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).

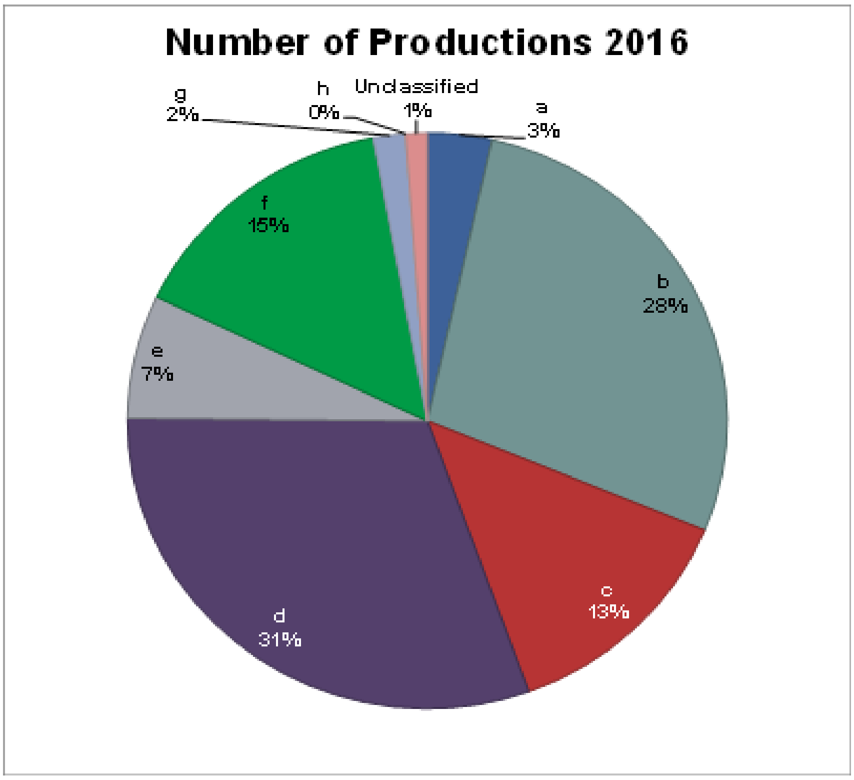
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	135	564	303,916	£8,194,319	53%	53%	£26.84	£26.96
2014	179	670	349,614	£9,505,545	53%	52%	£27.70	£27.19
2015	151	621	314,032	£9,336,638	53%	51%	£31.05	£29.73
2016	173	588	311,718	£9,052,564	50%	49%	£30.01	£29.04
Change 2013-16	+38	+24	+7,802	+£858,245	-2.37%	-4.24%	+£3.17	+£2.08
Change 2015-16	+22	-33	-2,314	-£284,075	-3.05%	-2.41%	-£1.04	-£0.69

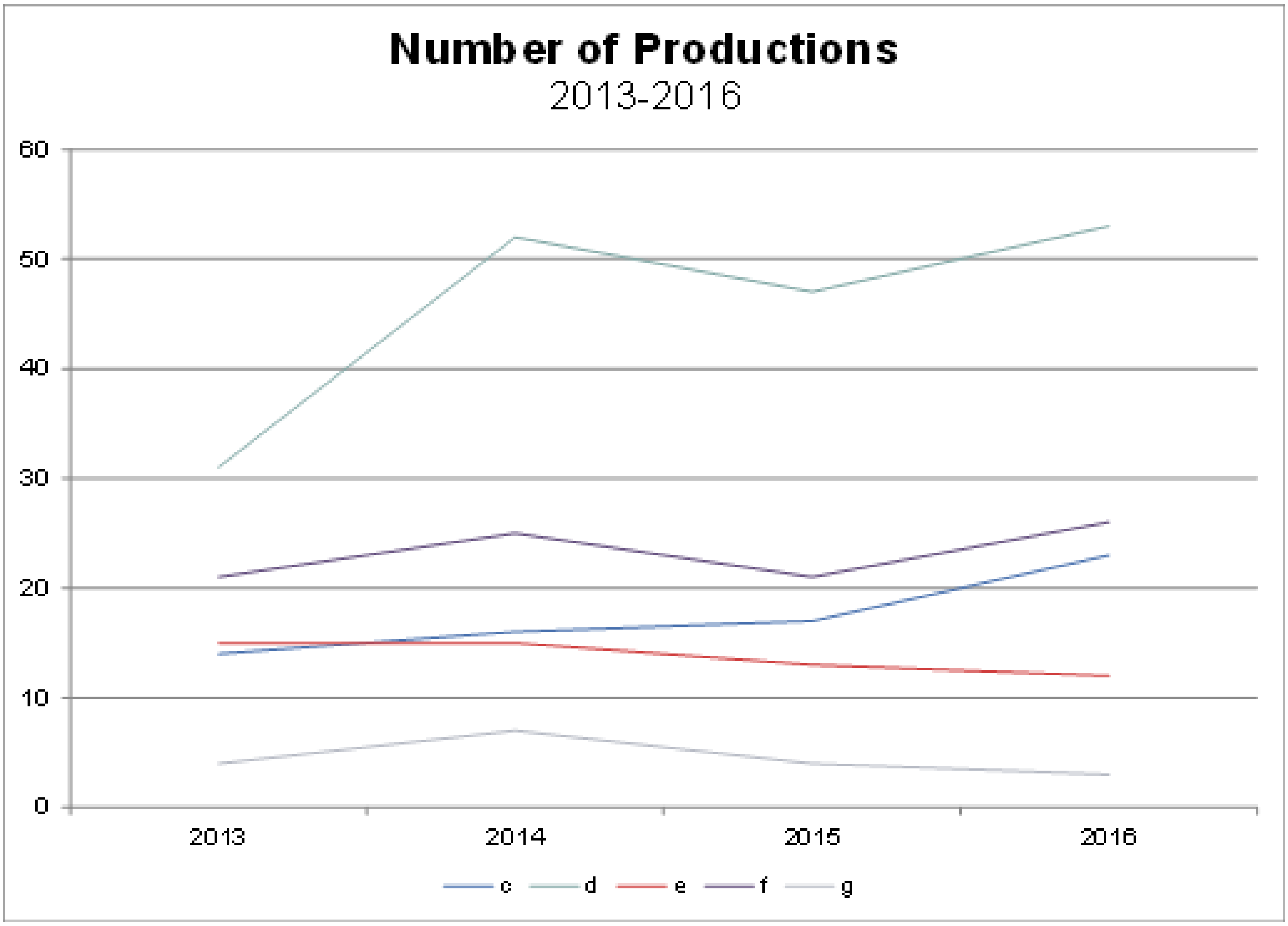
The study period has seen steady growth in the number of Opera productions, and an increase in tickets sold, despite a slight drop in 2016 compared to 2015.

The five most financially important venues for Opera were

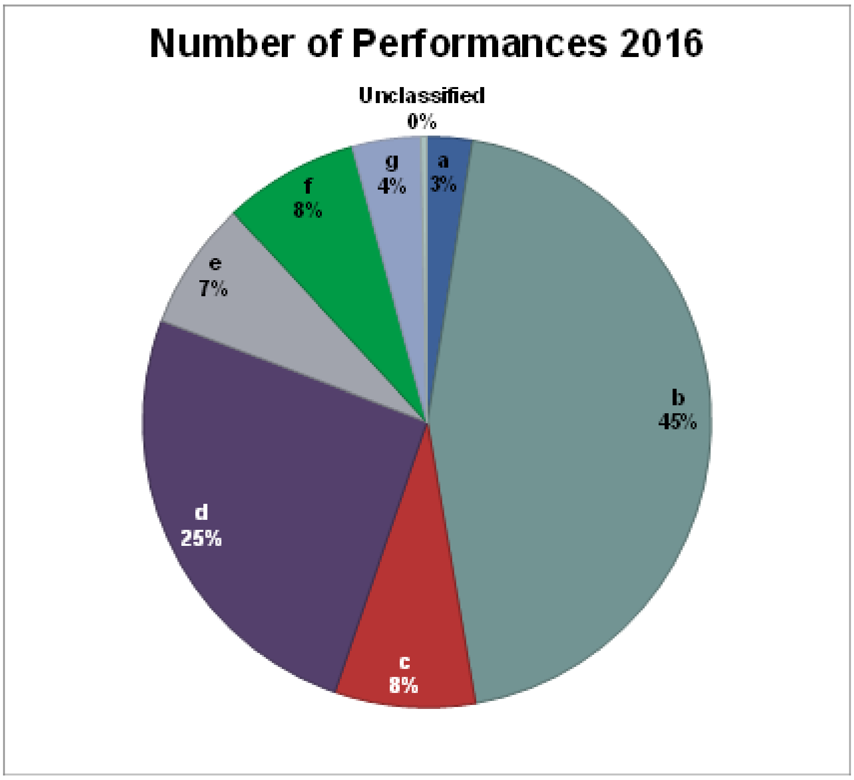
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
3. Concert Halls (c)
4. Main Auditoria of principally producing theatres with capacity over 160 (e)
5. Auditoria of principally presenting theatres with a capacity between 200 and 500 (f)

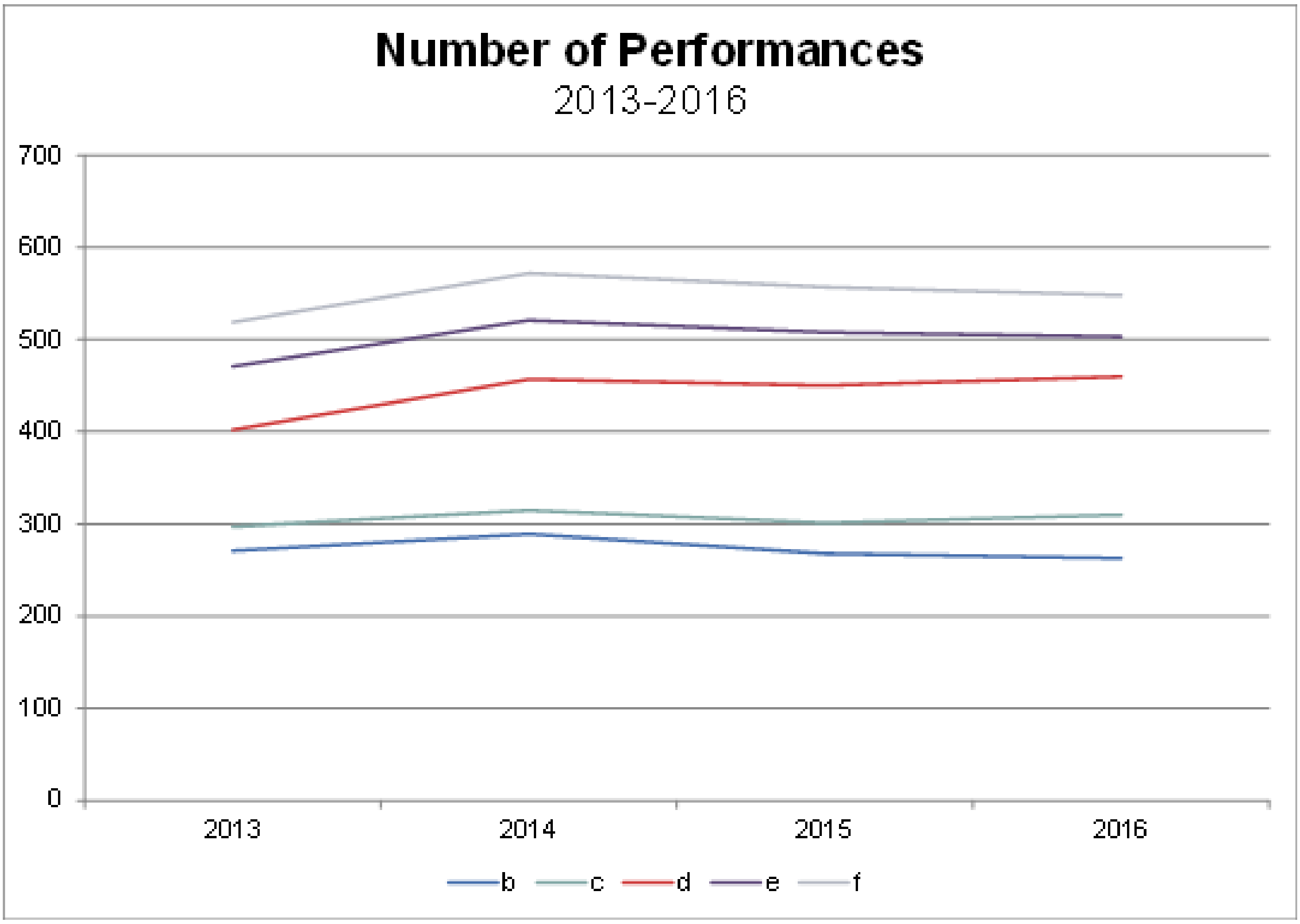
Together they accounted for 99% of total box office income.



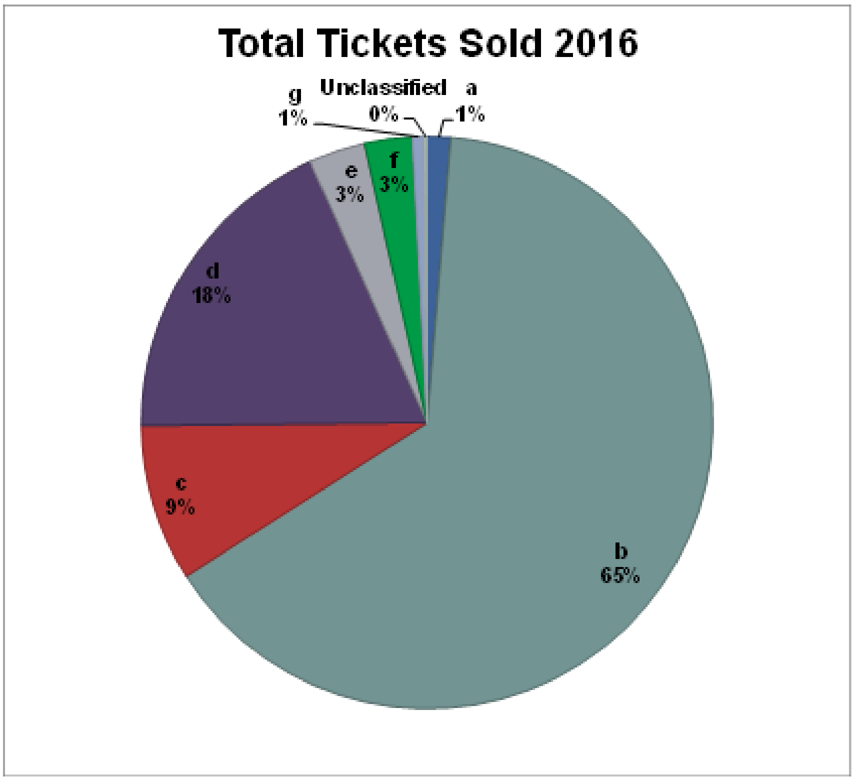


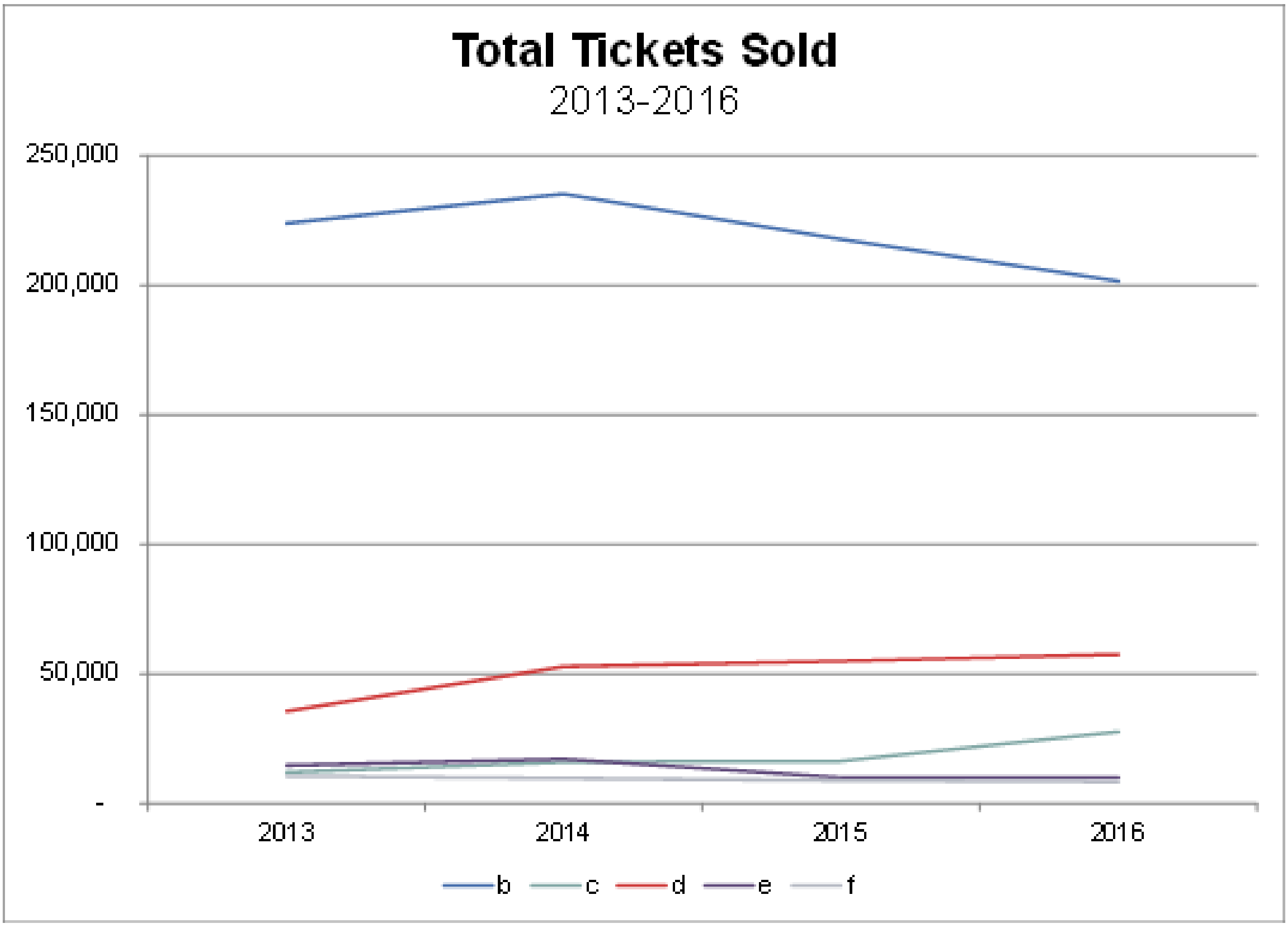
Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) continued to increase the number of Opera productions, and accounted for almost a third in 2016. The number of Opera productions have increased over the study.



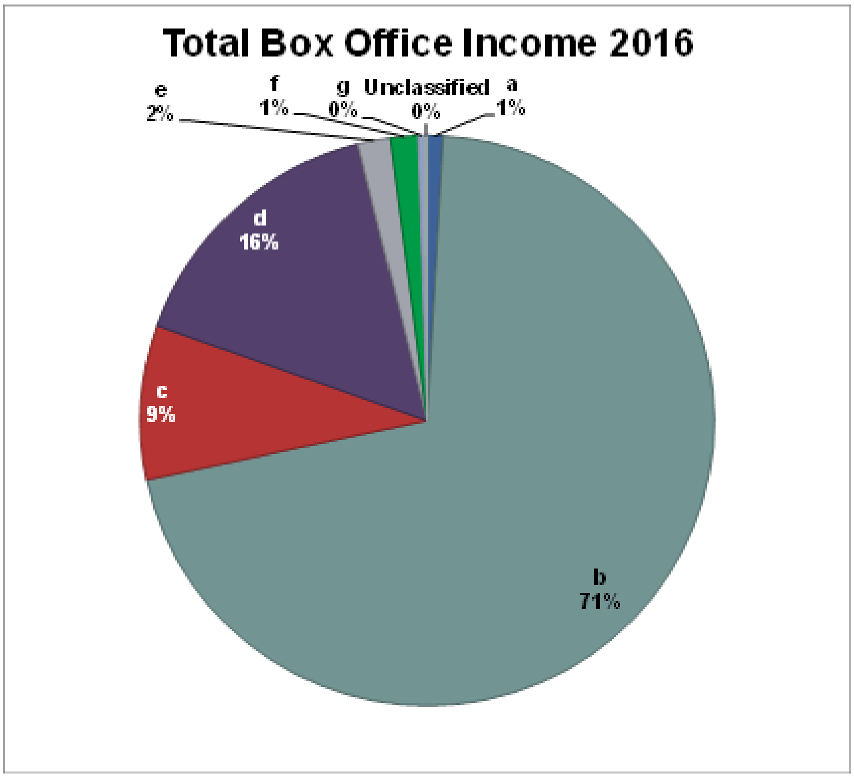


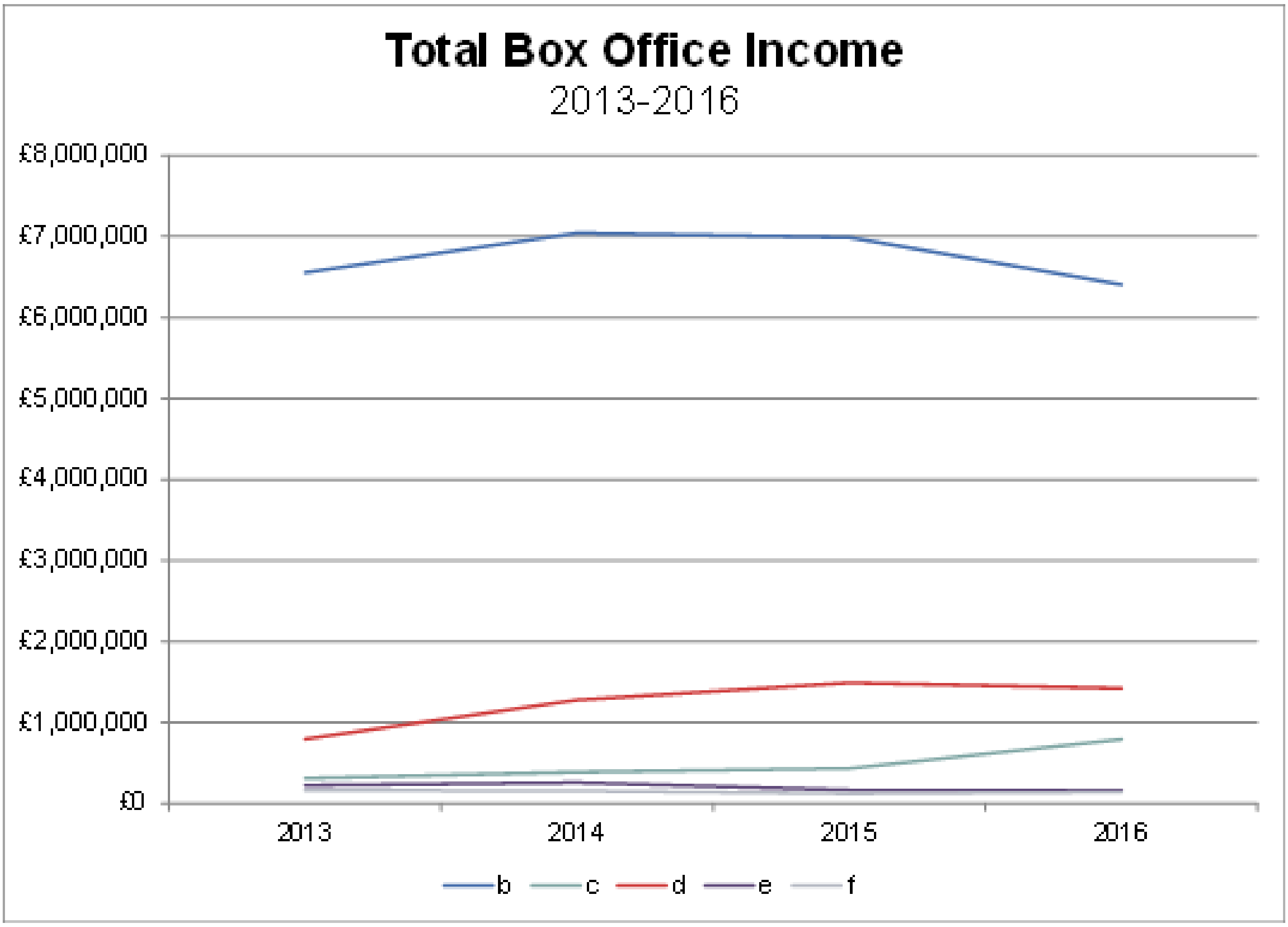
There has been steady but minimal growth in the number of Opera performances across the period, despite a moderate decrease of 33 in the last year.



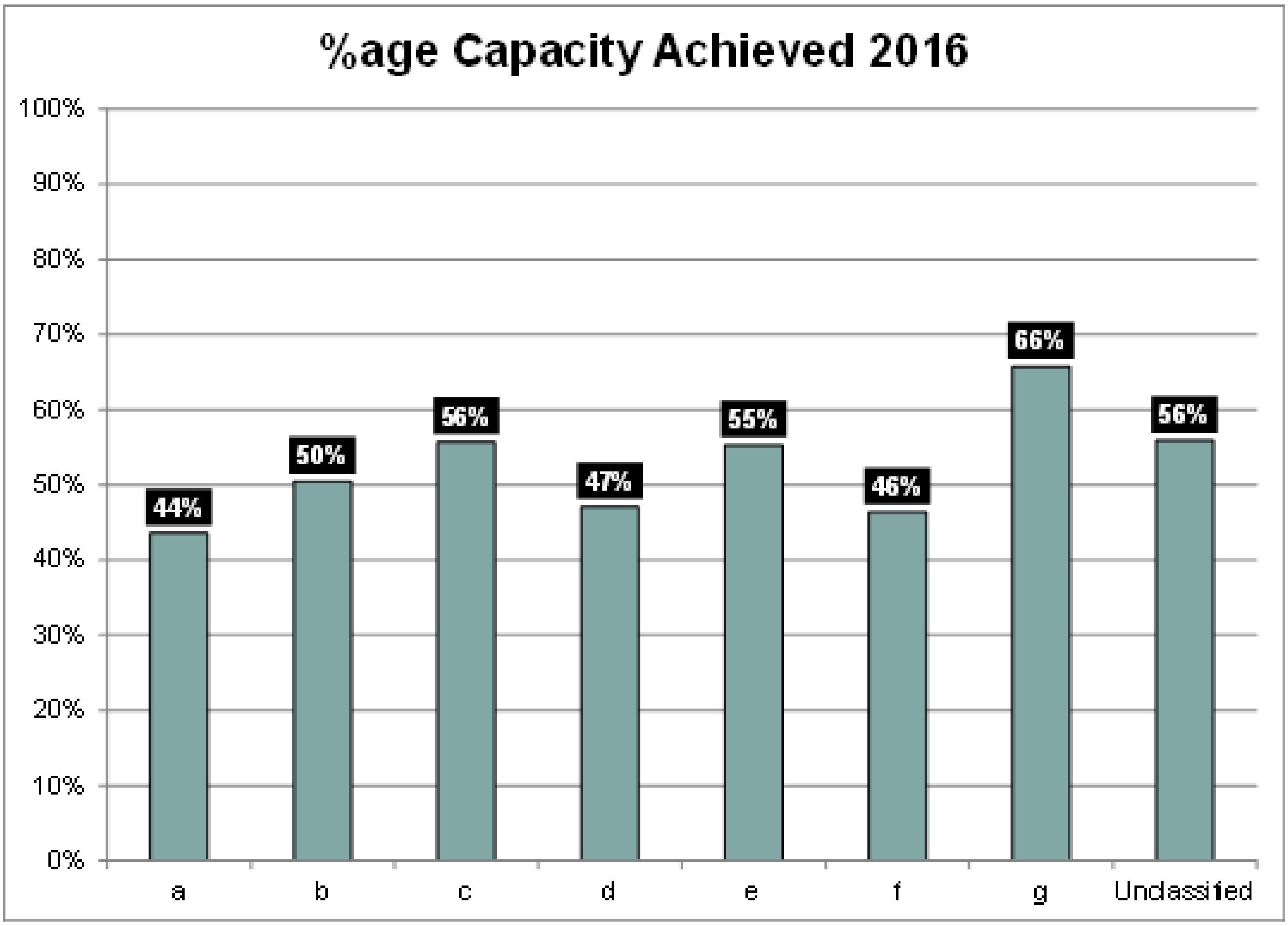


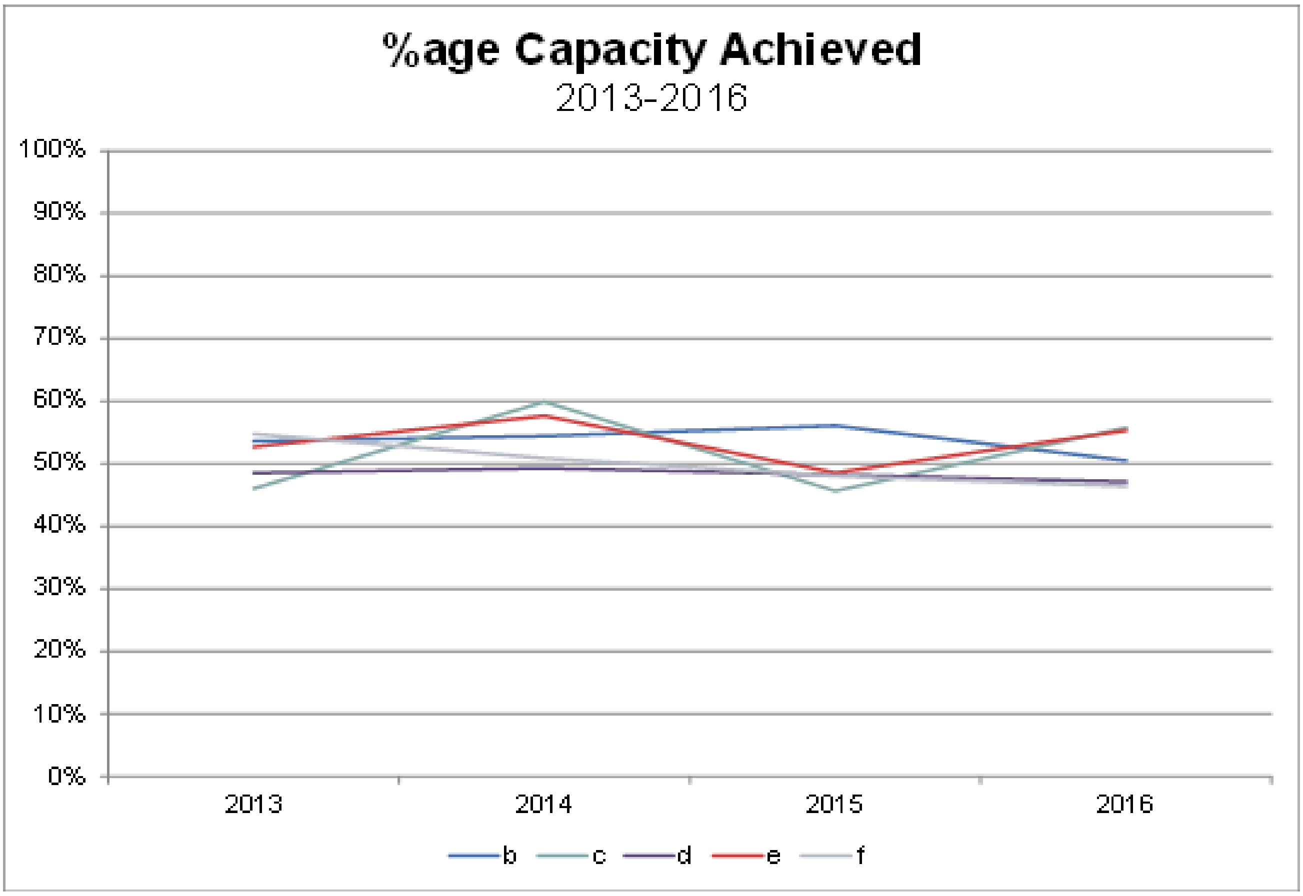
Principally presenting theatres with a capacity of over 1,000 (b) saw the most dramatic change in Total Tickets Sold, with a fall of around 25,000, however they still account for 65% of all tickets sold in 2016.



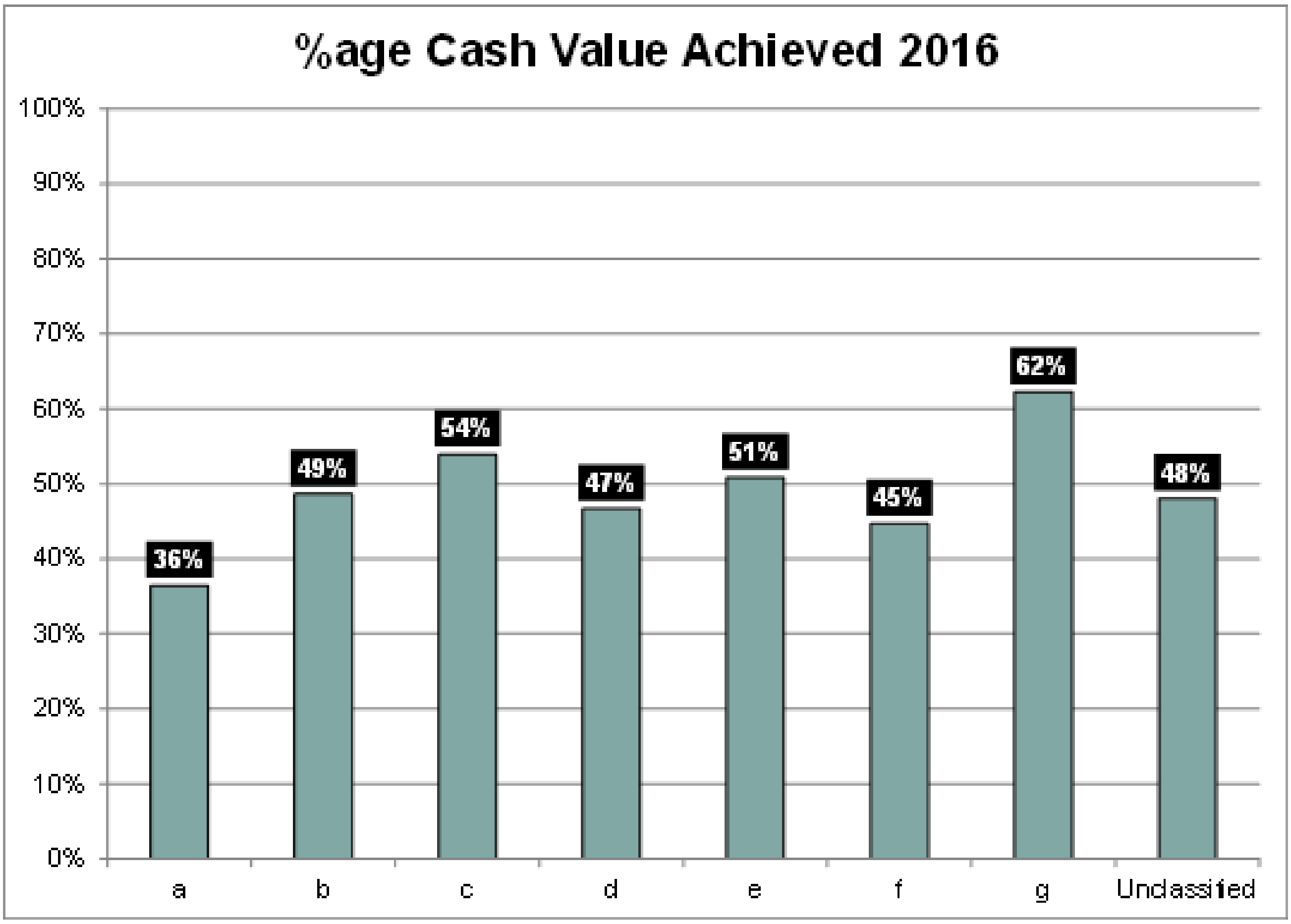


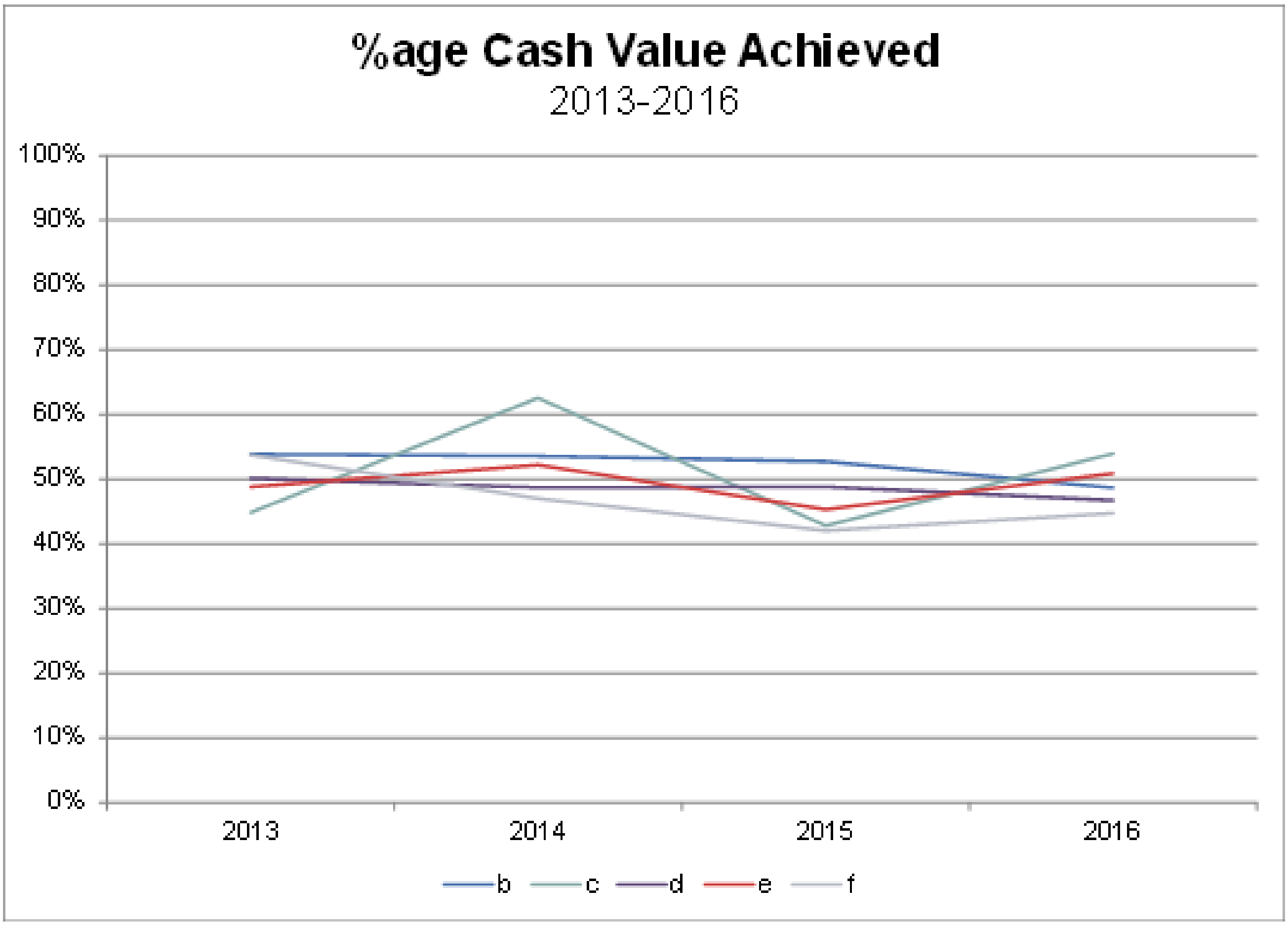
Principally presenting theatres with a capacity of over 1,000 (b) continue to account for the vast majority of Box Office Income for Operas, however they have decreased by around £500,000 compared to 2015. Concert Halls (c) reported strong growth here, with an increase of almost £500,000 in 2016.



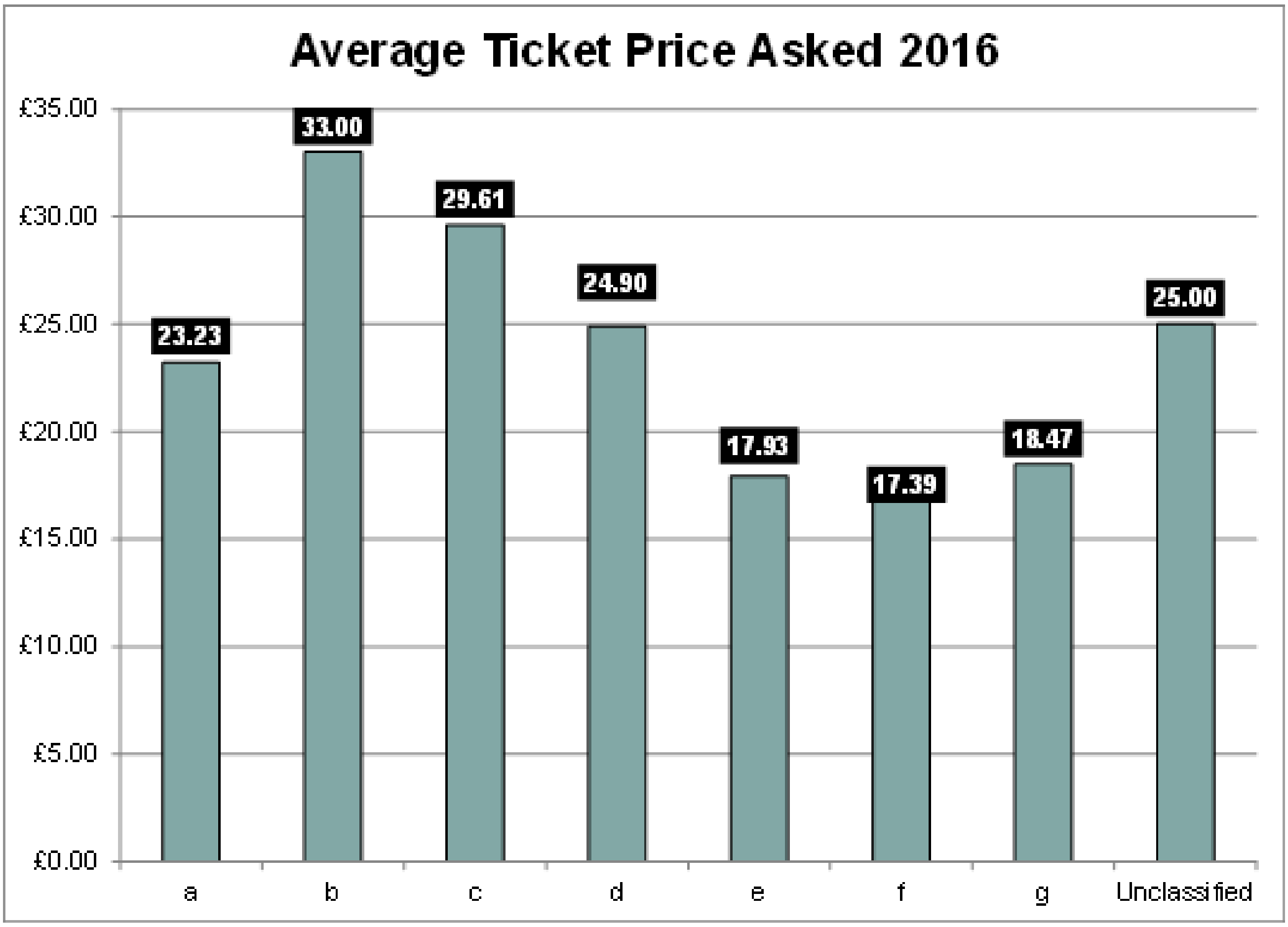


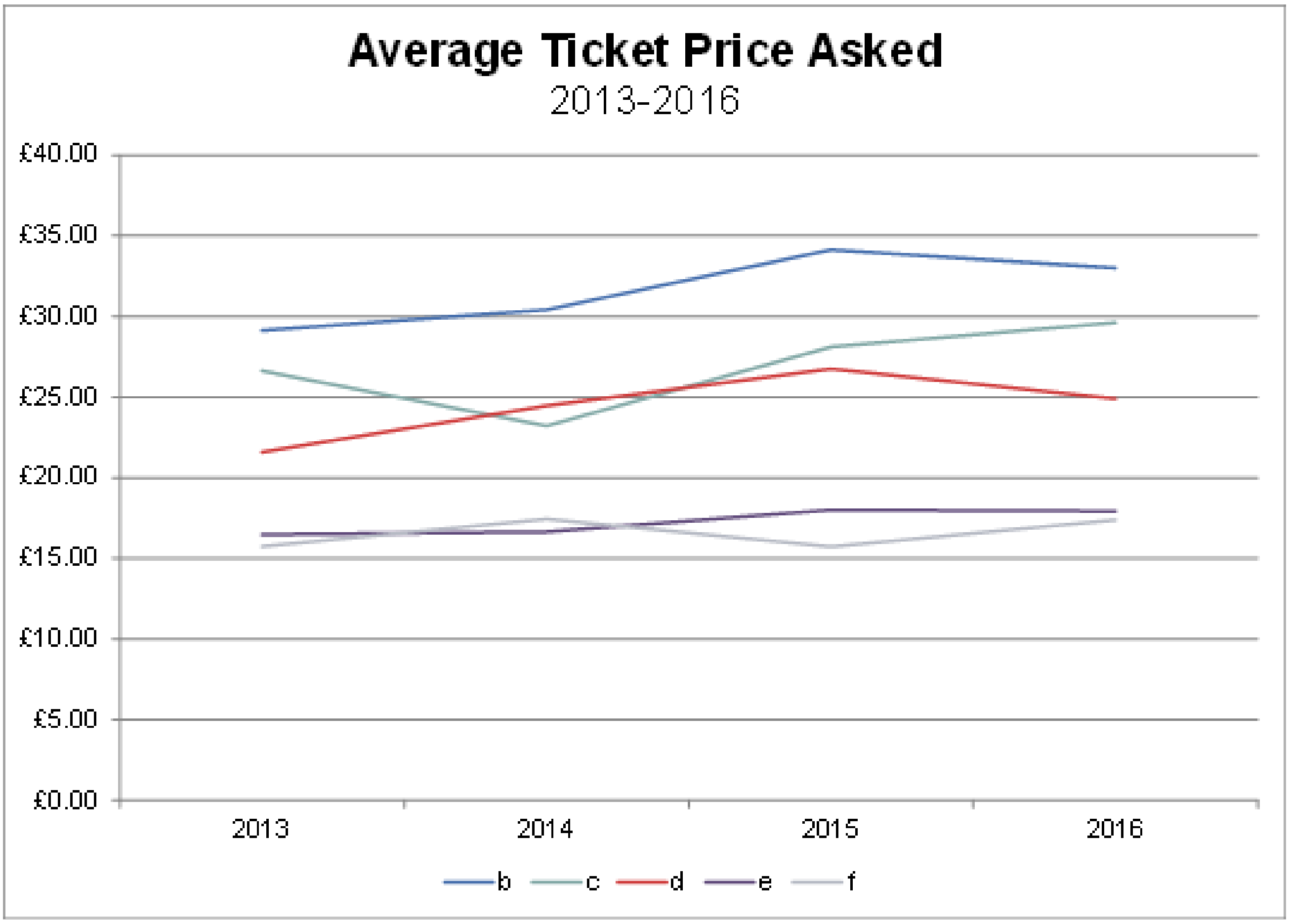
All venue types have remained in the mid-range for %age Capacity Achieved, falling between 44 and 66%.



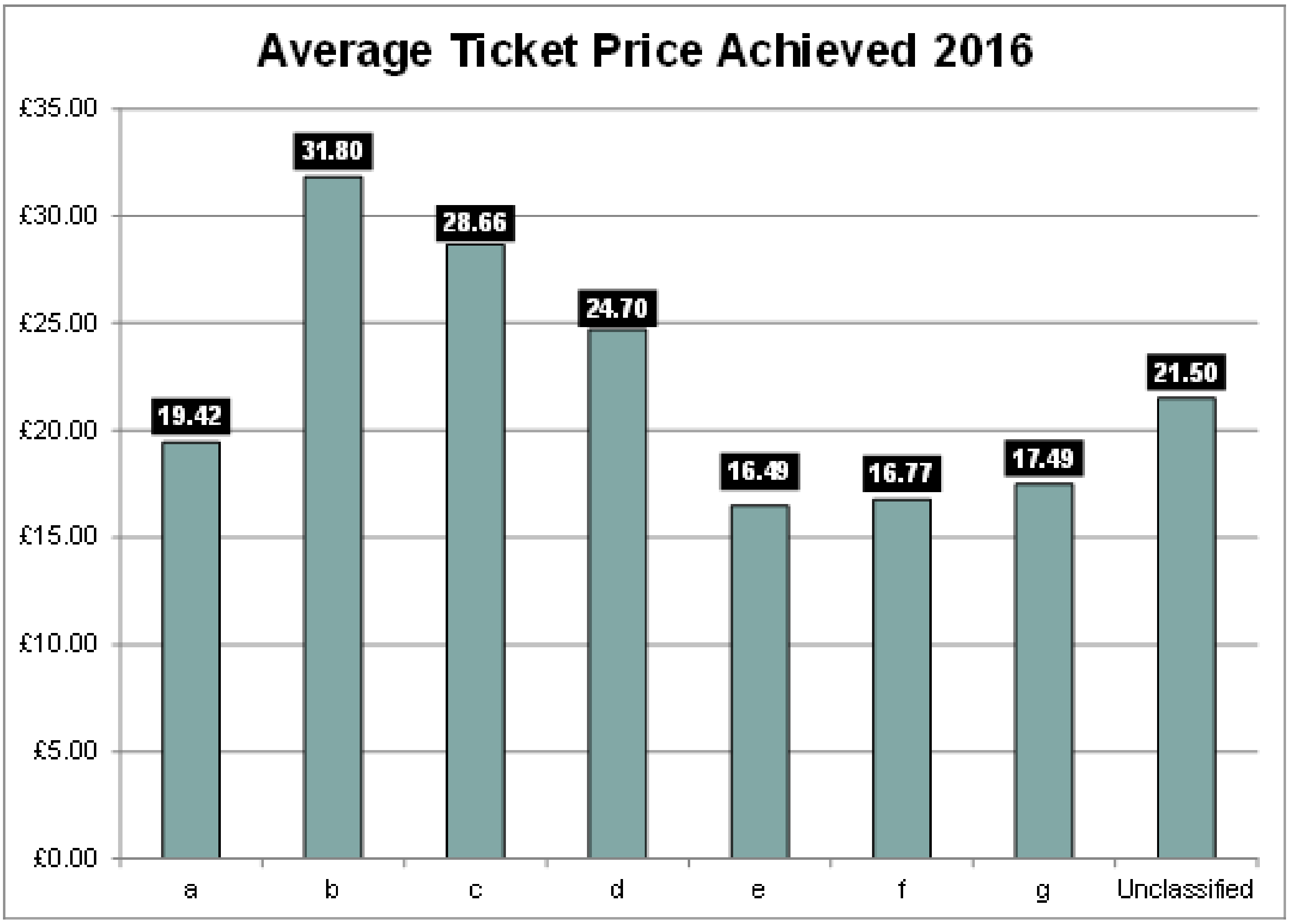


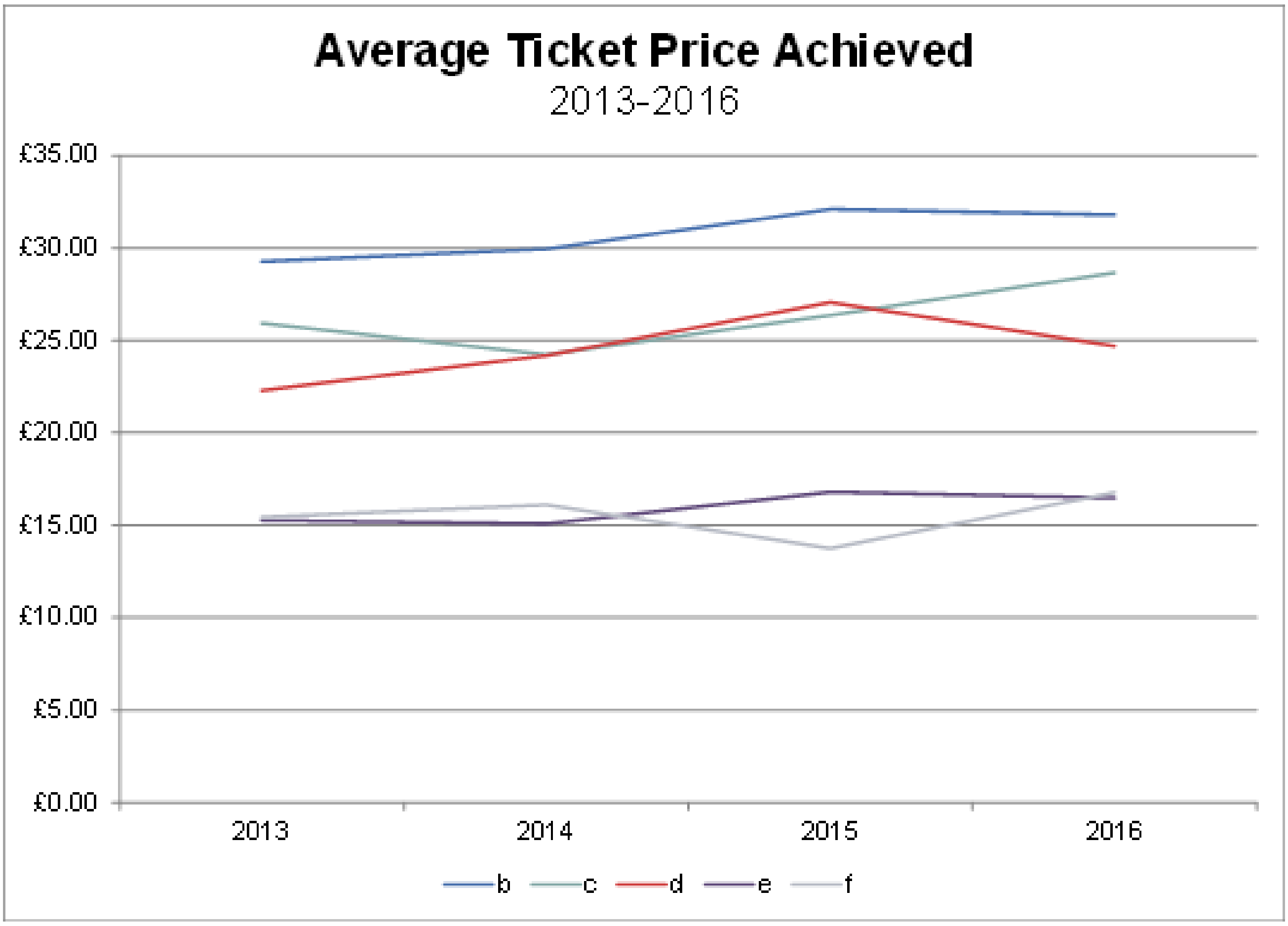
All venues remain around 50 % for cash value achieved. This has decreased by around 1% per year over the study period.



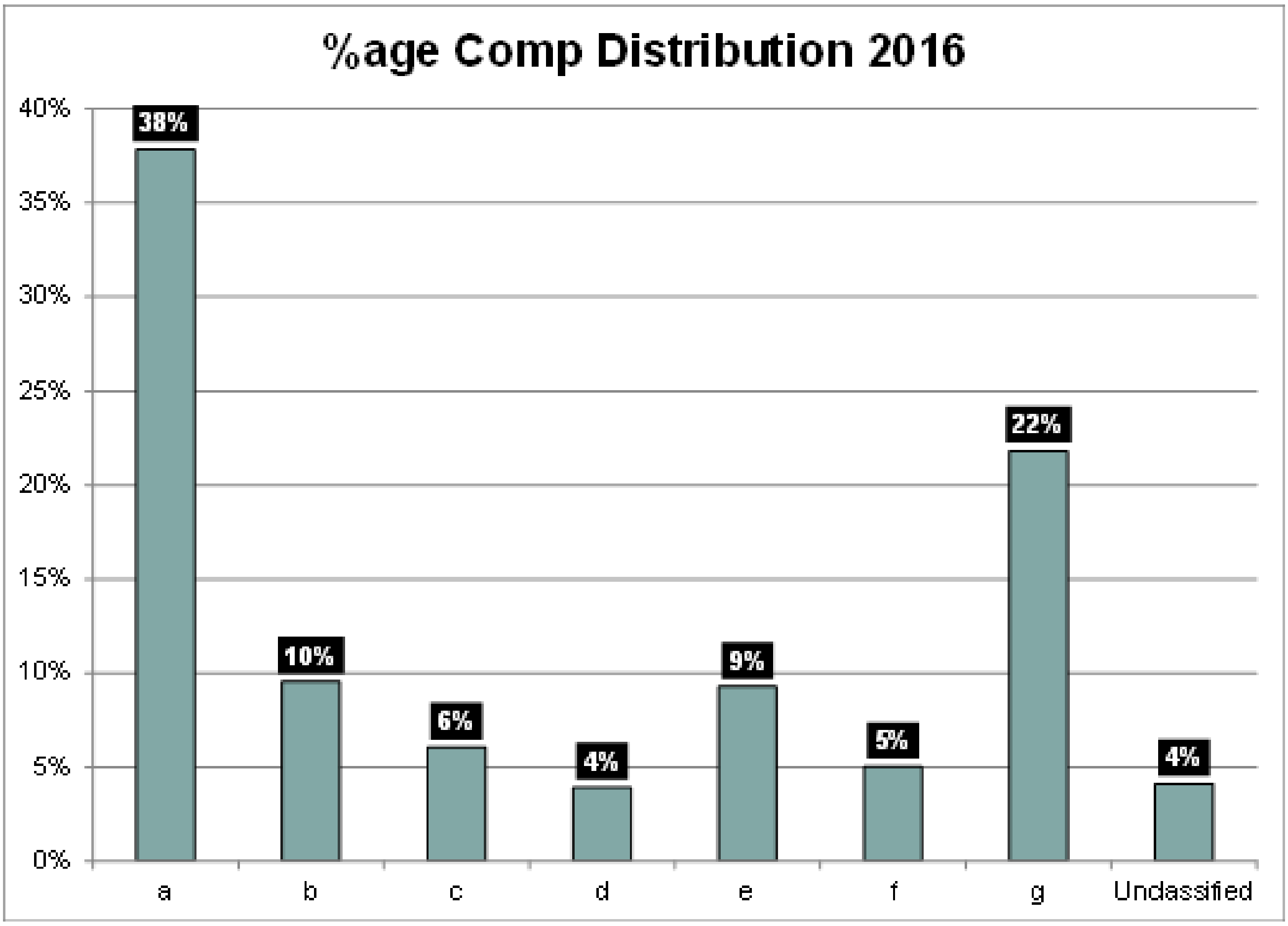


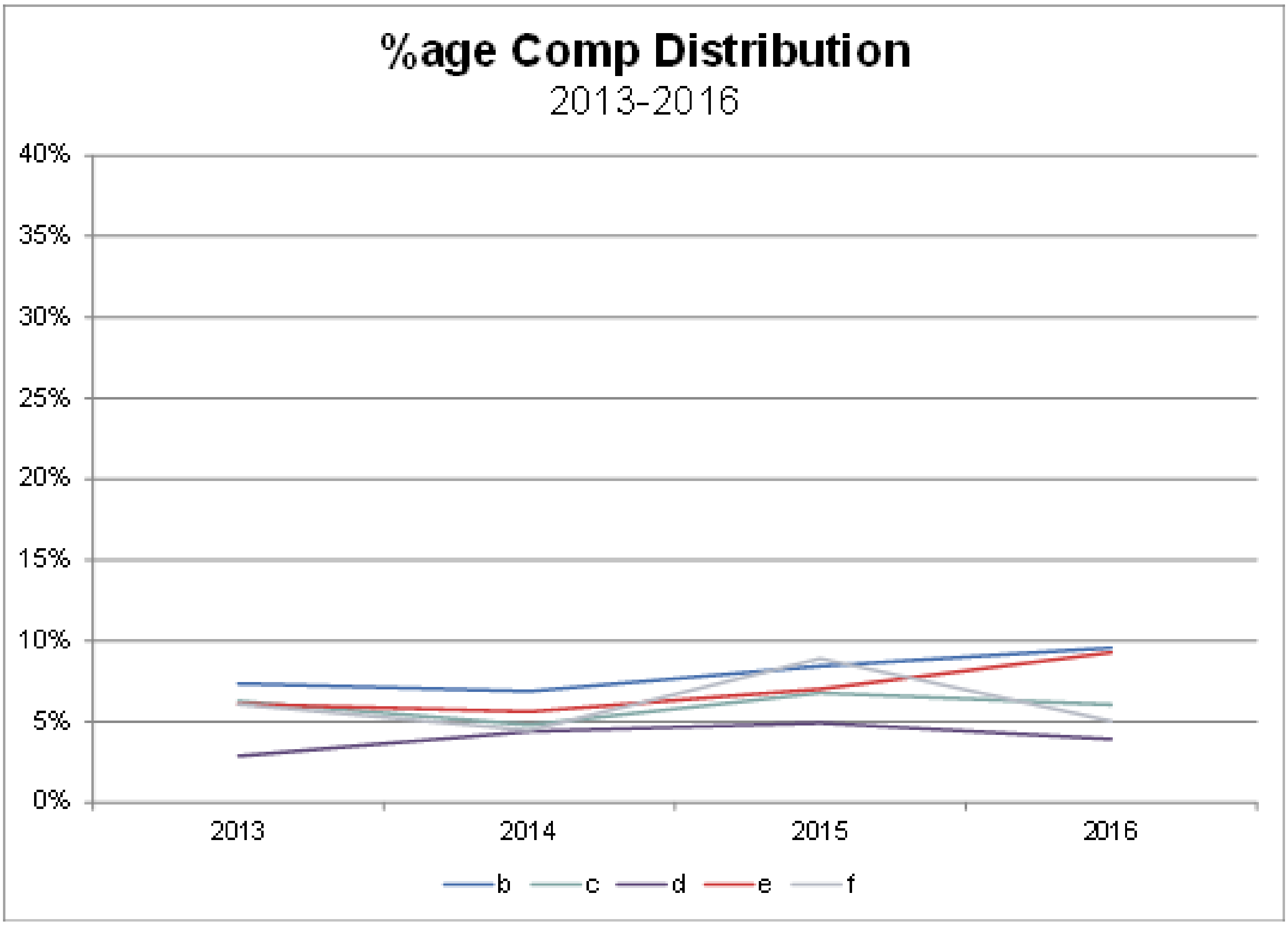
In general Average Ticket Price Asked has increased since 2013. Despite this both Principally presenting theatres with a capacity of over 1,000 (b) and Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) asked for less per ticket than the previous year.





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.