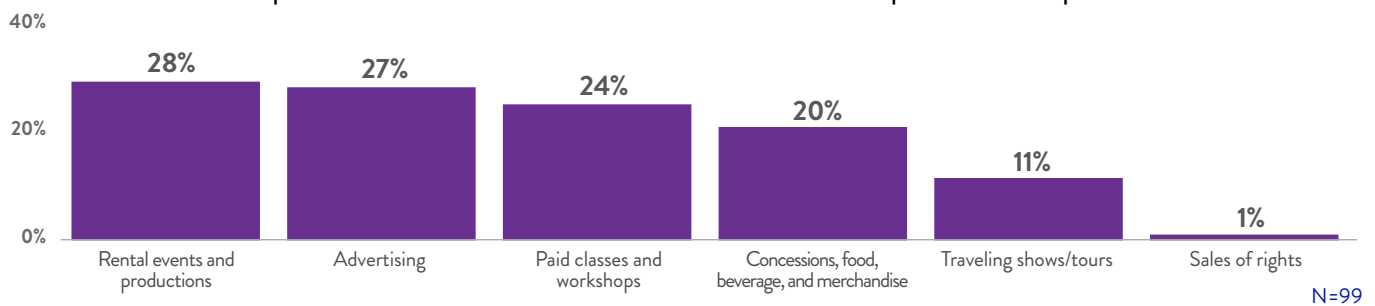
JANUARY 24, 2023

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 9–18, 2023**. This is the sixty-fifth survey of the series and was designed to help arts leaders benchmark themselves on the past year’s attendance, ticket sales, and how performance on these factors has impacted future strategies. We also wanted to know about the greatest priorities in the months to come.

2022 TICKET SALES + OTHER REVENUE

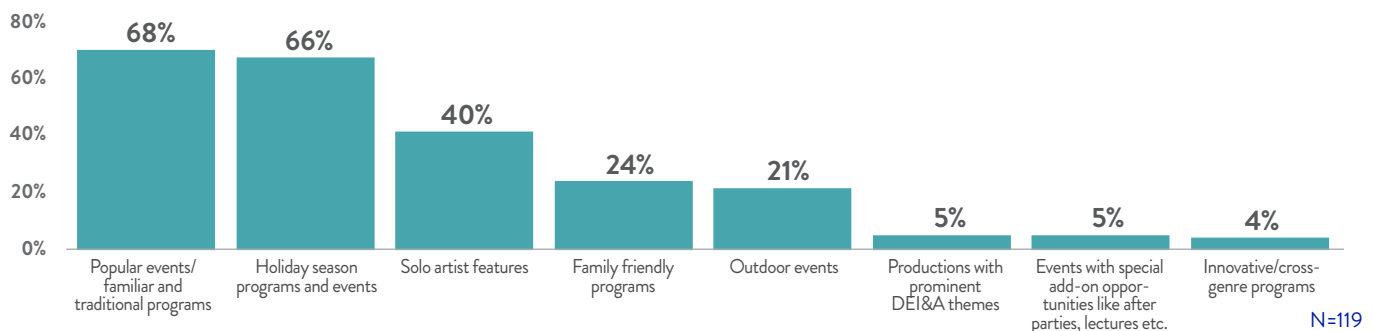
Rental Events and Advertising Top Income Sources After Ticket and Subscription Sales

Top 2 Earned Income Streams in FY22 Besides Ticket and Subscription/Membership Sales



Holiday and Familiar Events Brought in Most Ticket Revenue in FY22

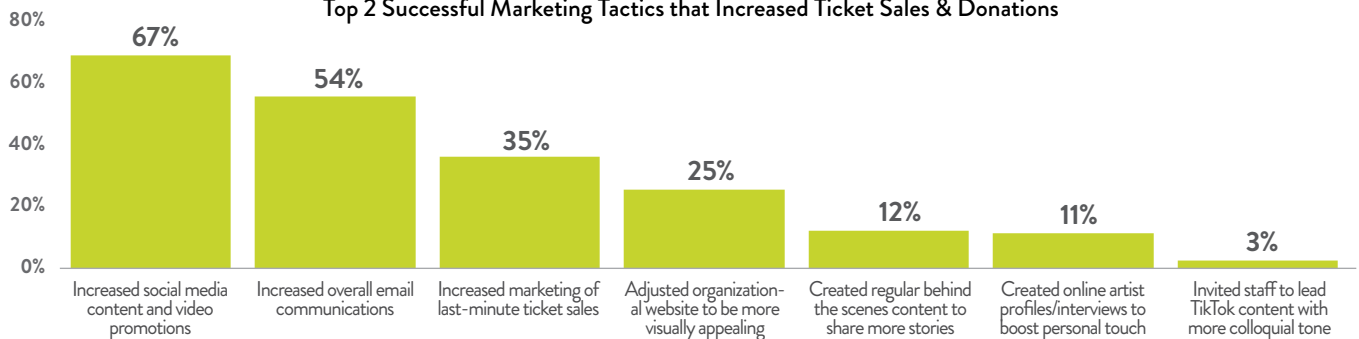
Top 3 Programming Types to Bring in Most Ticket Revenue



2022 MARKETING TRENDS

Social Media Topped Marketing Tactics at Increasing Ticket Sales

Top 2 Successful Marketing Tactics that Increased Ticket Sales & Donations



JANUARY 24, 2023

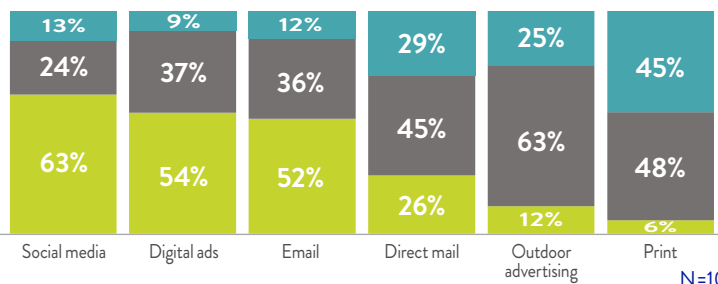
The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **January 9–18, 2023**. This is the sixty-fifth survey of the series and was designed to help arts leaders benchmark themselves on the past year’s attendance, ticket sales, and how performance on these factors has impacted future strategies. We also wanted to know about the greatest priorities in the months to come.

2022 MARKETING TRENDS

Digital Efforts Have Had Largest Increase in ROIs

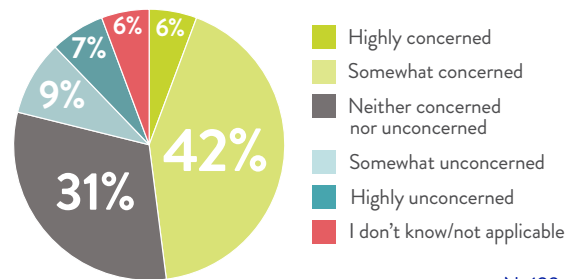
Changes in Communication Channel ROIs FY22 v. FY19

Increased in 2022 Remained the same Decreased in 2022



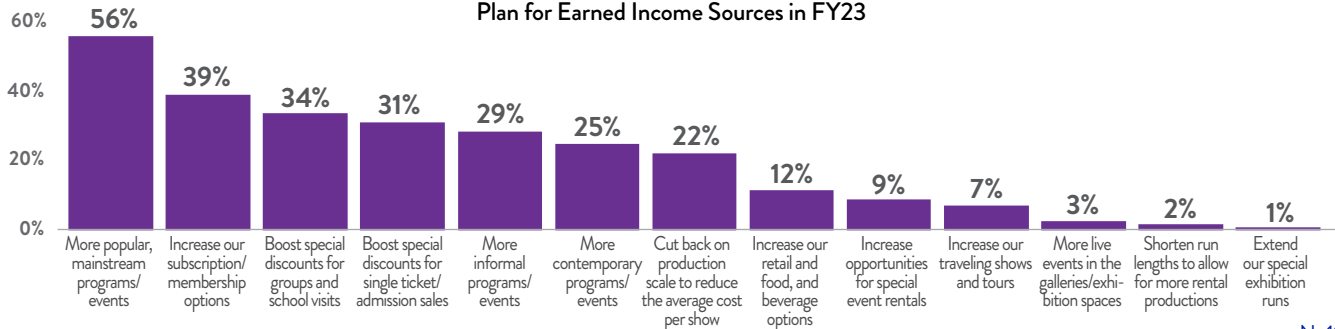
Half Are Concerned About No-Show Audiences in FY23

Concern for No-Show Audiences in FY23



About Half Are Planning to Increase More Popular, Mainstream Events

Plan for Earned Income Sources in FY23



2023 PRIORITIES — LOOKING FORWARD

Majority Positive in Selling More Tickets/Admission Sales

Optimism Behind Single Ticket/Admission Sales for FY23 v. FY22



More Pessimism in Selling More Subscriptions/Memberships

Optimism Behind Subscription/Membership Sales for FY23 v. FY22

