

Dance Ballet

- Figures for different dance genres should be treated with some caution as classification between 'ballet', 'other' and 'contemporary' is subjective.
- A 14% fall in income was reported for Dance Ballet, with a fall in 22% of performances and 23% in tickets sold.
- Average ticket prices paid for Dance Ballet rose by 11% across the study period.
- While principally presenting theatres with a capacity of over 1,000 (b) accounted for 82% of all ticket sales in 2016, this was a lower proportion than in previous years as ticket sales (and income) in these venues had fallen steadily.

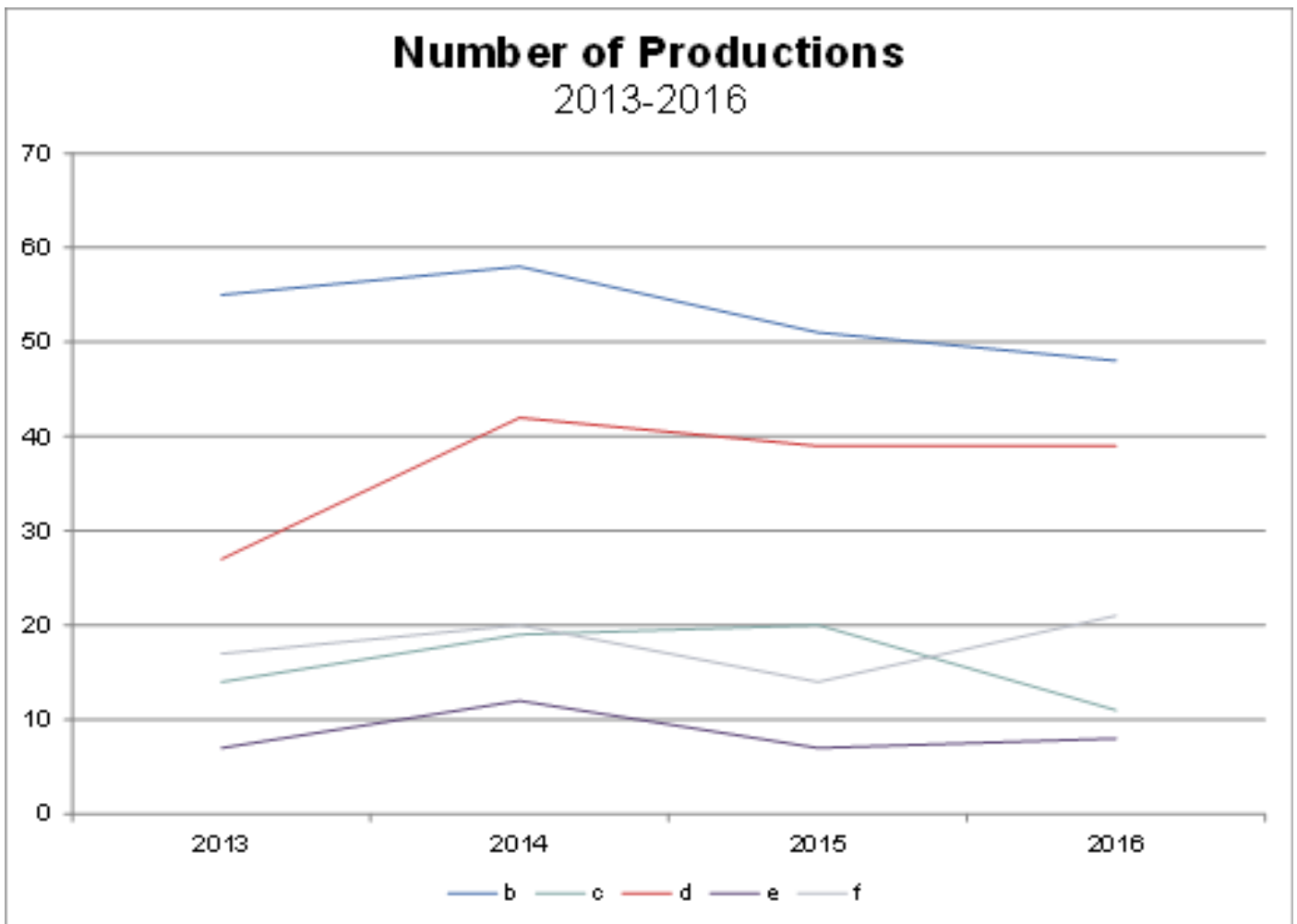
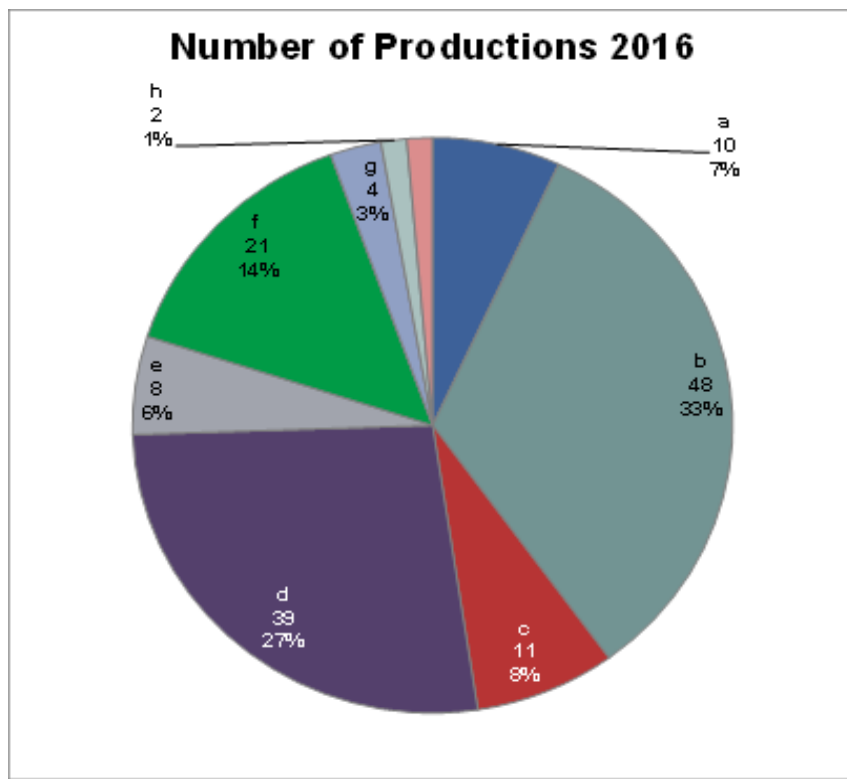
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	134	1,062	837,135	£20,647,112	64%	61%	£25.79	£24.66
2014	171	993	742,511	£19,381,136	62%	60%	£26.82	£26.10
2015	147	920	680,186	£18,461,300	58%	58%	£27.56	£27.14
2016	145	832	646,656	£17,665,619	63%	63%	£27.45	£27.32
Change 2013-16	+11	-230	-190,479	-£2,981,493	-1.01%	+1.49%	+£1.66	+£2.65
Change 2015-16	-2	-88	-33,530	-£795,681	+4.46%	+5.05%	-£0.11	+£0.18

While across the study period the number of productions has risen, the number of Ballet performances recorded has fallen, as have ticket sales and revenue. Average yield has risen by £2.65 and cash value achieved has grown by 1.5%.

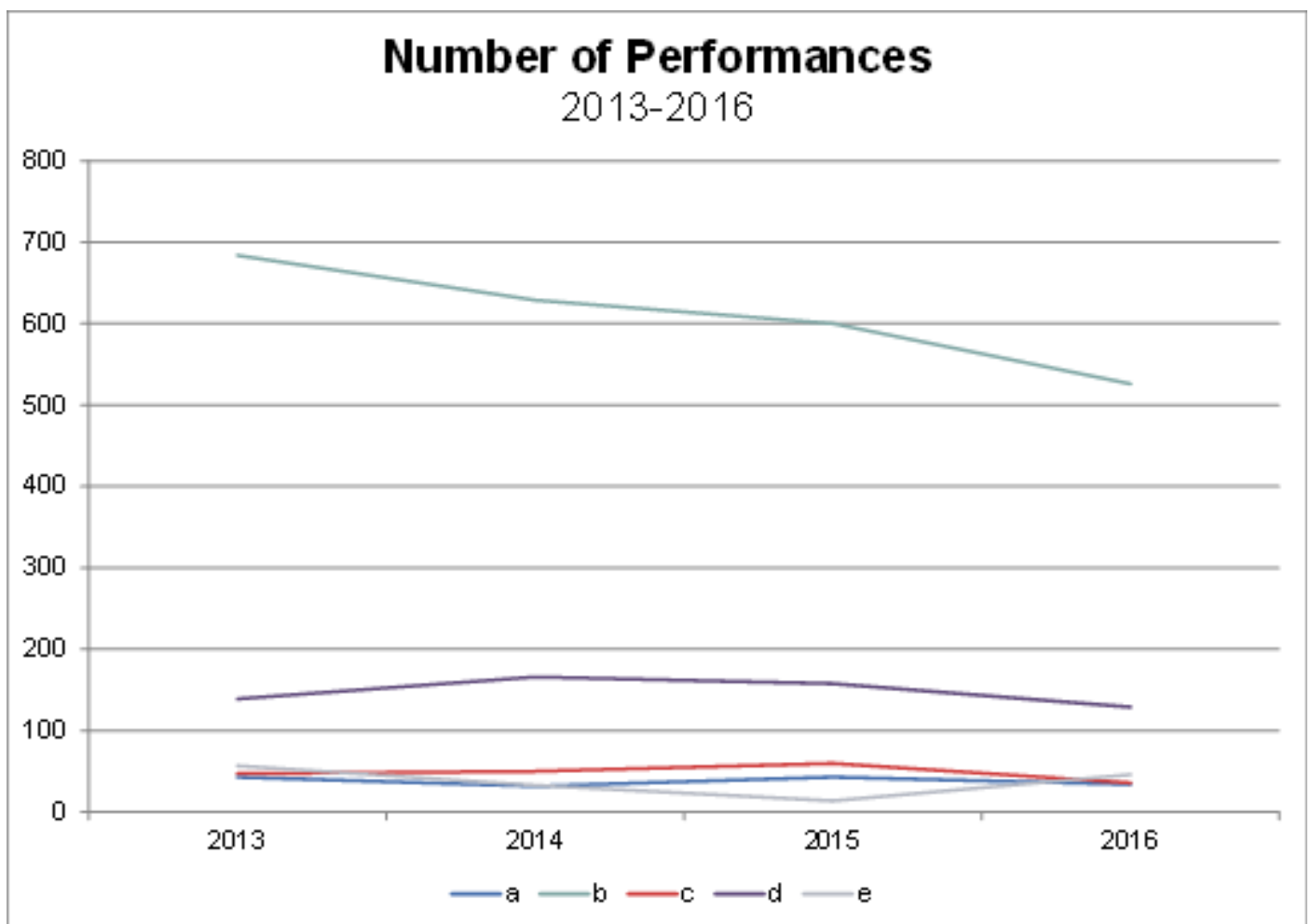
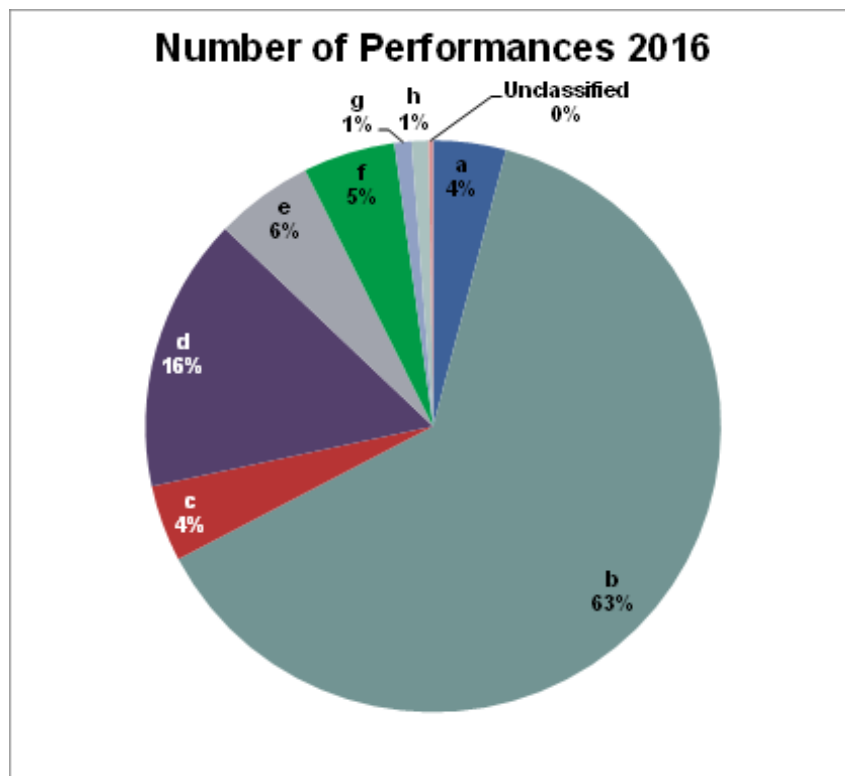
The five most financially important venues for Dance Ballet were

1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
3. Concert Halls (c)
4. Main Auditoria of larger producing theatres (a)
5. Main Auditoria of principally producing theatres with capacity over 160 (e)

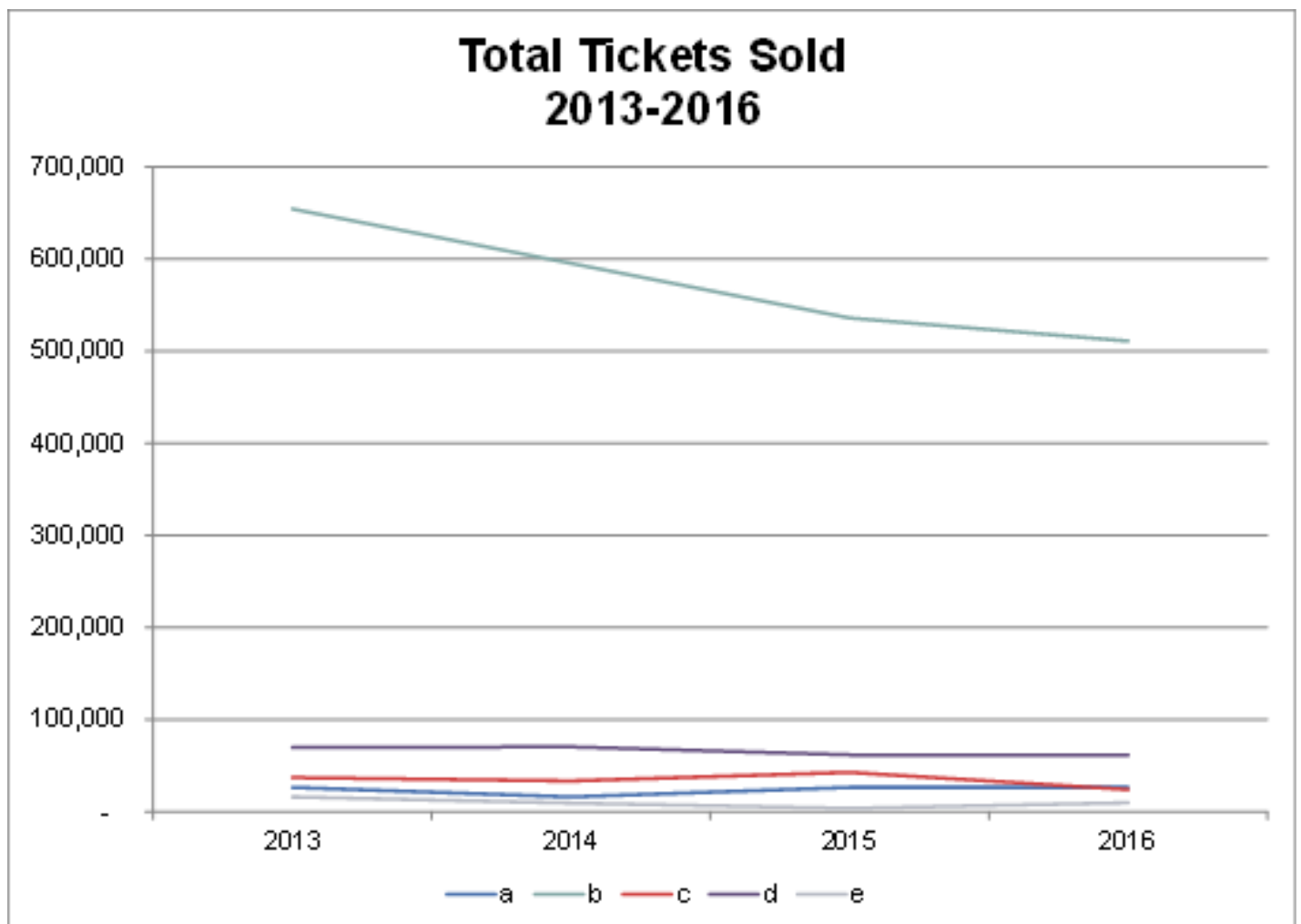
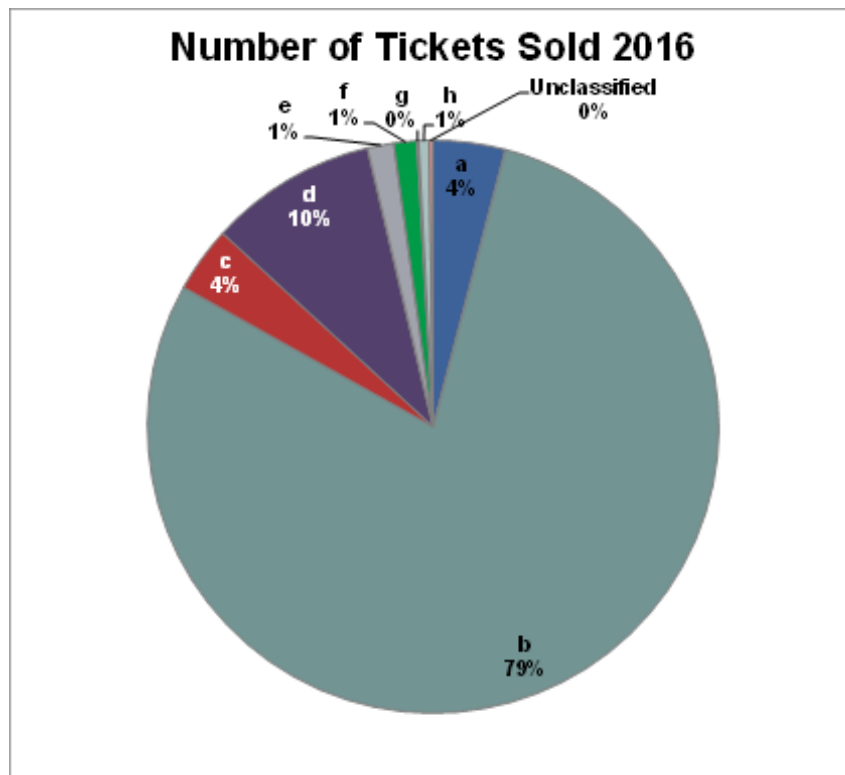
Together they accounted for 99% of total box office income.



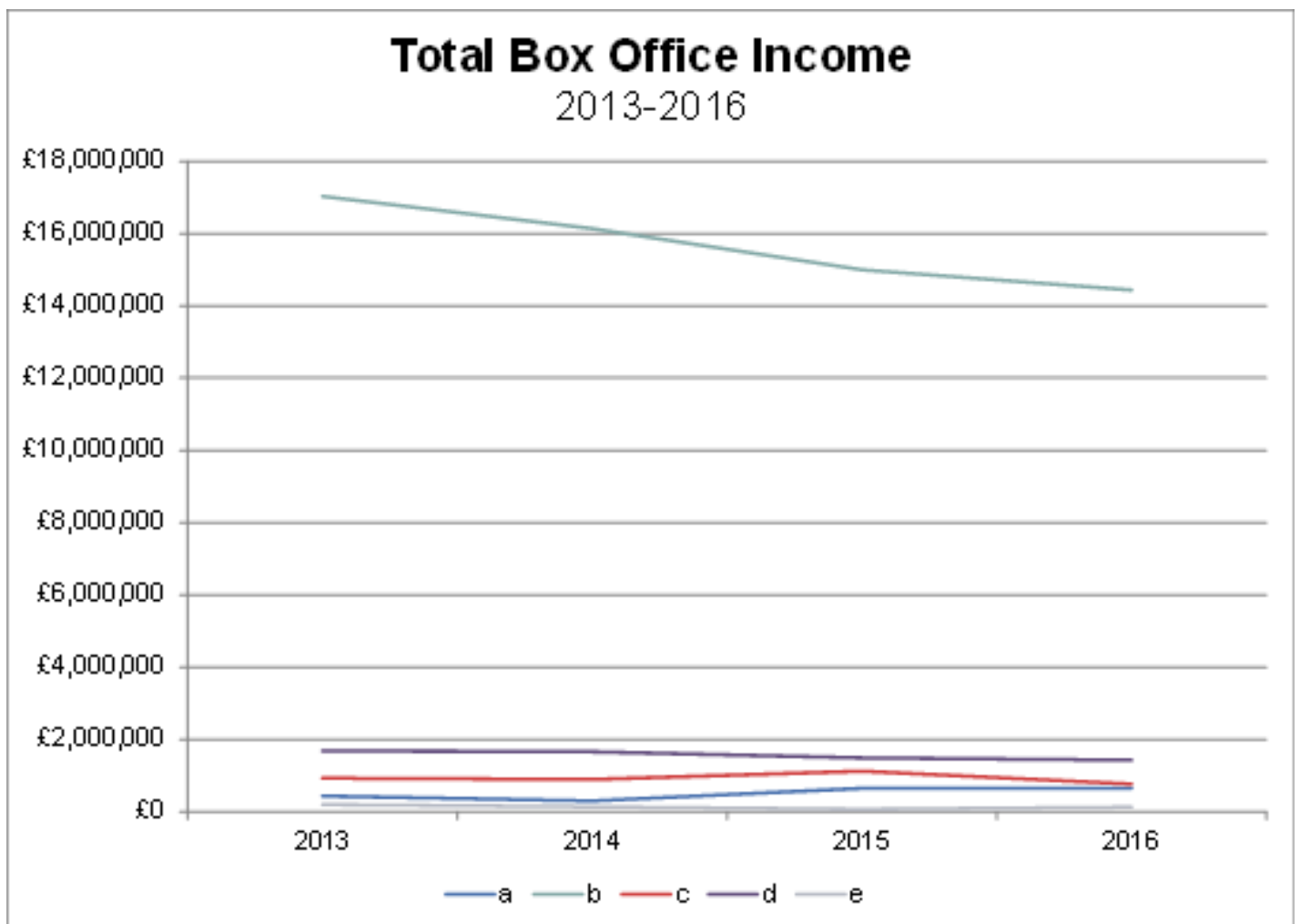
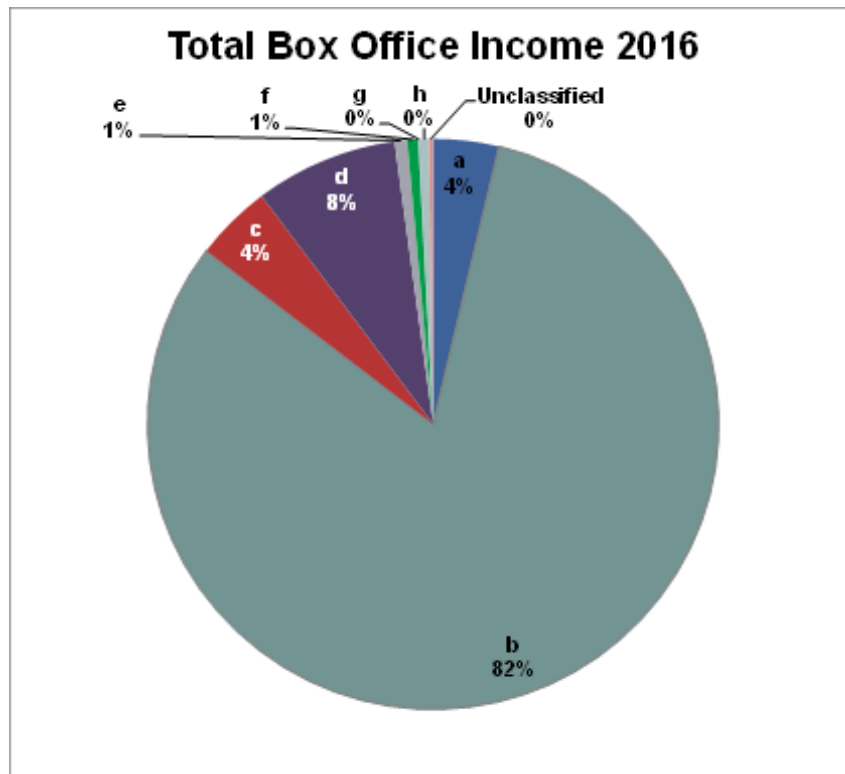
Though staging the highest number of productions, Principally presenting theatres with a capacity of over 1,000 (b) saw a decrease in productions between 2014 and 2016. Concert Halls (c) also saw a drop, with other venue types flatlining.



All venue types saw a drop in the number of performances, with the exception of Main Auditoria of principally producing theatres with capacity over 160 (e) who saw growth. The biggest was seen in Principally presenting theatres with a capacity of over 1,000 (b) where the number of performances declined by almost 200 across the study period.

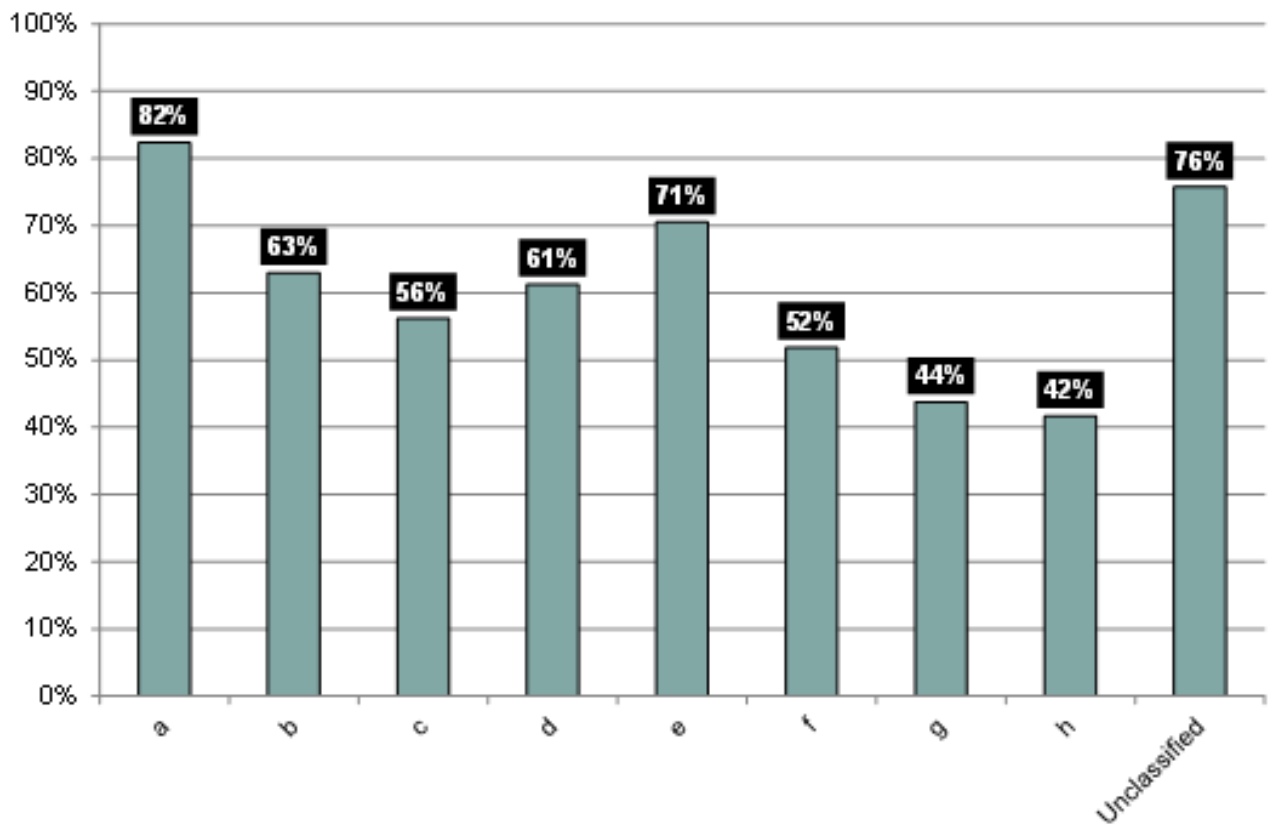


Principally presenting theatres with a capacity of over 1,000 (b) have experienced a decrease in the number of tickets sold by around 150,000 across the study period, with other venue types seeing little change. There is a correlating reduction in Box Office Income for Principally presenting theatres with a capacity over 1,000 (b).

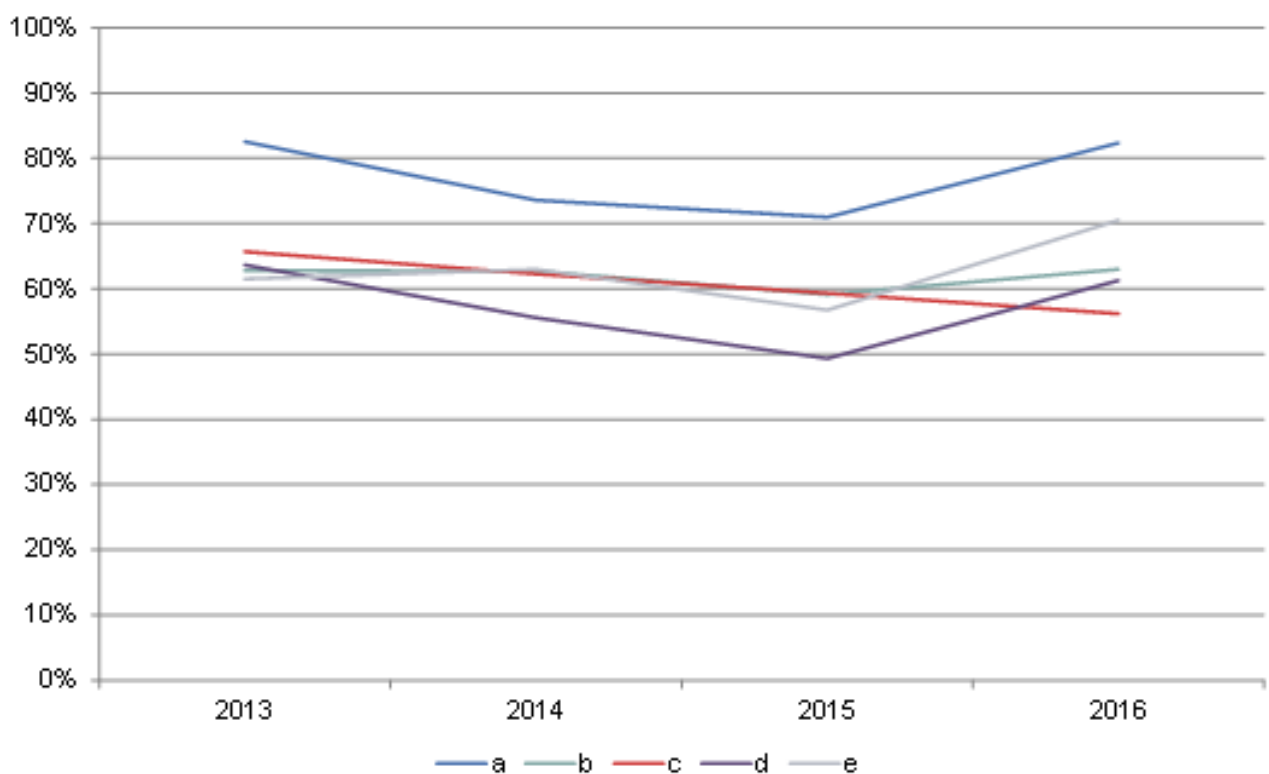


Principally presenting theatres with a capacity of over 1,000 (b) continued to report a decrease in Box Office income for 2016 by almost £800,000. Other principal venue types have flatlined.

%age Capacity Achieved 2016

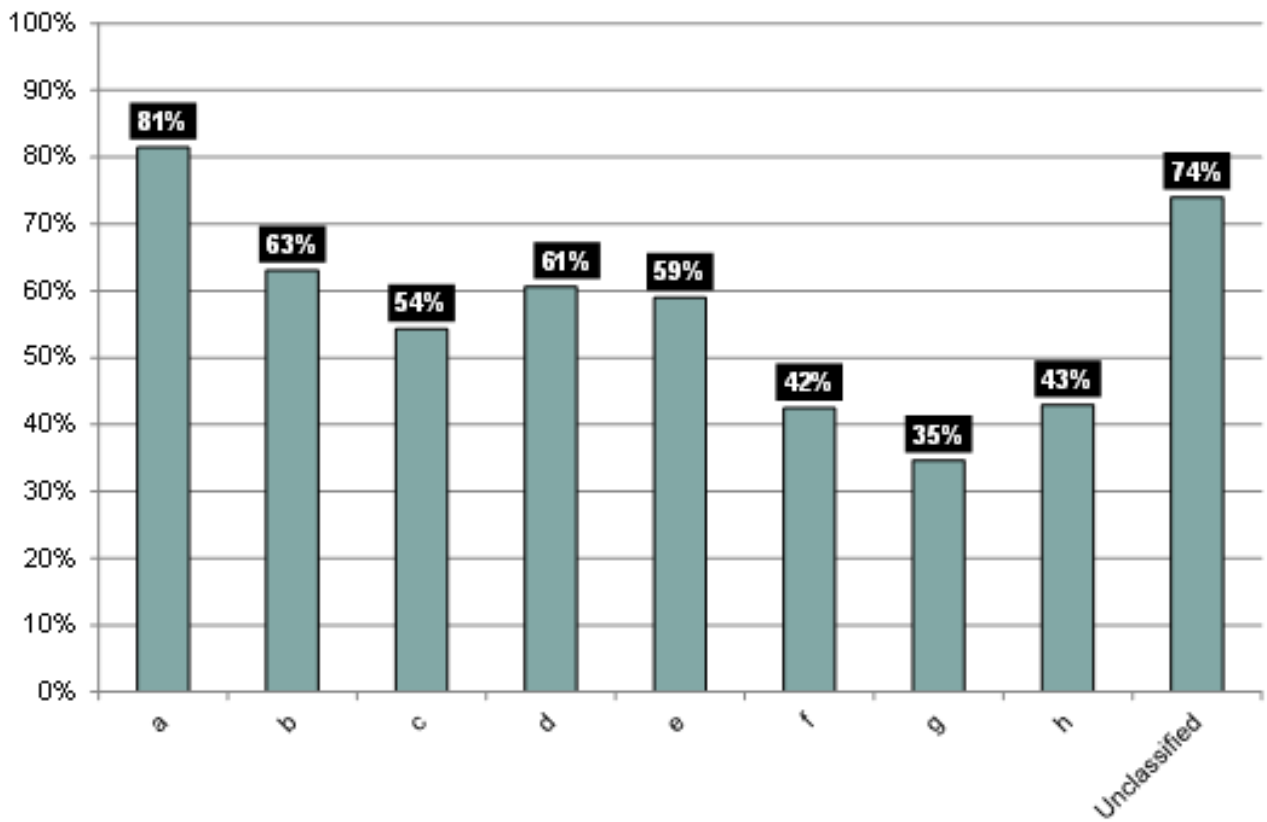


%age Capacity Achieved 2013-2016

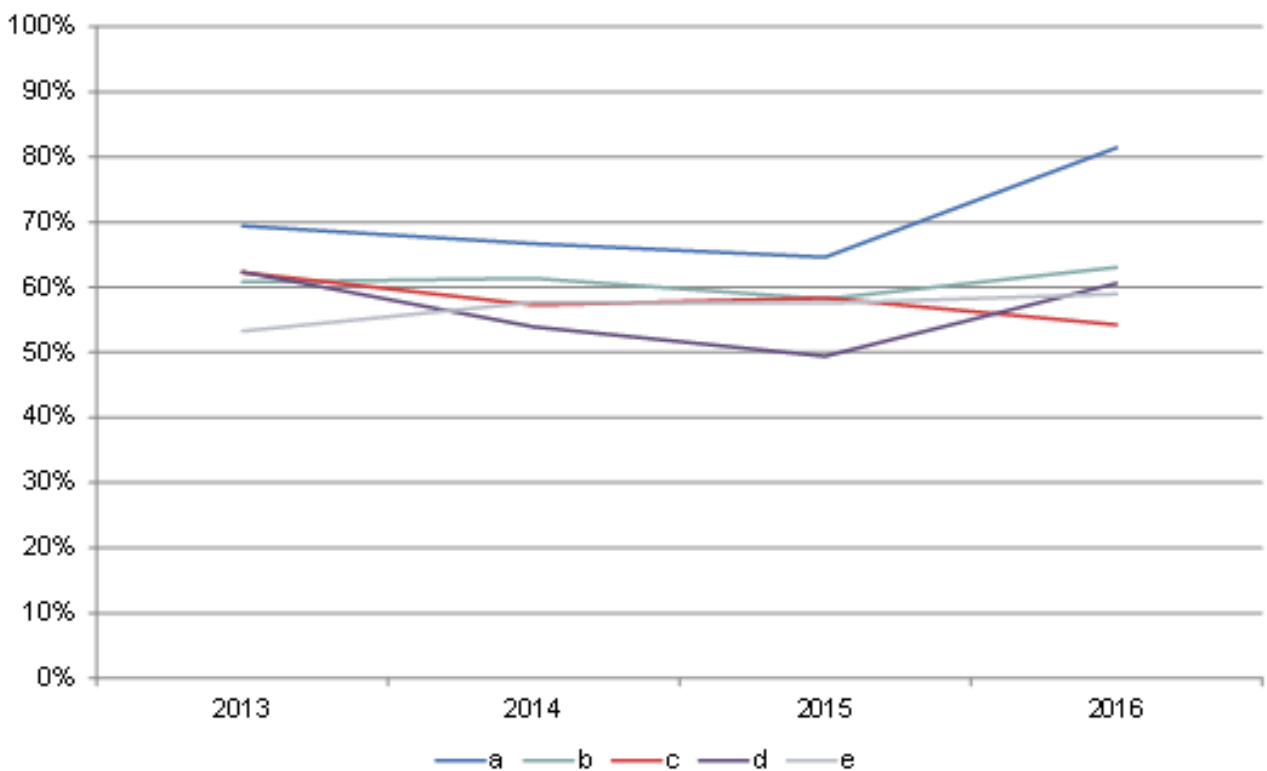


Following a gradual decrease in %age capacity achieved, 2016 saw a 4.5% overall increase. All venue types recorded higher %age capacities with the exception of Auditoria of principally presenting theatres with a capacity between 500-1,000 (c) who saw a decrease to 56% capacity.

%age Cash Value Achieved 2016

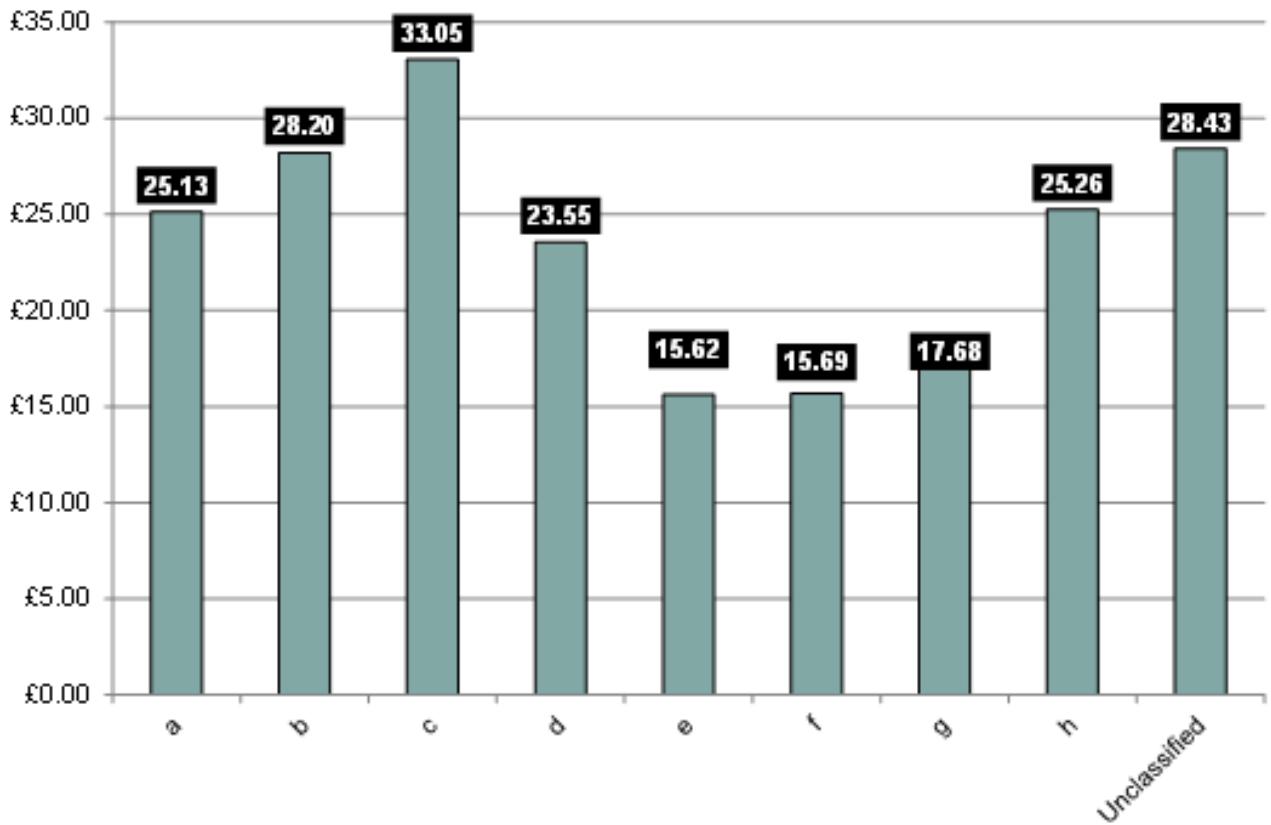


%age Cash Value Achieved 2013-2016

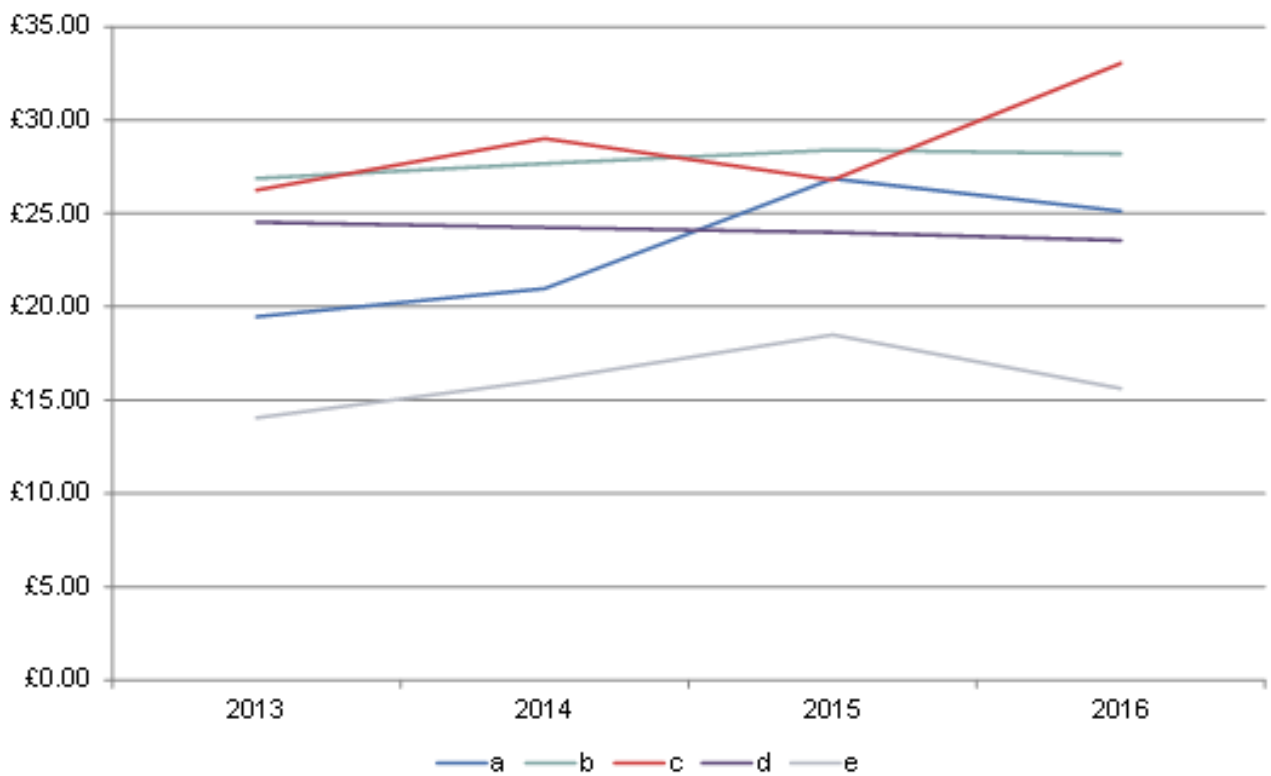


Similarly, %age cash value achieved in 2016 increased by 5.05% across all venues, with all venue types except Convert Halls (c) experiencing growth.

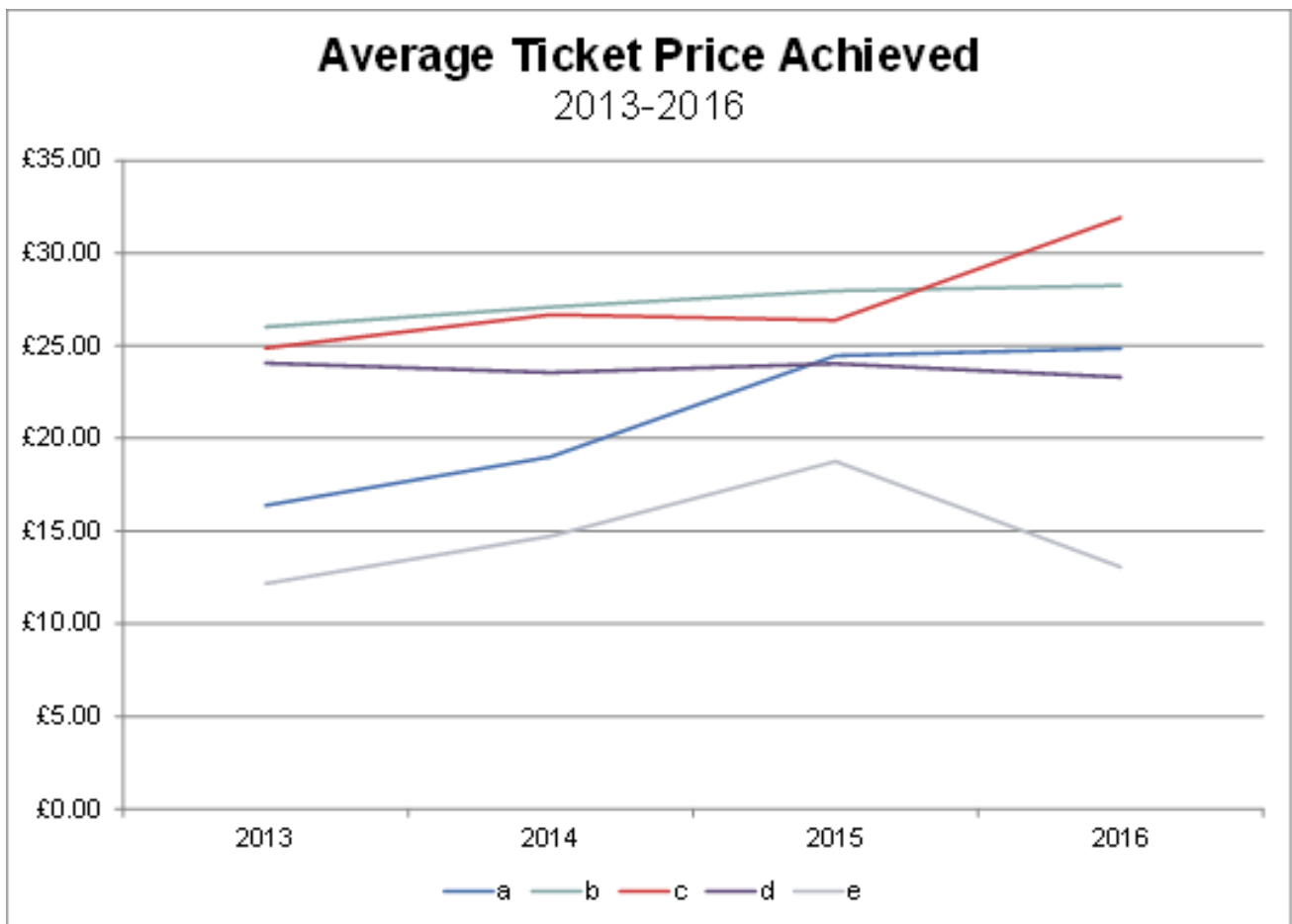
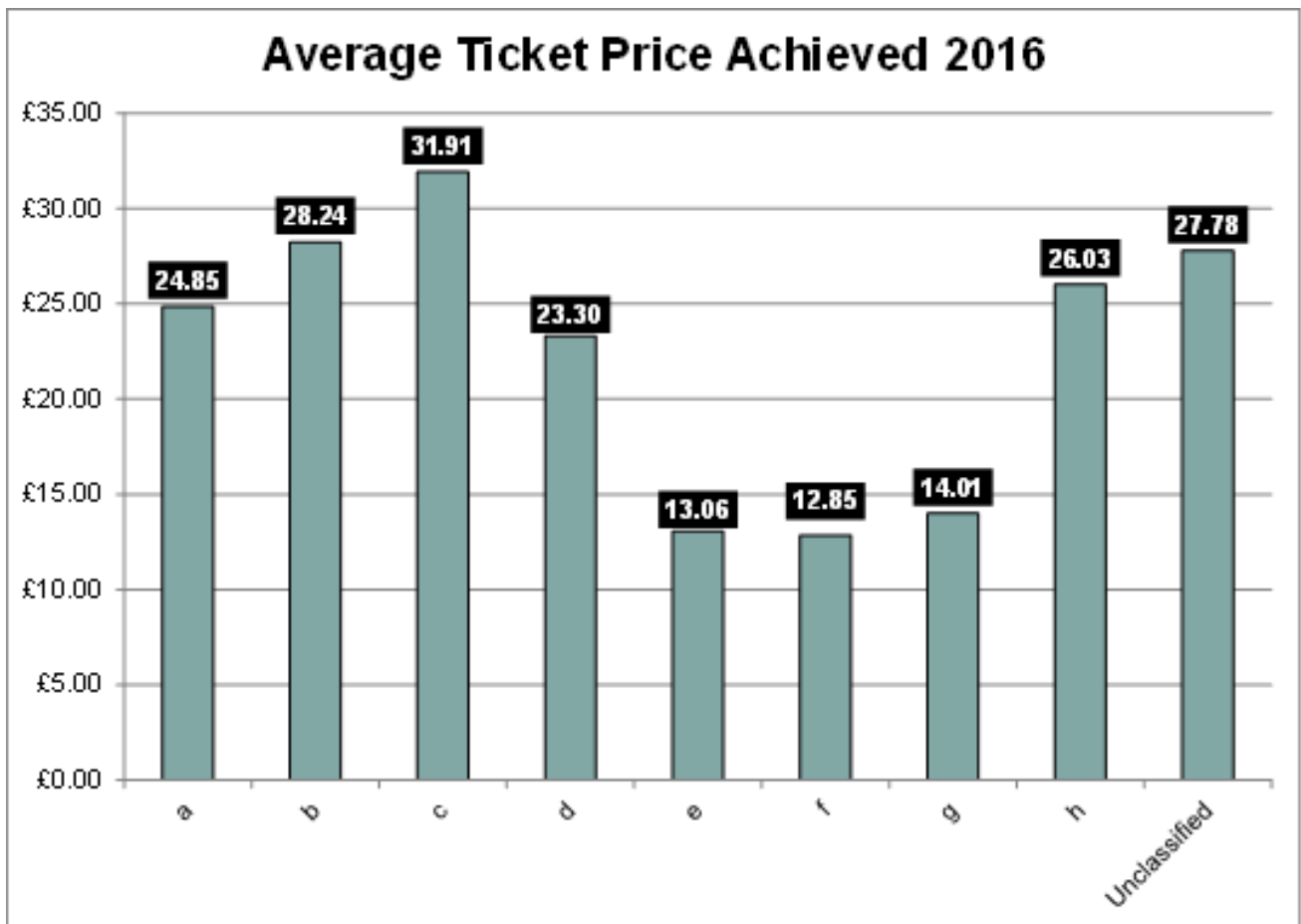
Average Ticket Price Asked 2016



Average Ticket Price Asked 2013-2016

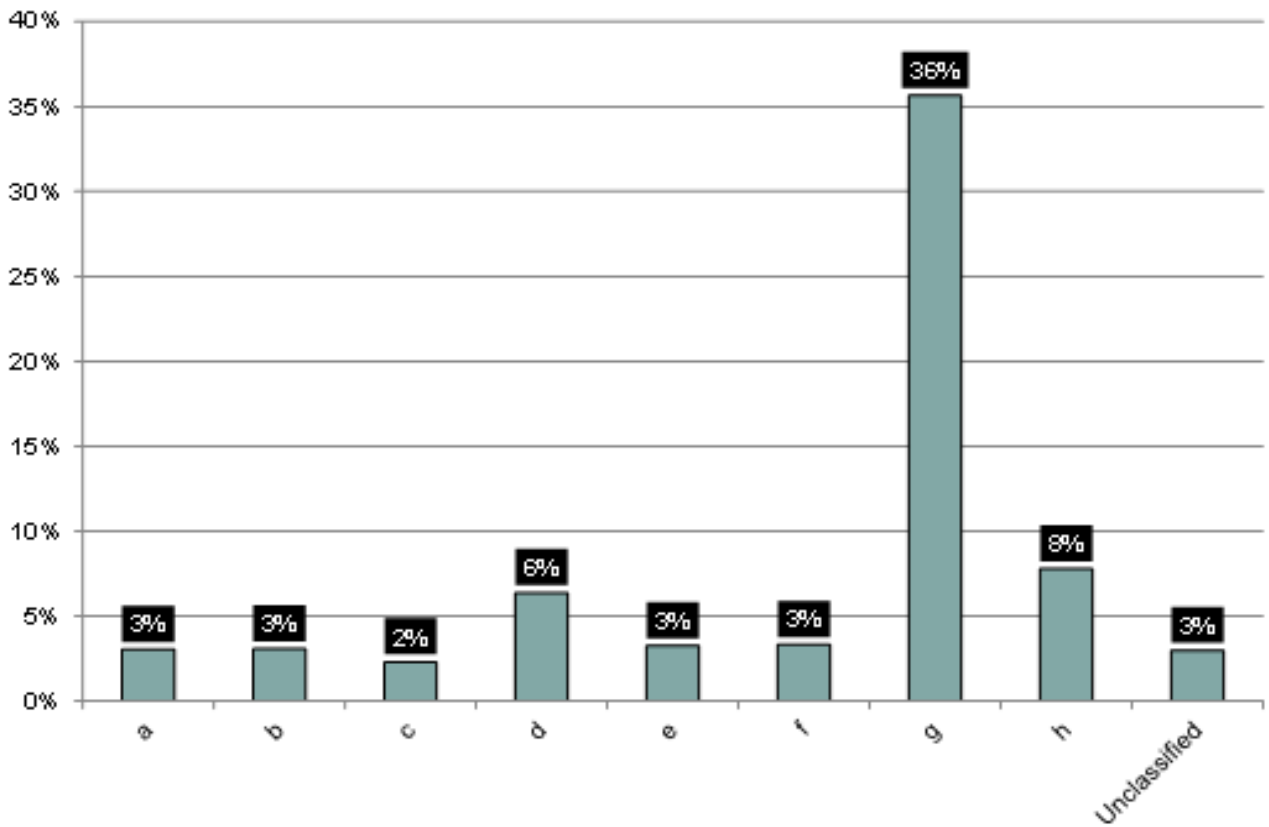


Similarly, %age cash value achieved in 2016 increased by 5.05% across all venues, with all venue types except Auditoria of principally presenting theatres with a capacity between 500-1,000 (c) experiencing growth.

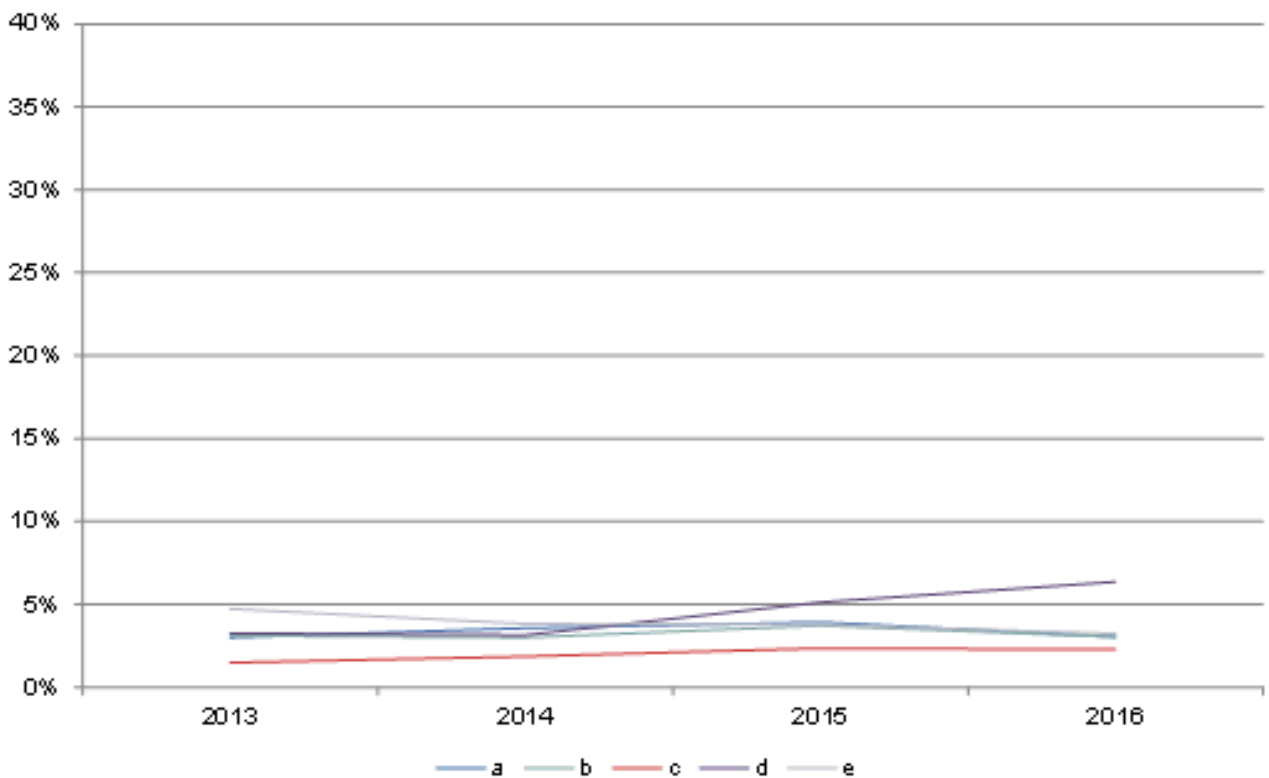


Across all venue types, the average ticket price achieved has increased by £2.65, mainly due to Concert Halls (c) who reported an average price of £31.91 whilst Main Auditoria of principally producing theatres with capacity over 160 (e) saw average ticket price achieved drop to £13.06.

%age Comp Distribution 2016



%age Comp Distribution 2013-2016



Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) distributed the most comps in 2016, and are the only venue type to give more than 5% complimentary tickets.