Opera

- Ticket sales for Opera rose by 15% in 2014 when there was a 19% increase in the number of performances. Despite falls in numbers of performances in 2015 and 2016, income has continued to exceed £9M and income has grown by 3%.

- The average price paid for an Opera ticket has risen by 8%, and Opera remains the highest price paid art form after musicals.

- While principally presenting theatres with a capacity of over 1,000 (b) accounted for 65% of all Opera tickets sold in 2016, there has been strong growth in sales at auditoria of principally presenting theatres with a capacity between 500-1,000 (d).

<table>
<thead>
<tr>
<th></th>
<th>Number of productions</th>
<th>Number of performances</th>
<th>Total tickets sold</th>
<th>Total Box Office Income</th>
<th>%age capacity achieved</th>
<th>%age cash value achieved</th>
<th>Average ticket price asked</th>
<th>Average ticket price achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>135</td>
<td>564</td>
<td>303,916</td>
<td>£8,194,319</td>
<td>53%</td>
<td>53%</td>
<td>£26.64</td>
<td>£26.96</td>
</tr>
<tr>
<td>2014</td>
<td>178</td>
<td>670</td>
<td>349,514</td>
<td>£9,505,545</td>
<td>53%</td>
<td>52%</td>
<td>£27.70</td>
<td>£27.19</td>
</tr>
<tr>
<td>2015</td>
<td>151</td>
<td>821</td>
<td>314,032</td>
<td>£9,336,538</td>
<td>53%</td>
<td>51%</td>
<td>£31.05</td>
<td>£29.73</td>
</tr>
<tr>
<td>2016</td>
<td>173</td>
<td>588</td>
<td>311,718</td>
<td>£9,052,554</td>
<td>50%</td>
<td>49%</td>
<td>£30.01</td>
<td>£29.04</td>
</tr>
<tr>
<td>Change 2013-16</td>
<td>+38</td>
<td>+24</td>
<td>+7,802</td>
<td>+£858,245</td>
<td>-2.3%</td>
<td>-4.24%</td>
<td>+£3.17</td>
<td>+£2.08</td>
</tr>
<tr>
<td>Change 2015-16</td>
<td>+22</td>
<td>-33</td>
<td>-2,314</td>
<td>-£284,075</td>
<td>-3.05%</td>
<td>-2.41%</td>
<td>-£1.04</td>
<td>-£0.69</td>
</tr>
</tbody>
</table>

The study period has seen steady growth in the number of Opera productions, and an increase in tickets sold, despite a slight drop in 2016 compared to 2015.

The five most financially important venues for Opera 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 principally producing theatres with capacity over 160 (e)
5. Auditoria of principally presenting theatres with a capacity between 200 and 500 (f)

Together they accounted for 99% of total box office income.
Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) continued to increase the number of Opera productions, and accounted for almost a third in 2016. The number of Opera productions have increased over the study.
There has been steady but minimal growth in the number of Opera performances across the period, despite a moderate decrease of 33 in the last year.
Principally presenting theatres with a capacity of over 1,000 (b) saw the most dramatic change in Total Tickets Sold, with a fall of around 25,000, however they still account for 65% of all tickets sold in 2016.
Principally presenting theatres with a capacity of over 1,000 (b) continue to account for the vast majority of Box Office Income for Operas, however they have decreased by around £500,000 compared to 2015. Concert Halls (c) reported strong growth here, with an increase of almost £500,000 in 2016.
All venue types have remained in the mid-range for %age Capacity Achieved, falling between 44 and 66%. 

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**%age Capacity Achieved 2016**

- Venue A: 44%
- Venue B: 50%
- Venue C: 56%
- Venue D: 47%
- Venue E: 55%
- Venue F: 46%
- Venue G: 66%
- Undifferentiated: 56%

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**%age Capacity Achieved 2013-2016**

- Year 2013: Approximately 50%
- Year 2014: Approximately 50%
- Year 2015: Approximately 50%
- Year 2016: Approximately 60%
All venues remain around 50% for cash value achieved. This has decreased by around 1% per year over the study period.
In general Average Ticket Price Asked has increased since 2013. Despite this both Principally presenting theatres with a capacity of over 1,000 (b) and Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) asked for less per ticket than the previous year.
After a period of growth, and higher average capacity in 2016, Concert Halls (c) recorded a drop in Average Ticket Price Achieved this year of around £2.50 per ticket. Other venue types saw a slight improvement on price, or little change.
Both Principally presenting theatres with a capacity of over 1,000 (b) and Main Auditoria of principally producing theatres with capacity over 160 (e) distribute around 10% complimentary seats for their performances. Other venue types have not seen drastic change in this area since the study began.