Dance Other

- Ticket sales and box office income for Dance Other more than doubled in a single year (2014) when Riverdance and a large number of Strictly Come Dancing related shows were touring. Income rose slightly in 2015 and then dipped in 2016.

- Average ticket prices paid for Dance Other rose by 39%.

- The growth in sales and income for Dance Other was driven almost entirely by Principally presenting theatres with a capacity of over 1,000 (b). Income grew from £1.6M in 2013 to £7.6M in 2014 for this genre.

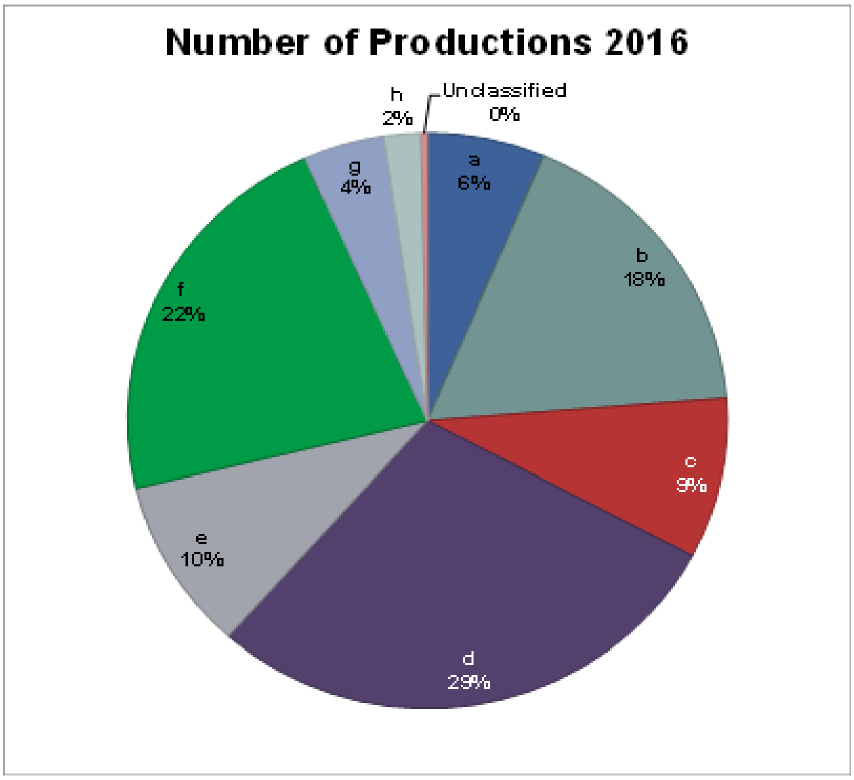
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	249	668	241,890	£4,053,381	57%	57%	£16.51	£16.76
2014	285	857	483,572	£11,509,342	61%	66%	£21.82	£23.80
2015	287	924	481,748	£11,540,681	59%	63%	£22.66	£23.96
2016	299	890	453,407	£10,543,029	55%	55%	£23.19	£23.25
Change 2013-16	+50	+222	+211,517	+£6,489,648	-1.89%	-2.57%	+£6.67	+£6.50
Change 2015-16	+12	-34	-28,341	-£997,652	-4.86%	-8.10%	+£0.52	-£0.70

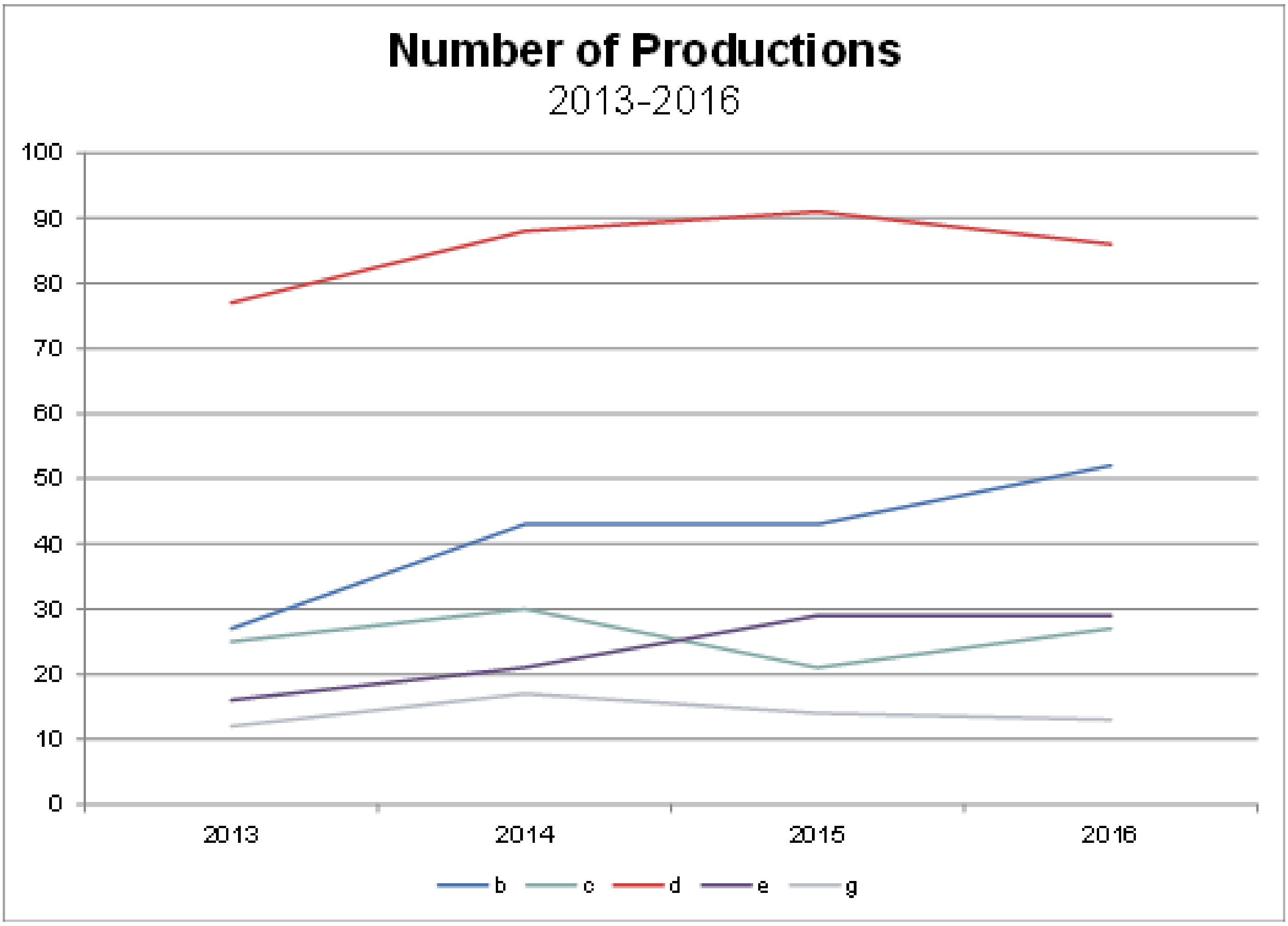
Across the study period, the number of Dance Other productions and performances has risen, in addition to ticket sales and revenue. Average yield has risen by £6.50, but cash value achieved decreased by 2.57%.

The five most financially important venues for Dance Other were

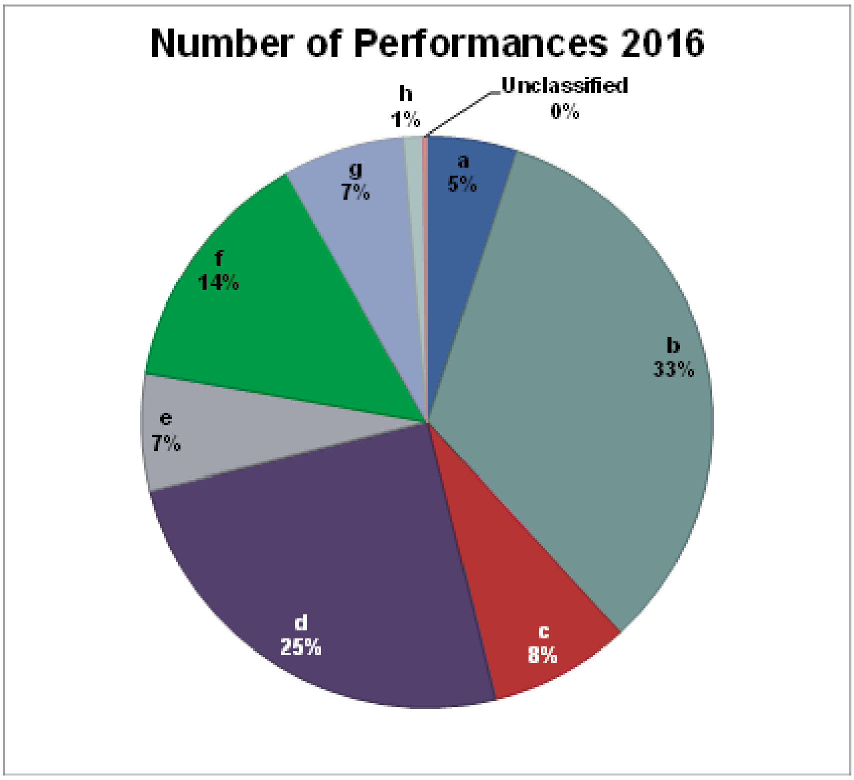
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Concert Halls (c)
3. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
4. Auditoria of principally presenting theatres with a capacity between 200 and 500 (f)
5. Main Auditoria of larger producing theatres (a)

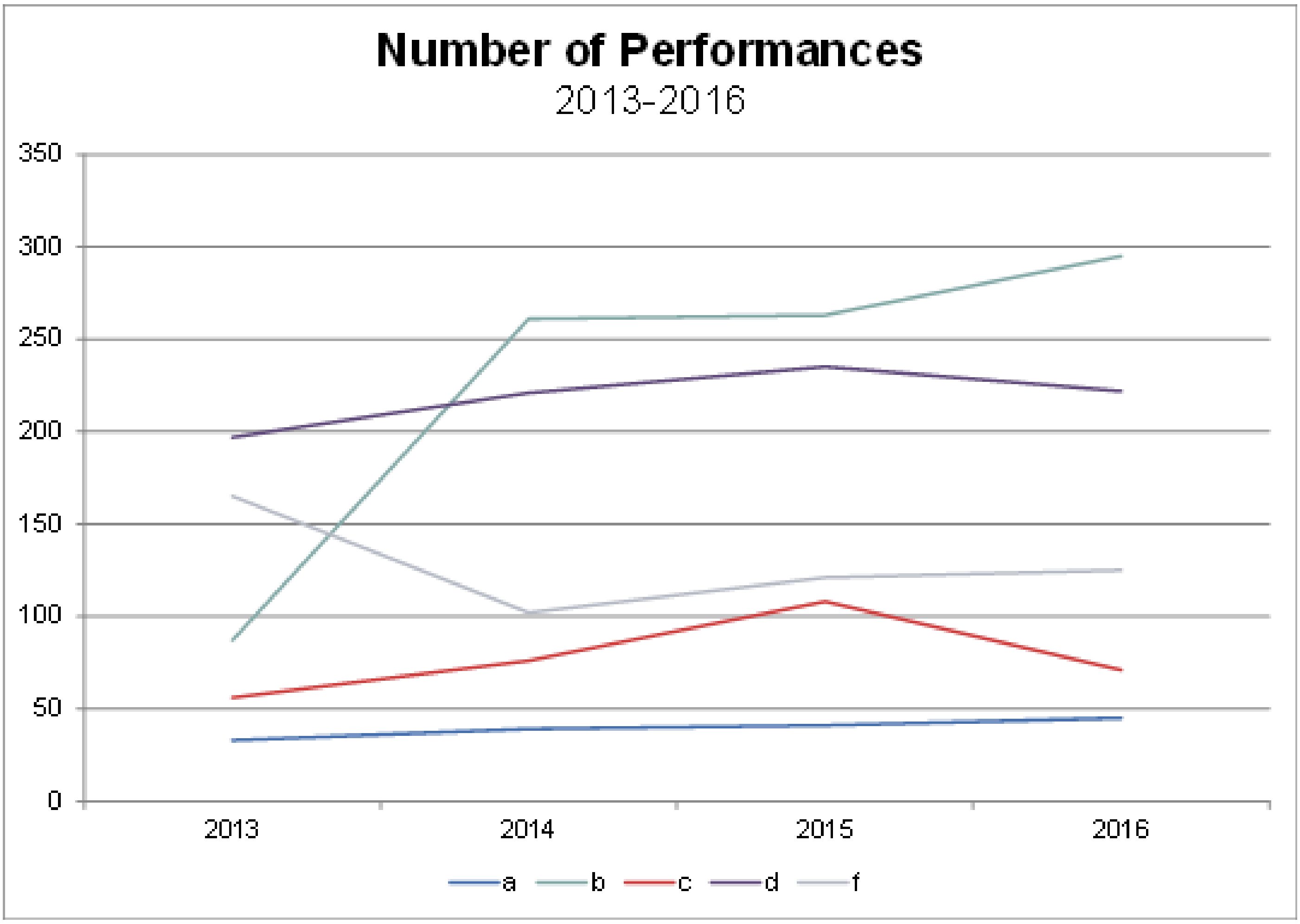
Together they accounted for 97% of total box office income.



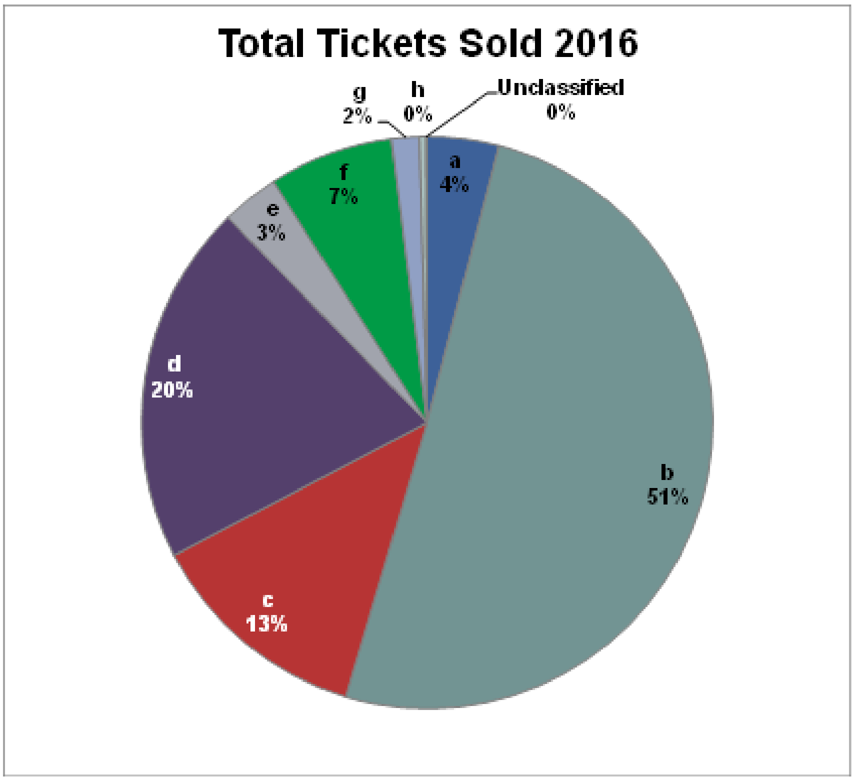


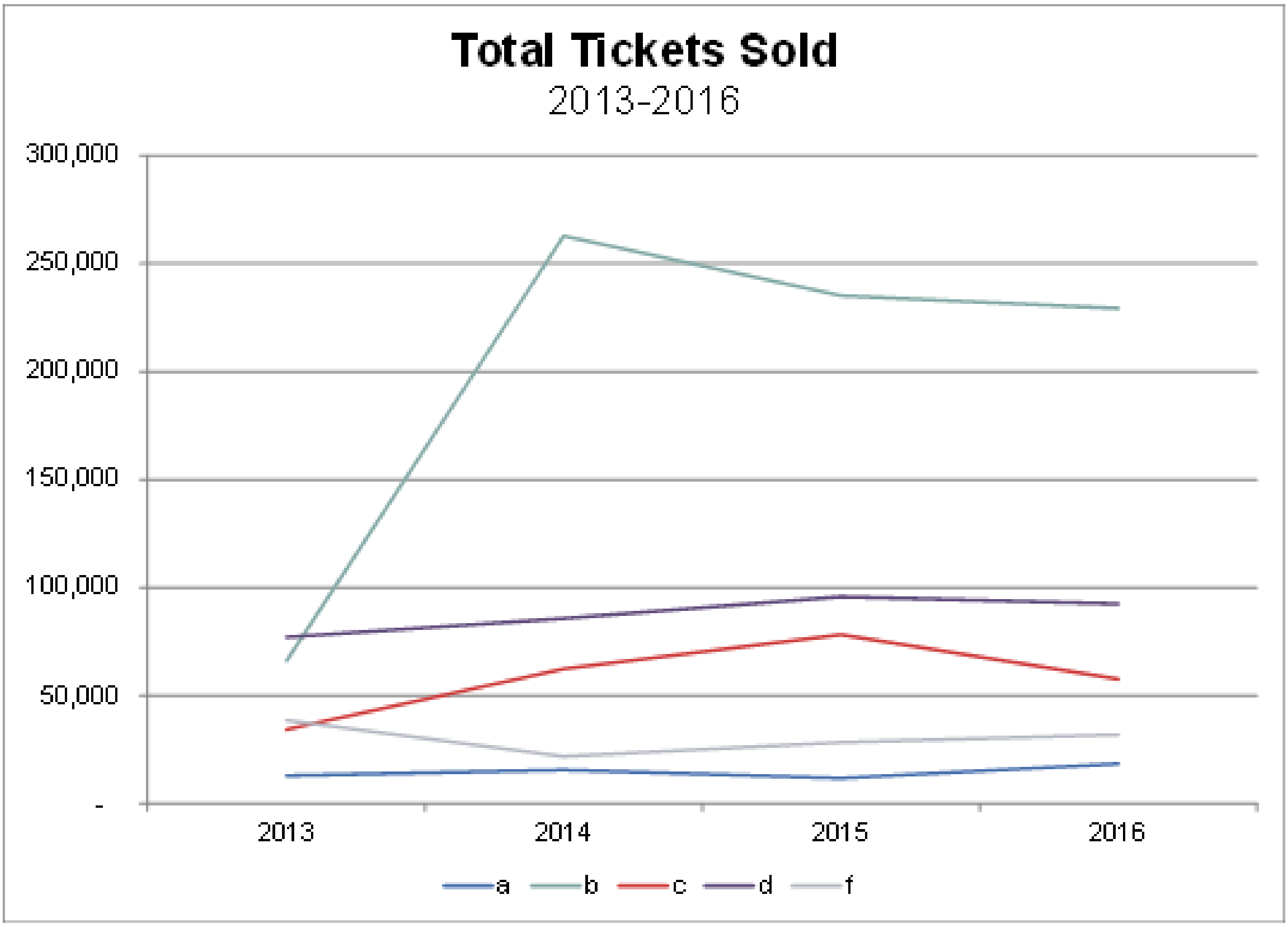
There has been a 20% increase in the number of Dance Other productions since 2013. Between them, Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) and Auditoria of principally presenting theatres with a capacity between 200 and 500 (f) host over 50% of all Dance Other productions.



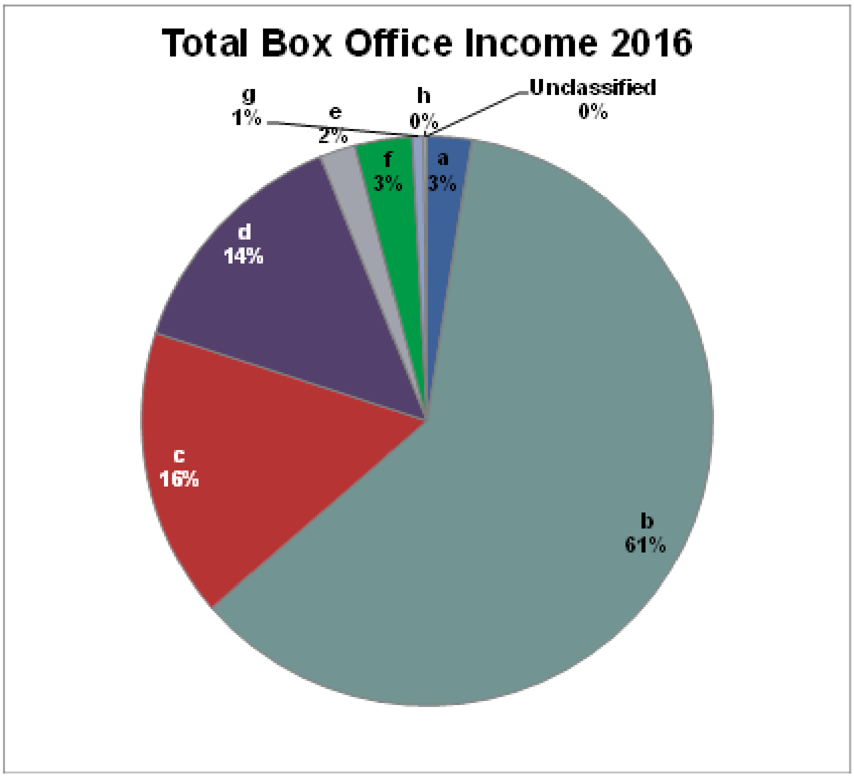


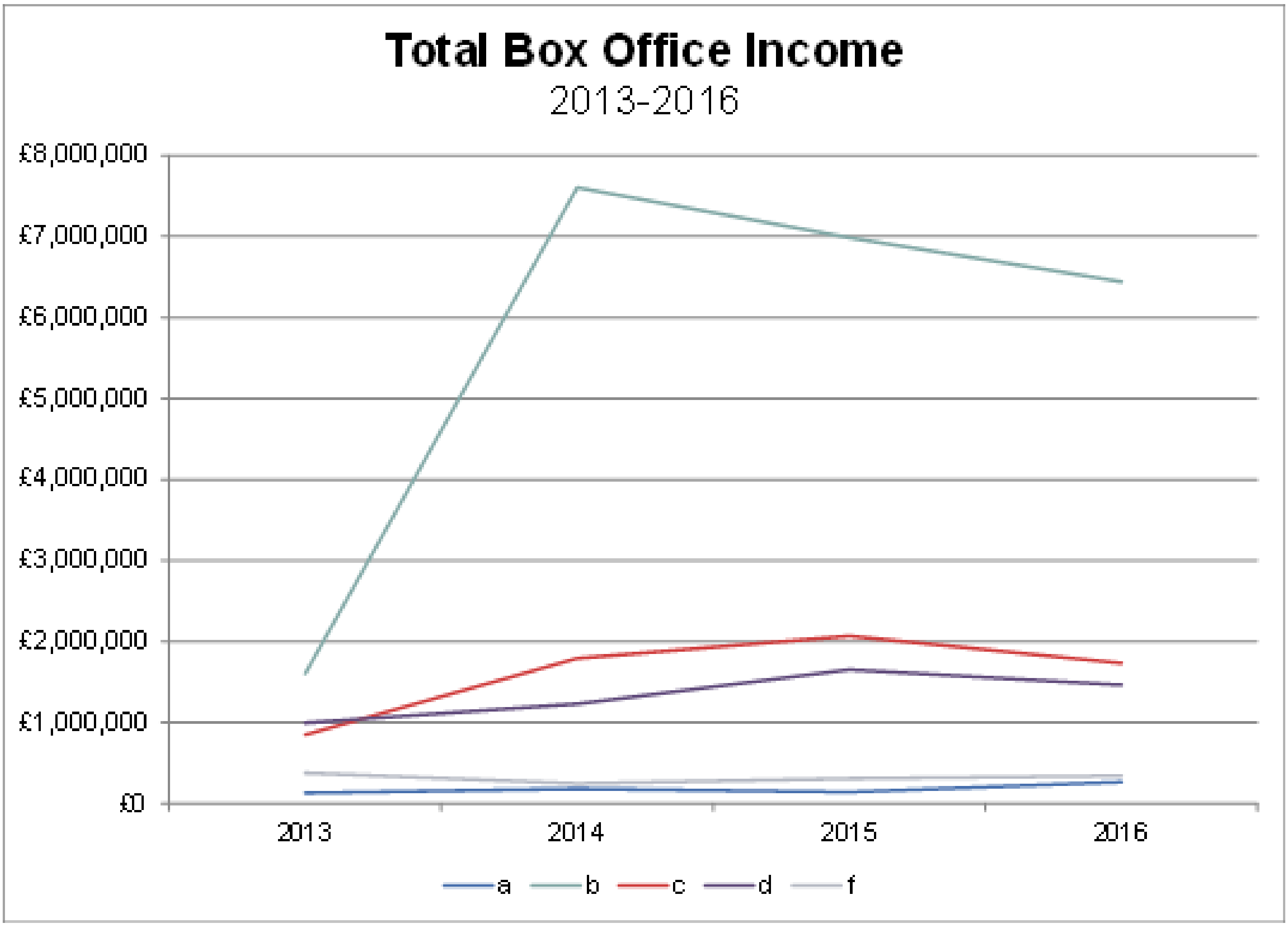
Though there was an increase in the number of Dance Other productions, there was an overall decrease in the number of performances in 2016 compared to 2015, with Concert Halls (c) recording the sharpest decline.



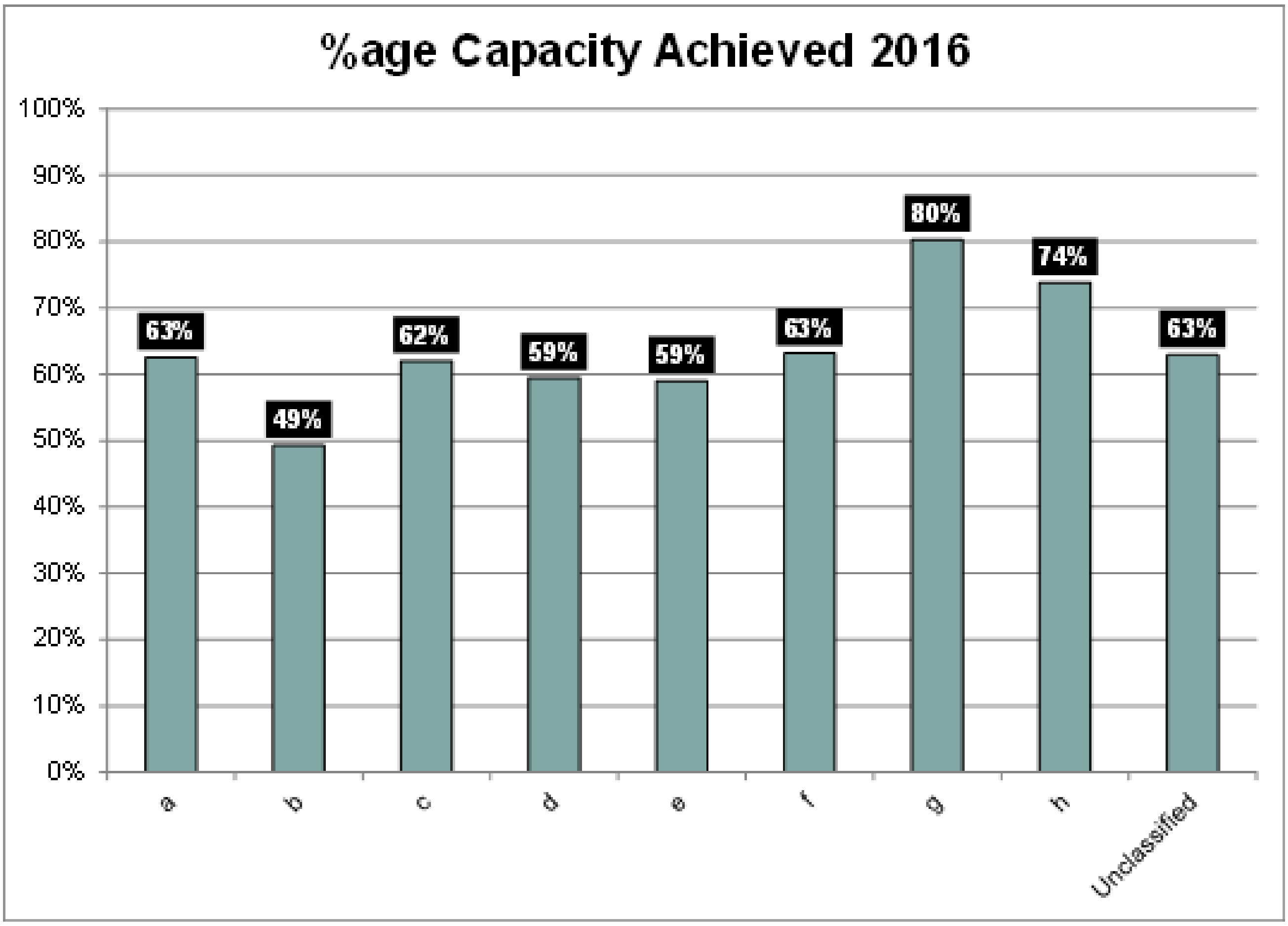


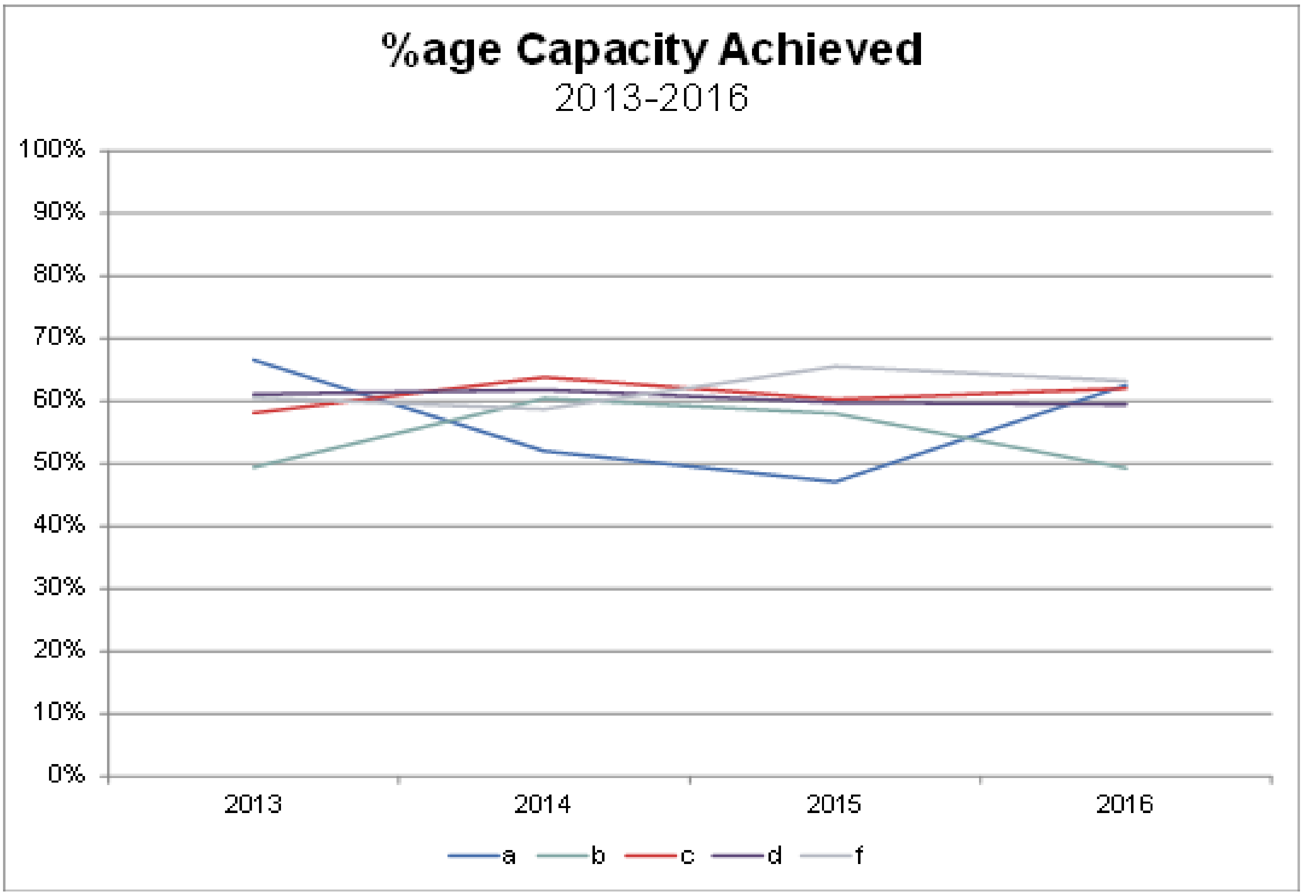
Following a huge increase in Total Tickets Sold in 2014, Principally presenting theatres with a capacity of over 1,000 (b) saw decline in 2016. They did however, still account for 51% of Total Tickets Sold.



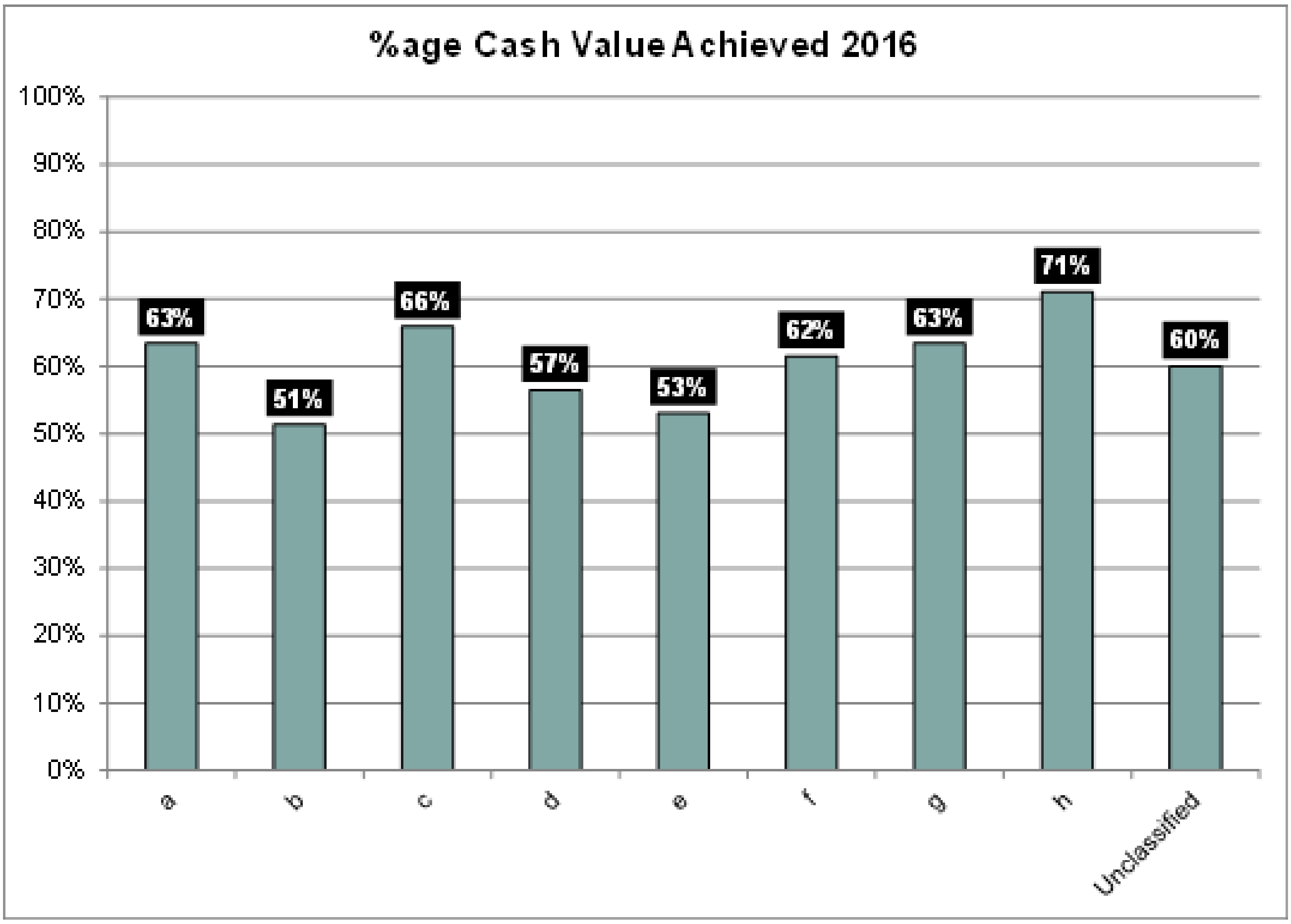


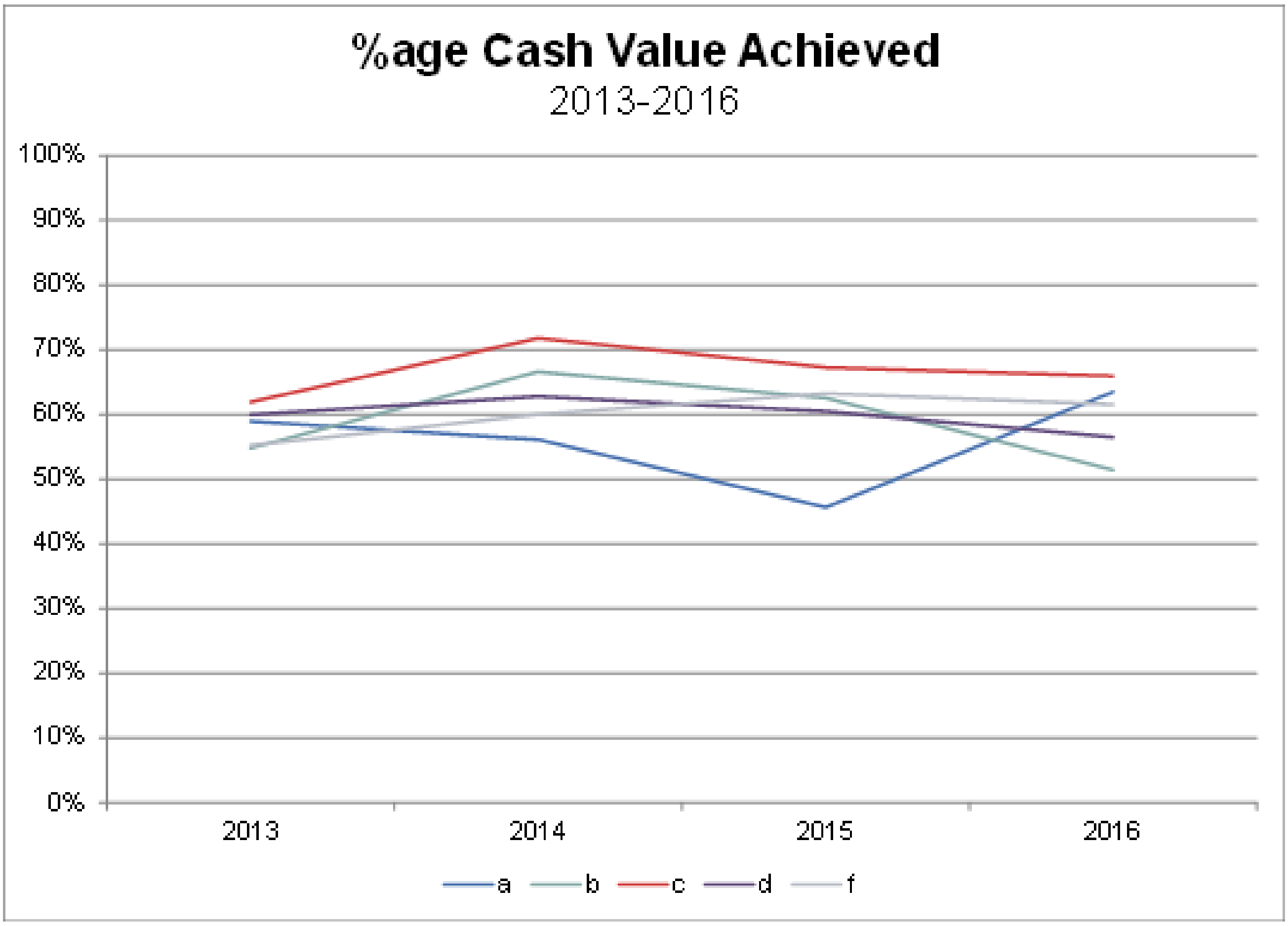
There was an overall decrease of almost £1M in Total Box Office Income compared to the previous year, with Principally presenting theatres with a capacity of over 1,000 (b) recording a decrease of around £500,000. Across the whole period there has been growth of over £6M.



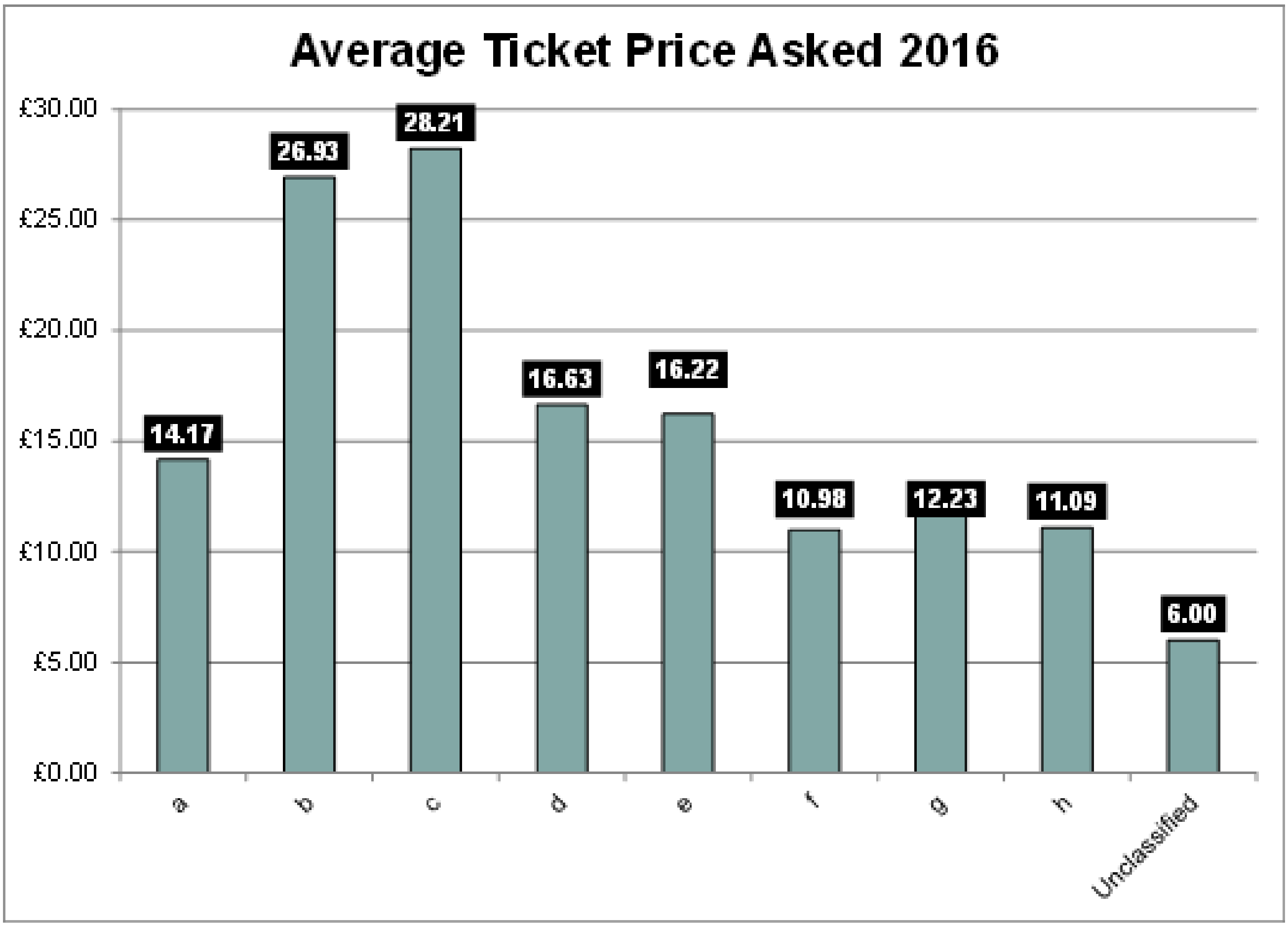


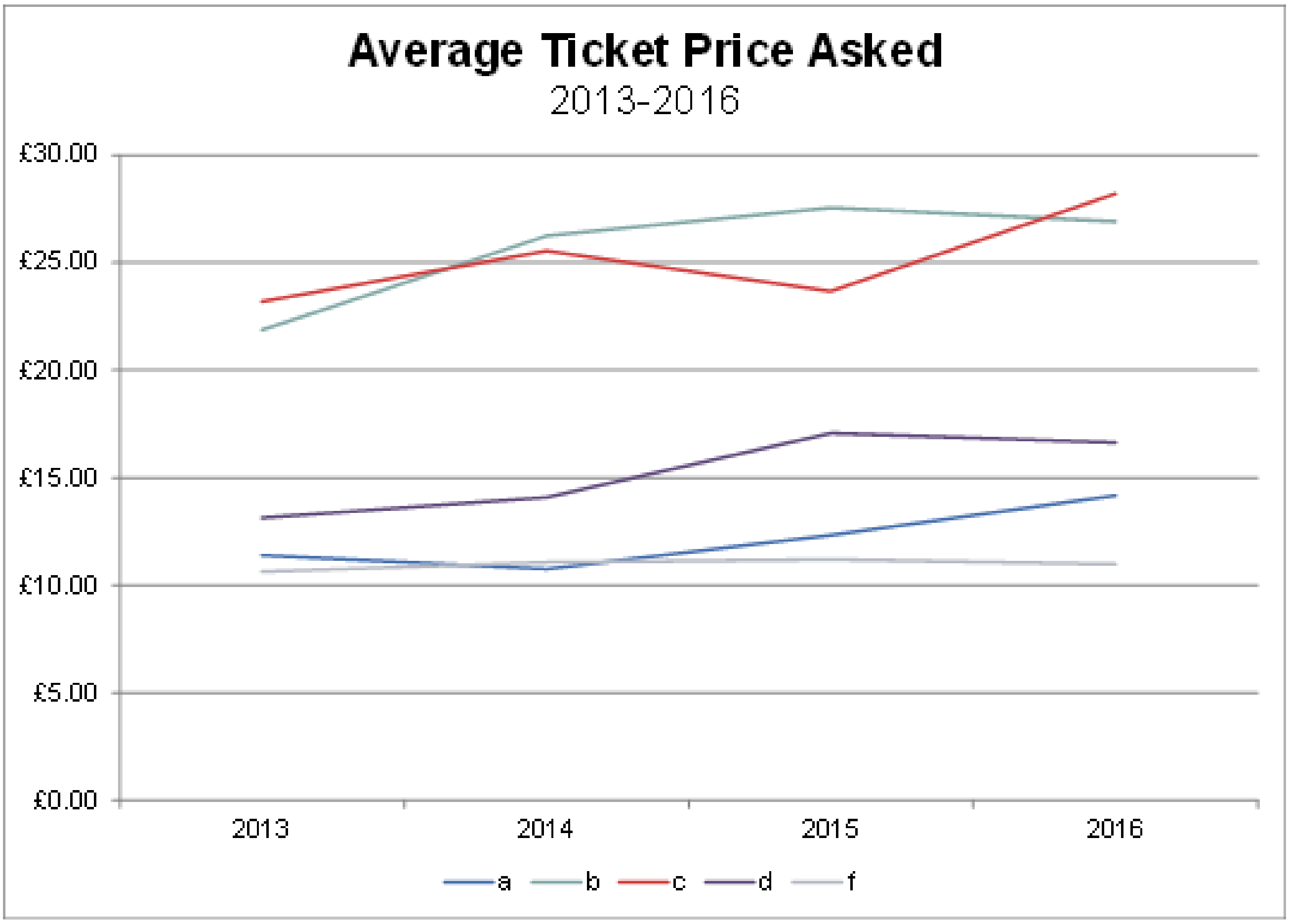
There has been a drop in capacity achieved over the study period, with venues achieving around 60% capacity in general. After beginning the study at 67%, Main Auditoria of larger producing theatres (a) reported a decrease of around 20% capacity, but in 2016 regained some lost ground returning to 63%. The greatest fall for 2016 was reported by Principally presenting theatres with a capacity of over 1,000 (b) who dropped below 50%.



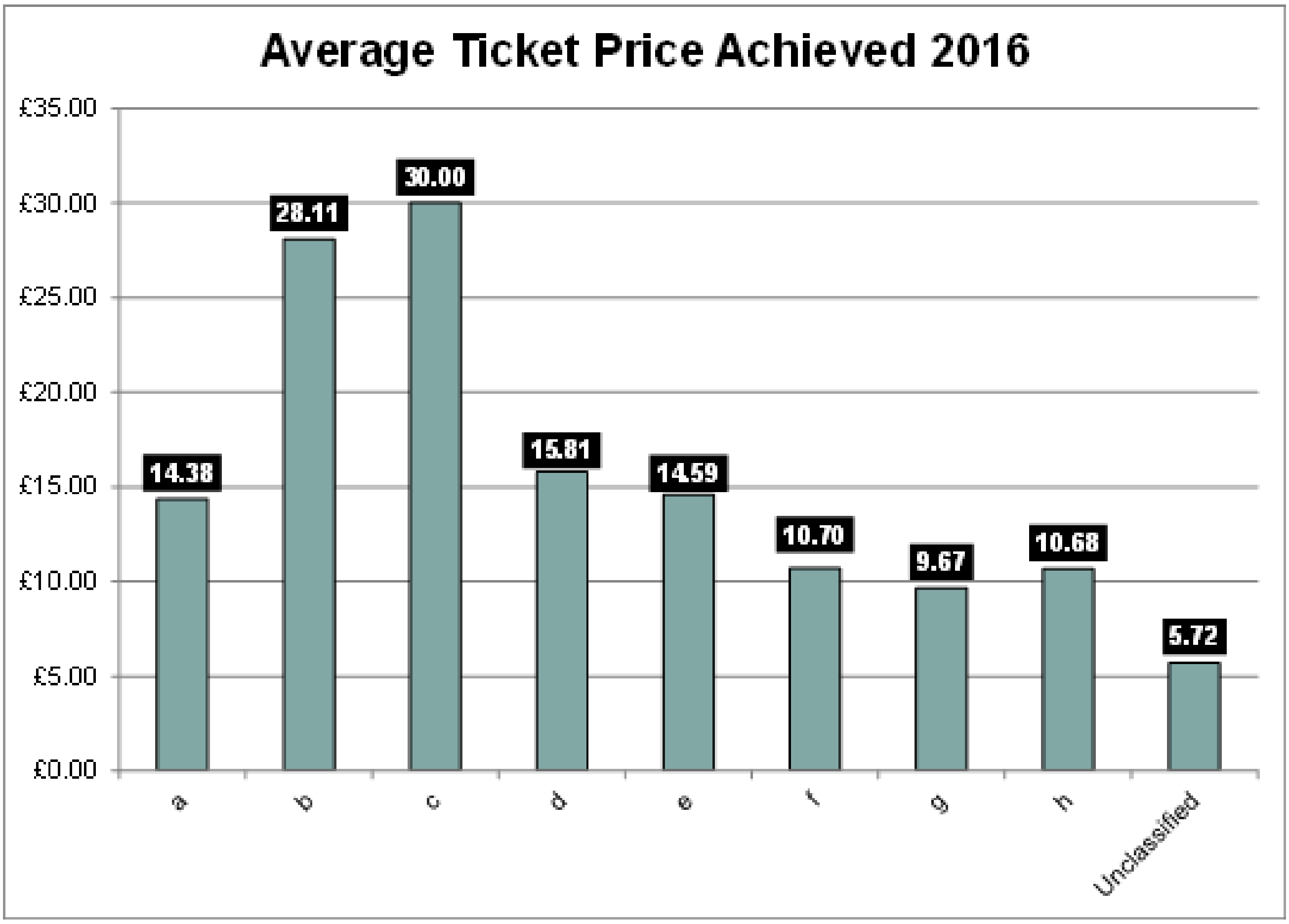


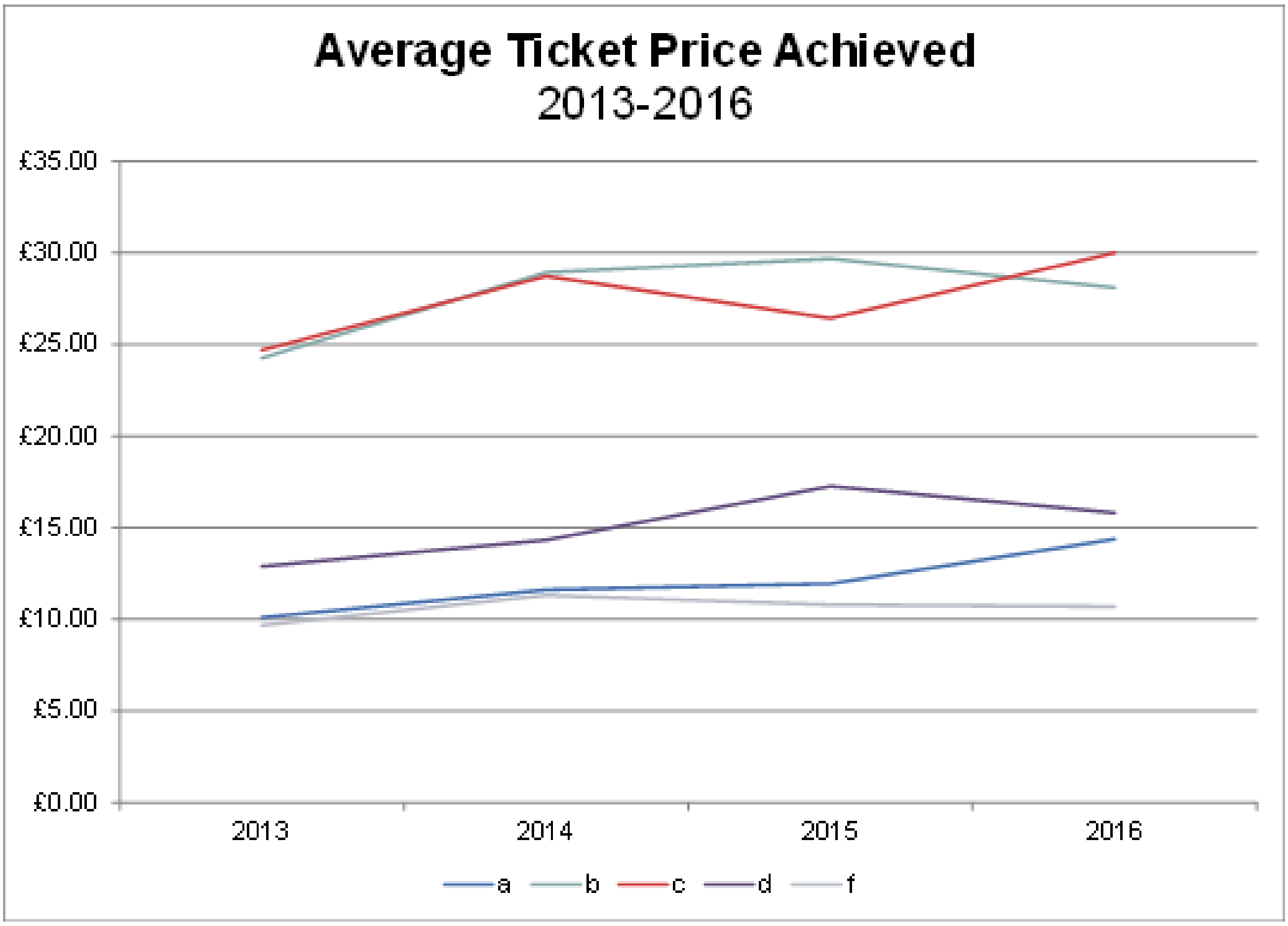
Though there was an overall decrease of 8.1% in %age Cash Value Achieved, Main Auditoria of larger producing theatres (a) recorded an increase of around 20%.



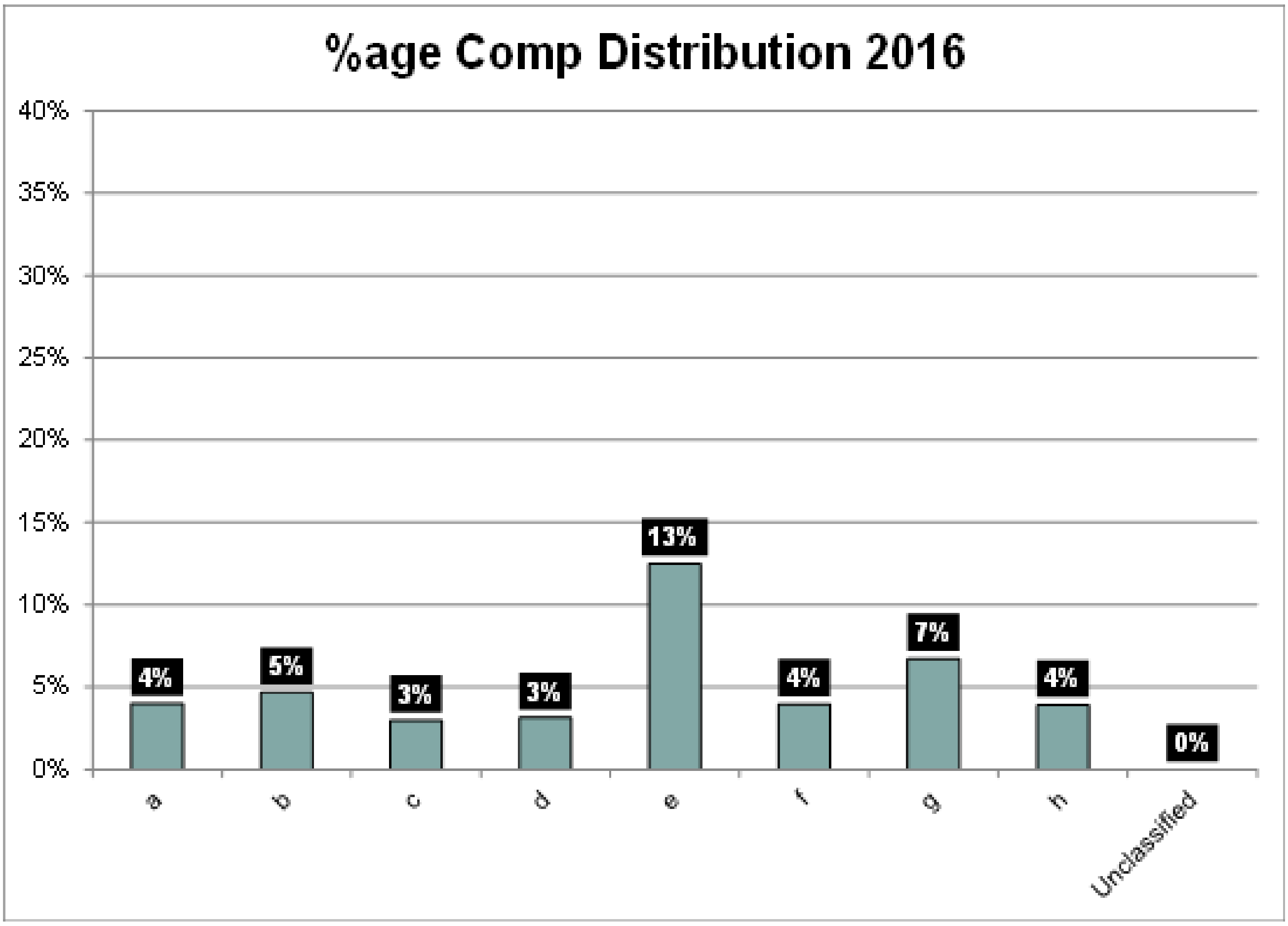


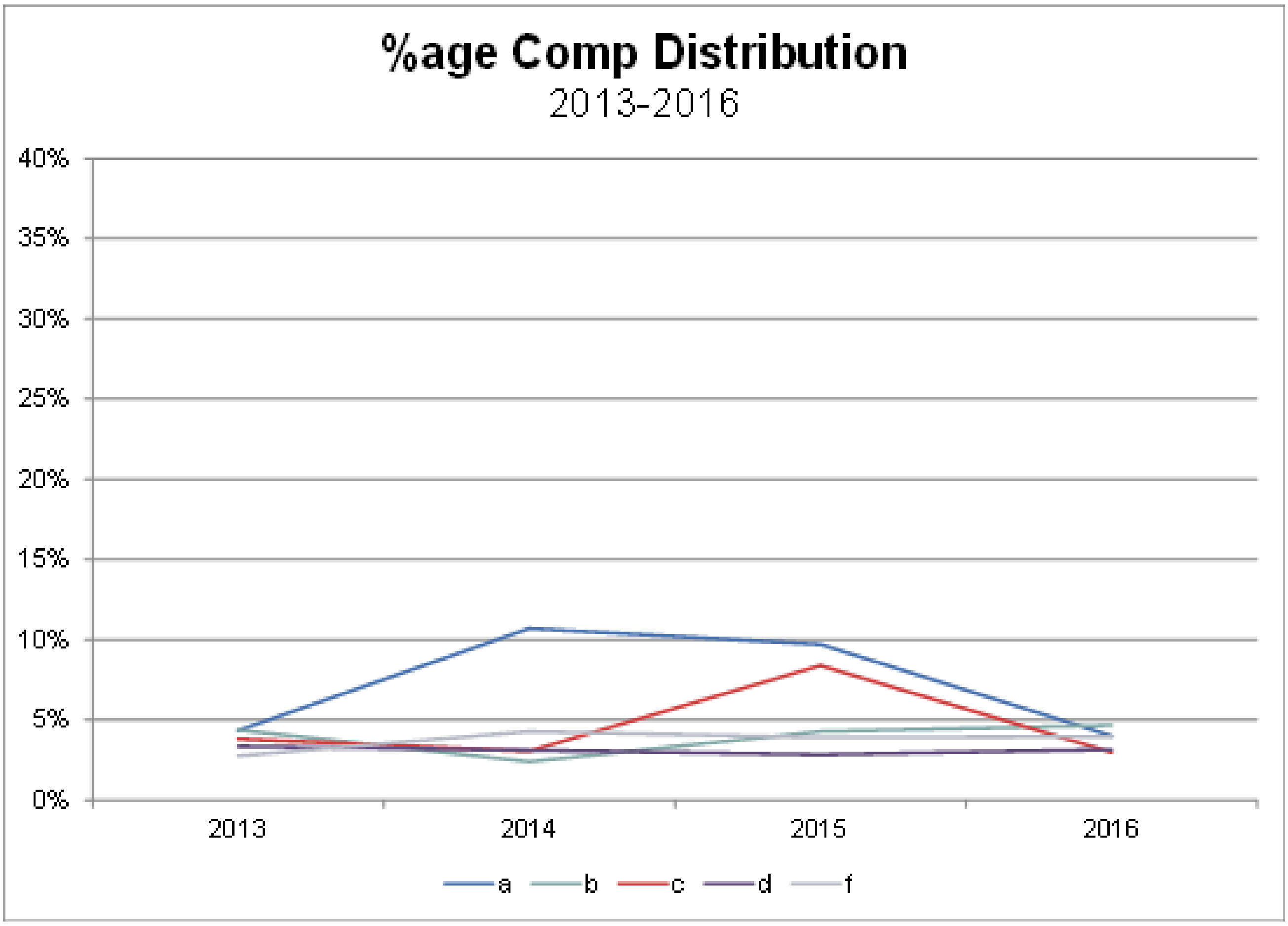
There is a trend of growth in ticket prices over the study period. Concert Halls (c) recorded the most dramatic rise in 2016, from less than £25 to almost £30.





Across the study period, venues have experienced a rise in Average Ticket Price Achieved for Dance Other, with Principally presenting theatres with a capacity of over 1,000 (b) and Concert Halls (c) receiving around £30 per ticket.





Following two years of increased Comp Distribution, Main Auditoria of larger producing theatres (a) and Concert Halls (c) reduced this by about 5% each. In 2016, all of the most financially important venue types distributed less than 5% complimentary tickets.