How can we significantly and sustainably raise revenue from ticket sales while retaining the size, diversity and trust of our audiences?

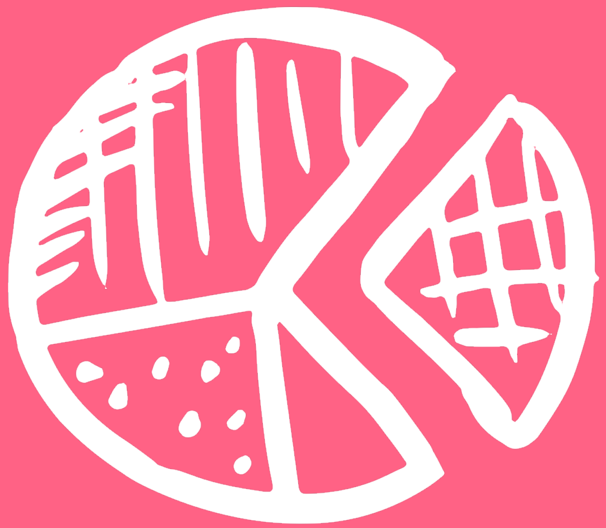
Robin Cantrill-Fenwick

Baker Richards

Carefully!

1

For venues and producers, know what % of revenue comes from your most frequent bookers



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…that's where the most trust is won and lost.

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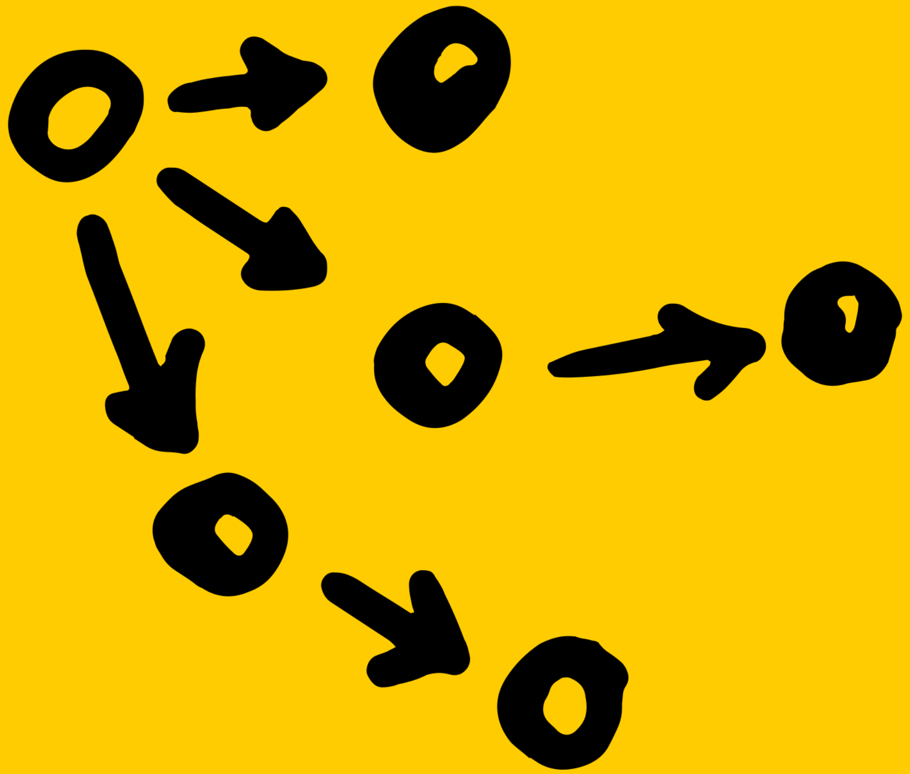
...**but** remember that each year, a large proportion of bookers to individual **venues** are usually new, or last visited some time ago.

2 Strategically hedge your bets in a changing market



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…it's a good 'hedge' to adopt or extend a **dynamic, but transparent**, approach to pricing.

3

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Global majority communities and students have a greater tendency to book within seven days.

4

Steady, gradual, increase in the **average price paid** is the safest way to retain the size and trust of audiences

+30%
vs 2017

If not driven by a ‘hit’ show/season, large increases in one year tend to damage both the total number of bookers, and the total ticket income.

5 Willingness to pay may change over time, so ask about upsells and upgrades

(as) often (as is appropriate given the lead time of the booking, and the audience segment)

1

What % of revenue comes from frequent ‘core’, vs new acquisitions?

2

Strategically hedge your bets with flexibility & transparency

3

Remember “middle-out” economics

[Data on baker-richards.com]

4

Steady, gradual increases in average yield are usually preferred over ‘sharp turns’

5

Willingness To Pay changes over time – ask often