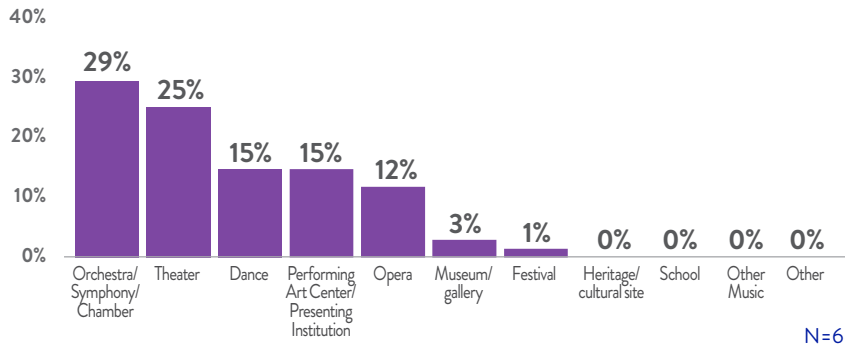


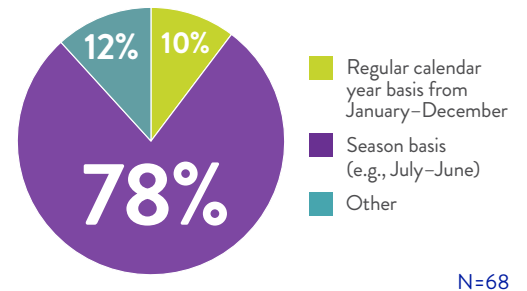
OCTOBER 3, 2023

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Organization Genres



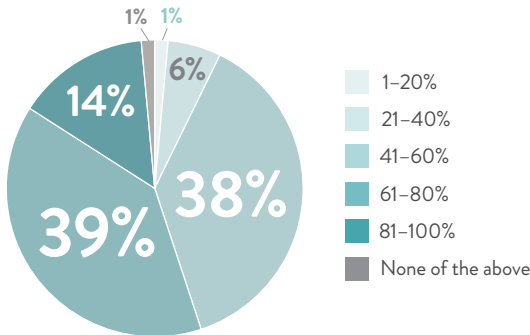
Type of Annual Cycle for Attendance & Sales Reporting



OVERALL ATTENDANCE & SOLD CAPACITY

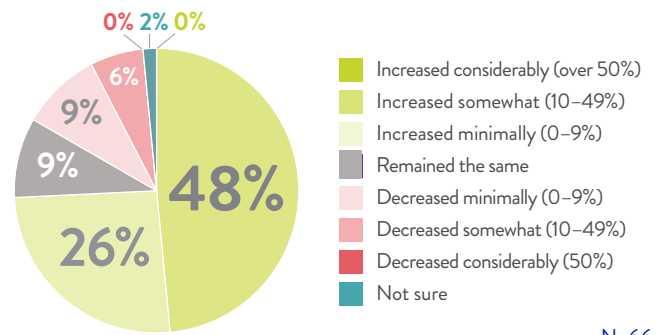
Most Performance-Based Orgs At Between 41–80% Sold Capacity

Average % of 2023 house sold capacity (or most recent season)



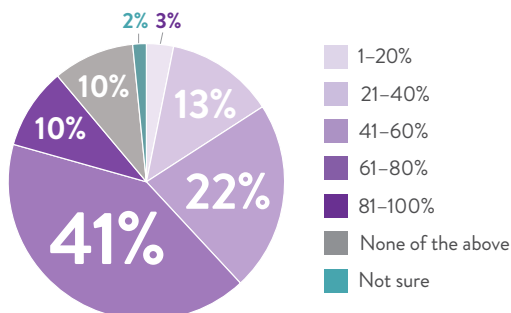
Sold Capacity Has Somewhat Increased from Last Year

How 2023 sold capacity compares to the previous year/season



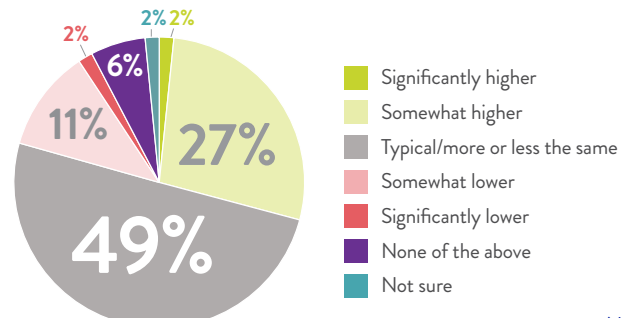
Attendee/Visitor Return Rates Around 61–80%

What % of your 2023/most recent season attendees/visitors are return?



Return Rates Have Remained Largely the Same as Last Year/Season

How does this return rate compare with the previous year/season's?



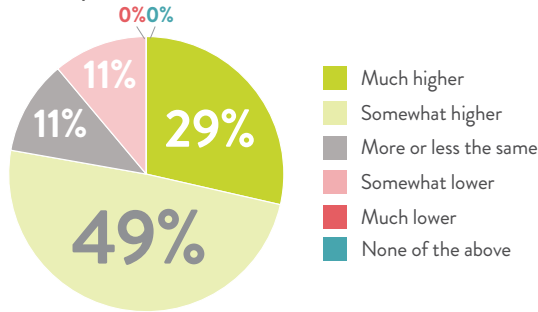
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SALES FIGURES & TICKET PRICES

Single Ticket Sales Are Mostly Higher in 2023

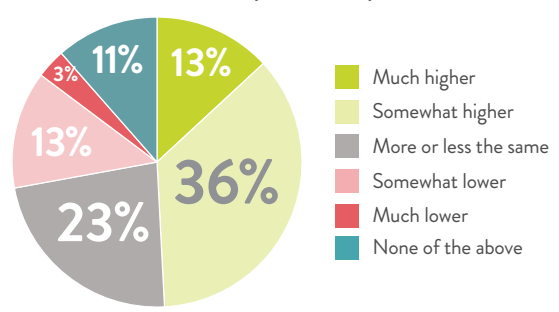
How would you compare single ticket sales from the previous year/season to the most recent (2023)?



N=63

Subscription/Membership Sales Are Mostly Higher in 2023

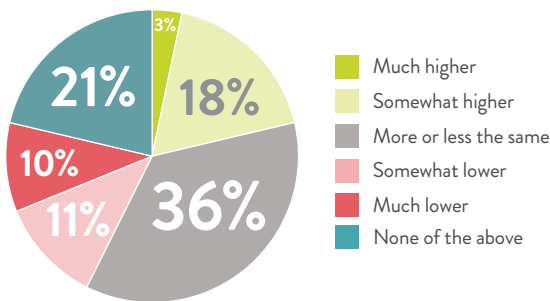
How would you compare subscription/membership sales from last year to this year?



N=61

Group Sales Have Stayed Mostly the Same

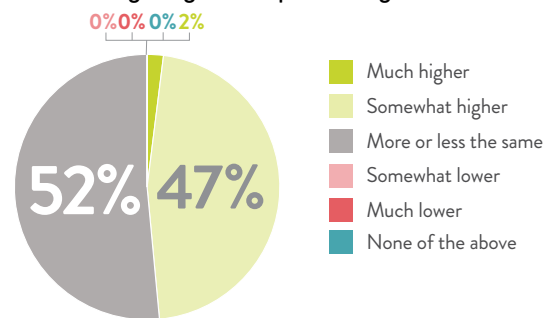
How would you compare group sales from last year to this year?



N=61

Single Ticket Prices Are Similar to Somewhat Higher

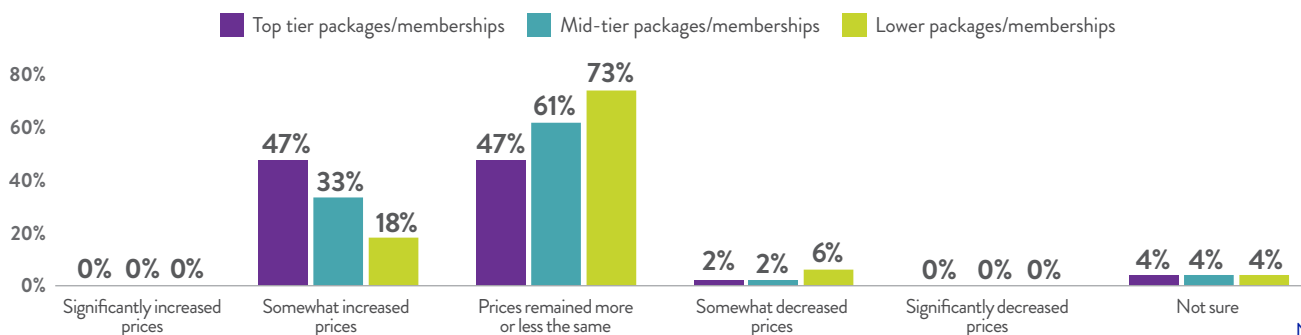
How has the average single ticket price changed from 2022 to 2023?



N=60

Package/Membership Prices have Remained the Same or Somewhat Increased

How have the package/membership prices changed from 2022 to 2023?



N=53

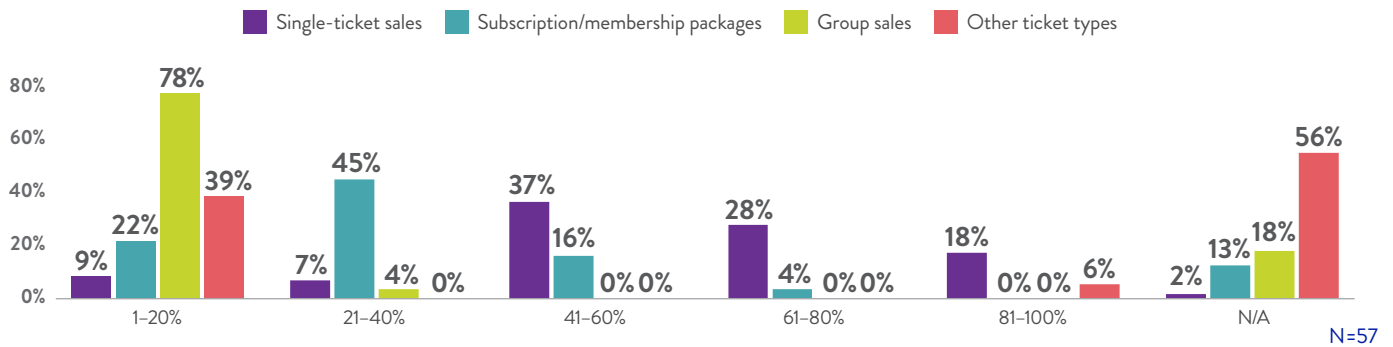
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SALES REVENUE

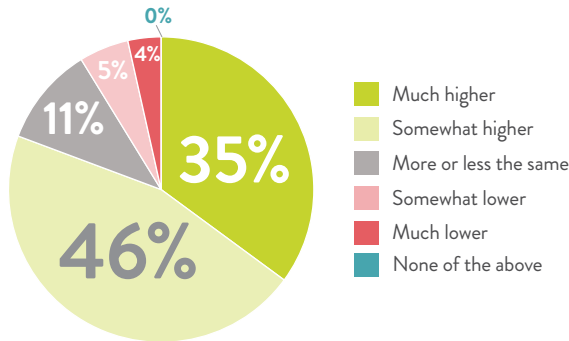
Single Ticket Sales Constitute Highest Source of Earned Income

What % earned income comes from the following ticket categories?



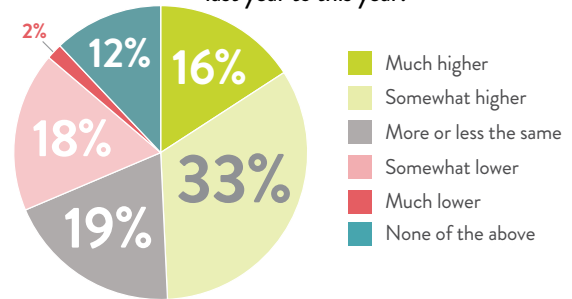
Single Ticket Sales Revenue Has Increased

How have single ticket sales changed from last year to this year?



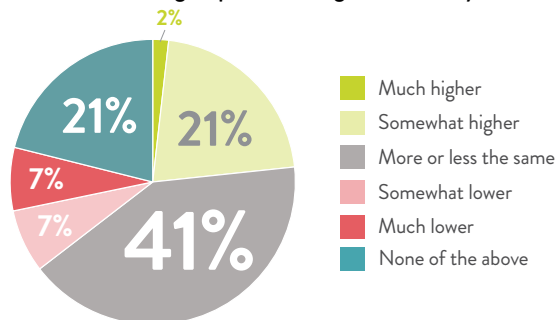
Revenue from Subscriptions/Membership Is Somewhat Higher

How has revenue from subscriptions/memberships changed from last year to this year?



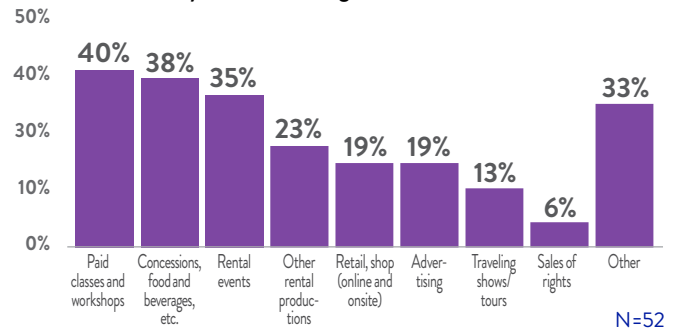
Revenue from Group Sales Has Stayed the Same

How has revenue from group sales changed from last year to this year?



Classes & Concessions Are Other Main Sources of Earned Income

What are your other categories of earned income?



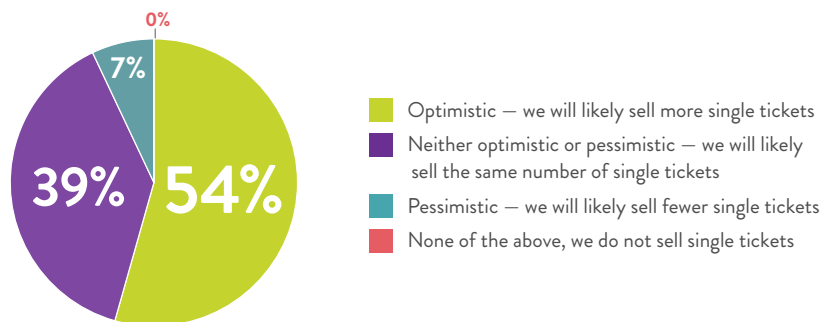
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OUTLOOK FOR 2024

Orgs Feel Optimistic About Future Single Ticket Sales

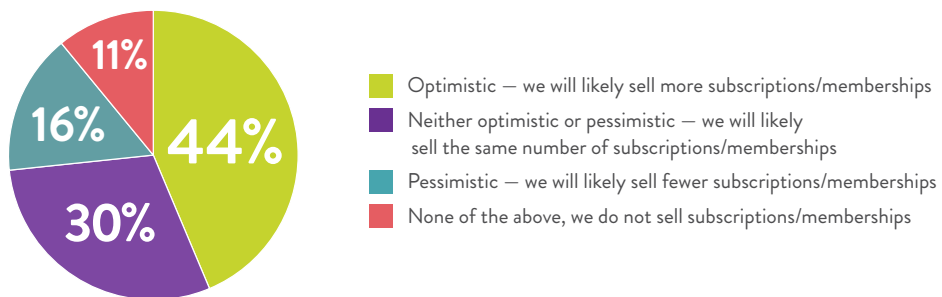
How do you feel about single ticket sales for next year/season?



N=57

Orgs Feel Optimistic About Future Subscription Sales

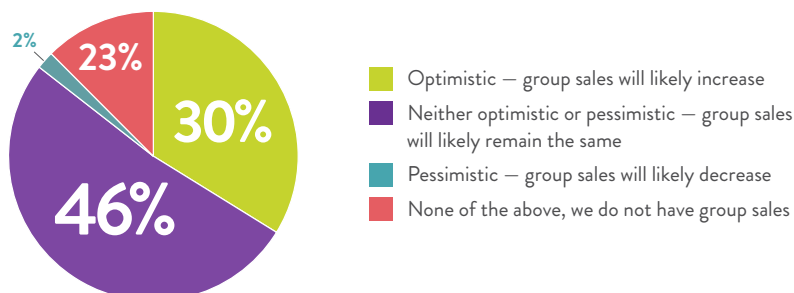
How do you feel about subscription sales for next year/season?



N=57

Orgs Feel Middling About Future Group Sales

How do you feel about group sales for next year/season?



N=57