



**UK
THEATRE**

EST 1894

SALES DATA HEADLINES 2018

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ANALYSIS AND COMMENTARY BY**

RG
ARTS

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Introduction

Each week UK Theatre collects sales data from over 200 auditoria across the UK.

This member data is then collated and analysed by TRG Arts allowing us to provide our membership with insight into theatre trends around the UK.

The following report contains the overall figures and key findings from 2018's UK Theatre sales data collection.

HOW DO WE TAKE VENUE SIZE AND TYPE INTO ACCOUNT?

Because the UK's regional theatre landscape has such diversity of venue sizes and business models – from a large commercial presenting house to a 100-seat studio space – UK Theatre members' auditoria are categorised into eight different types:

- A: Main auditoria of larger producing theatres
- B: Principally presenting theatres with a capacity of over 1,000
- C: Concert Halls
- D: Auditoria of principally presenting theatres with a capacity between 500-1,000
- E: Auditoria of principally producing theatres with capacity over 160
- F: Auditoria of principally presenting theatres with a capacity between 200 and 500
- G: Smaller space, programmed frequently
- H: Smaller space, programmed infrequently.

Key Findings

2018 UK Theatre Sales Data Analysis

- Overall the audience numbers reported in 2018 by UK Theatre members increased by 62,584 (0.3%) compared to 2017.
- Income rose by £39.3 million (8.4%).
- The vast majority of the cumulative increased income (£35.0 million) was achieved by Principally presenting theatres with a capacity of over 1,000 (89% of overall growth in income).
- Members reported growth in cumulative sales and revenues for all venue types except
 - Concert Halls – 2% drop in audience numbers
 - Auditoria of principally producing theatres with capacity over 160 – 9% drop in audience numbers and 3% drop in income (n.b. 2017 was a record-breaking year for these auditoria and the 2018 figures are similar to performance in previous years)
- The average price paid rose by just over £2 in 2018. This is a real term increase of 5% when inflation (CPI) is accounted for.
- Only Principally presenting theatres with a capacity of over 1,000 saw increases in yield at this level
- For two venue types (Auditoria of principally presenting theatres with a capacity between 500-1,000 and Auditoria of principally presenting theatres with a capacity between 200 and 500), average yield grew at less than inflation.
- Although there were more performances in 2018, in total there were fewer seats available than in 2017 and on average theatres were 2% more full.
- The Main auditoria of larger producing theatres were more full than any other type of venue (66%) but the Auditoria of principally presenting theatres with a capacity between 200 and 500 were on average less than half full (48%).
- Figures are not yet available for number of productions in 2018 and the 2017 figures are still provisional.

Overall Figures

	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved	%age increase in average ticket price achieved	%age increase in average ticket price achieved REAL - CPI
2013	4933	40,889	17,615,460	£396,912,018	59%	60%	£22.08	£22.53		
2014	5280	43,952	19,084,886	£455,317,021	59%	61%	£23.29	£23.86		
2015	5237	43,308	19,189,156	£455,253,946	59%	59%	£23.76	£23.72		
2016	5496	42,638	19,020,277	£469,991,837	61%	61%	£24.68	£24.71		
2017	5349	44,135	18,744,075	£470,260,893	59%	59%	£25.32	£25.09		
2018		44,237	18,806,659	£509,567,967	61%	59%	£27.68	£27.10		
Change 2013-18		+3,348	+1,191,199	+£112,655,949	+2.0%	-0.4%	+£5.59	+£4.56	20%	7%
Change 2017-18		+102	+62,584	+39,307,075	+1.2%	-1.8%	+£2.36	+£2.01	8%	5%

a: Main auditoria of larger producing theatres

	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved	%age increase in average ticket price achieved	%age increase in average ticket price achieved REAL - CPI
2013	388	3,586	1,586,413	£31,313,794	63%	57%	£21.90	£19.74		
2014	429	3,923	1,813,886	£36,957,014	66%	60%	£22.11	£20.37		
2015	384	3,860	1,916,536	£42,524,435	67%	61%	£24.17	£22.19		
2016	429	4,374	2,024,760	£44,982,781	65%	59%	£24.67	£22.22		
2017	369	4,229	1,894,978	£45,047,642	63%	57%	£26.22	£23.77		
2018		4,310	1,910,930	£47,227,161	66%	57%	£28.69	£24.71		
Change 2013-18		+724	+324,517	+£15,913,367	+2.7%	-0.2%	+£6.78	+£4.98	25%	12%
Change 2017-18		+81	+15,952	+£2,179,518	+3.0%	-1.6%	+£2.47	+£0.94	4%	1%

b: Principally presenting theatres with a capacity of over 1,000

	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved	%age increase in average ticket price achieved	%age increase in average ticket price achieved REAL - CPI
2013	775	10,161	9,166,796	£247,244,833	60%	63%	£25.58	£26.97		
2014	846	10,634	9,783,320	£281,851,015	61%	64%	£27.34	£28.81		
2015	825	10,786	9,599,245	£267,388,867	59%	61%	£27.35	£27.86		
2016	805	10,117	9,355,087	£275,596,116	61%	63%	£28.66	£29.46		
2017	856	10,045	9,094,541	£267,780,474	60%	61%	£29.17	£29.44		
2018		10,299	9,351,676	£302,805,026	62%	62%	£32.41	£32.38		
Change 2013-18		+138	+184,880	+£55,560,193	+2.0%	-1.4%	+£6.83	+£5.41	20%	7%
Change 2017-18		+254	+257,135	+£35,024,551	+1.8%	-2.2%	+£3.24	+£2.94	10%	7%

c: Concert Halls

	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved	%age increase in average ticket price achieved	%age increase in average ticket price achieved REAL - CPI
2013	917	2,326	1,550,086	£33,726,291	60%	62%	£21.19	£21.76		
2014	955	2,428	1,623,905	£37,251,094	60%	63%	£21.87	£22.94		
2015	886	2,463	1,729,722	£42,166,508	60%	63%	£23.17	£24.38		
2016	967	2,421	1,741,559	£44,280,588	61%	62%	£24.77	£25.43		
2017	785	2,416	1,729,820	£44,842,707	61%	62%	£25.71	£25.92		
2018		2,227	1,695,522	£46,836,672	62%	62%	£27.69	£27.62		
Change 2013-18		-99	+145,436	+£13,110,381	+1.6%	-0.1%	+£6.50	+£5.87	27%	13%
Change 2017-18		-189	-34,298	+£1,993,965	+0.6%	-0.6%	+£1.98	+£1.70	7%	3%

d: Auditoria of principally presenting theatres with a capacity between 500-1,000

	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved	%age increase in average ticket price achieved	%age increase in average ticket price achieved REAL - CPI
2013	1,226	6,762	2,604,312	£48,770,471	53%	52%	£19.05	£18.73		
2014	1,380	7,286	2,795,770	£53,658,386	53%	52%	£19.63	£19.19		
2015	1,398	7,621	2,966,403	£58,550,007	54%	53%	£19.99	£19.74		
2016	1,322	6,450	2,715,858	£55,335,631	56%	56%	£20.64	£20.38		
2017	1,275	7,030	2,865,308	£60,517,745	55%	54%	£21.25	£21.12		
2018		7,229	2,874,216	£61,248,831	56%	54%	£22.10	£21.31		
Change 2013-18		+467	+269,904	+£12,478,359	+2.8%	+1.7%	+£3.05	+£2.58	14%	2%
Change 2017-18		+199	+8,908	+£731,085	+0.9%	-1.0%	+£0.84	+£0.19	1%	-2%

e: Auditoria of principally producing theatres with capacity over 160

	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved	%age increase in average ticket price achieved	%age increase in average ticket price achieved REAL - CPI
2013	859	7,886	1,696,753	£25,342,030	57%	51%	£16.66	£14.94		
2014	892	8,082	1,742,496	£27,458,470	59%	51%	£17.94	£15.76		
2015	900	7,595	1,675,044	£27,287,747	60%	53%	£18.41	£16.29		
2016	874	7,531	1,774,463	£30,753,509	63%	57%	£19.32	£17.33		
2017	1025	8,347	1,929,447	£34,842,957	61%	54%	£20.31	£18.06		
2018		7,751	1,747,367	£33,821,256	61%	54%	£21.87	£19.36		
Change 2013-18		-135	+50,614	+£8,479,226	+4.0%	+2.9%	+£5.21	+£4.42	30%	16%
Change 2017-18		-596	-182,080	-1,021,700	-0.7%	-2.2%	+£1.57	+£1.30	7%	4%

f: Auditoria of principally presenting theatres with a capacity between 200 and 500

	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved	%age increase in average ticket price achieved	%age increase in average ticket price achieved REAL - CPI
2013	1,063	3,386	612,930	£7,721,612	49%	48%	£13.06	£12.60		
2014	1,258	3,986	691,126	£9,875,230	49%	50%	£13.99	£14.29		
2015	1,249	4,030	754,197	£10,233,815	53%	53%	£13.73	£13.57		
2016	1,432	4,370	798,021	£10,900,968	53%	53%	£13.52	£13.66		
2017	878	3,586	594,130	£8,329,662	51%	53%	£13.32	£14.02		
2018		3,867	599,807	£8,583,046	48%	51%	£13.46	£14.31		
Change 2013-18		+481	-13,123	£861,434	-1.7%	+3.1%	£0.40	£1.71	14%	1%
Change 2017-18		+281	+5,677	£253,384	-3.0%	+0.3%	£0.14	£0.29	2%	-1%