Pantomime

- The numbers of performances and ticket sales for Pantomime rose in 2014 and 2015 before dipping back to levels similar to 2013 in 2016. Ticket sales have grown by 2% and income is up by 17%.
- The average price paid for a Pantomime ticket has risen by 15%.
- 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) together accounted for 75% of all Pantomime income in 2016, but it was these venue types that saw a decline in cumulative income while other venue types saw growth.

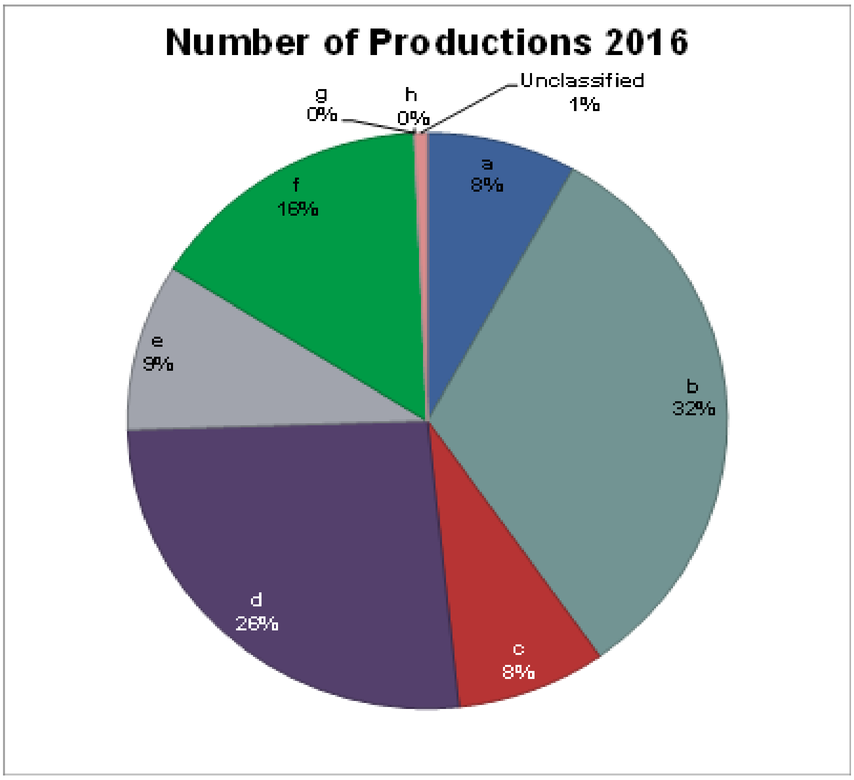
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	141	3,916	2,623,144	£47,220,611	70%	66%	£19.24	£18.00
2014	164	4,093	2,719,349	£51,636,831	73%	67%	£20.53	£18.99
2015	154	4,165	2,878,961	£57,219,199	74%	68%	£21.55	£19.87
2016	149	3,836	2,671,060	£55,482,972	75%	70%	£22.34	£20.77
Change 2013-2016	+8	-80	+47,916	+£8,262,361	+5.07%	+4.30%	+£3.10	+£2.77
Change 2015-2016	-5	-329	-207,901	-£1,736,227	+1.42%	+1.86%	+£0.79	+£0.90

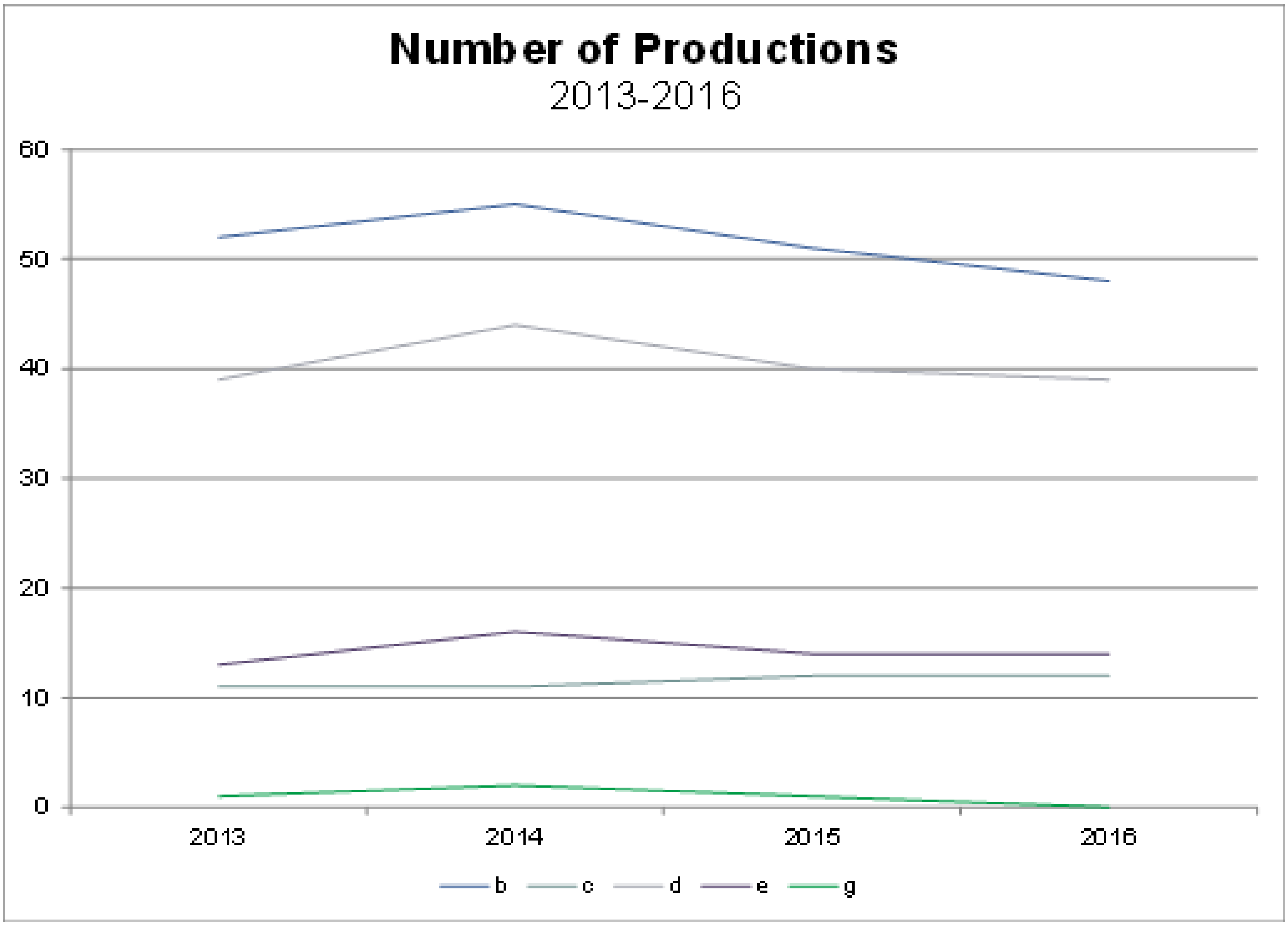
A reduced number of performances in 2016 saw over 200,000 fewer tickets sold compared to 2015. This contributed to a reduction in Total Box Office income by over £1,7M, despite a slight increase in capacity Ticket Price. However, across the whole study period there has been strong growth in Box Office Income for Pantomimes.

The five most financially important venues for Pantomime were

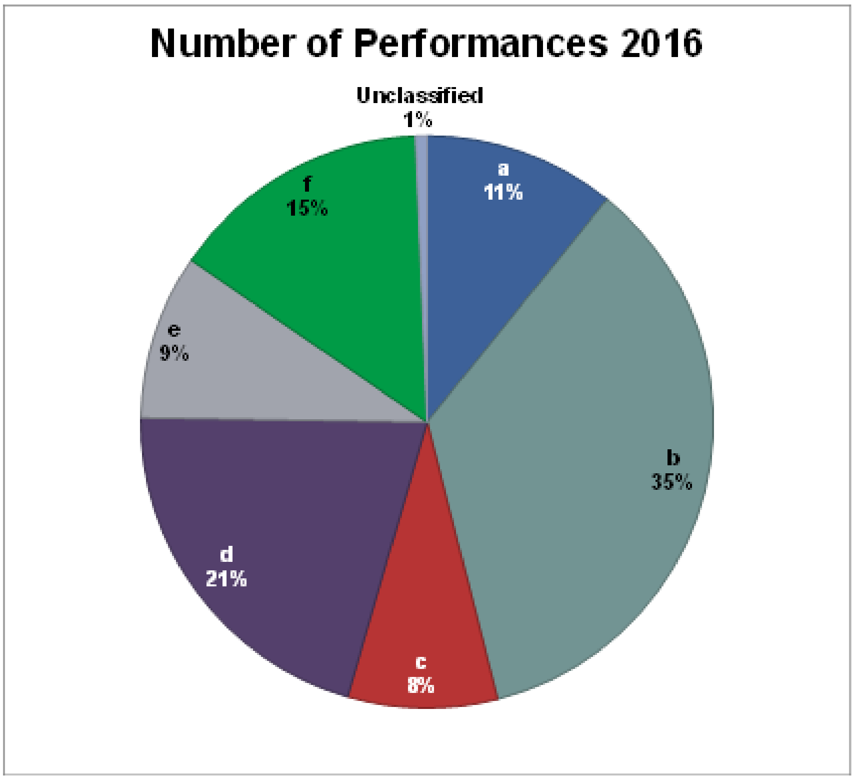
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
3. Concert Halls (c)
4. Main Auditoria of larger producing theatres (a)
5. Main Auditoria of principally producing theatres with capacity over 160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

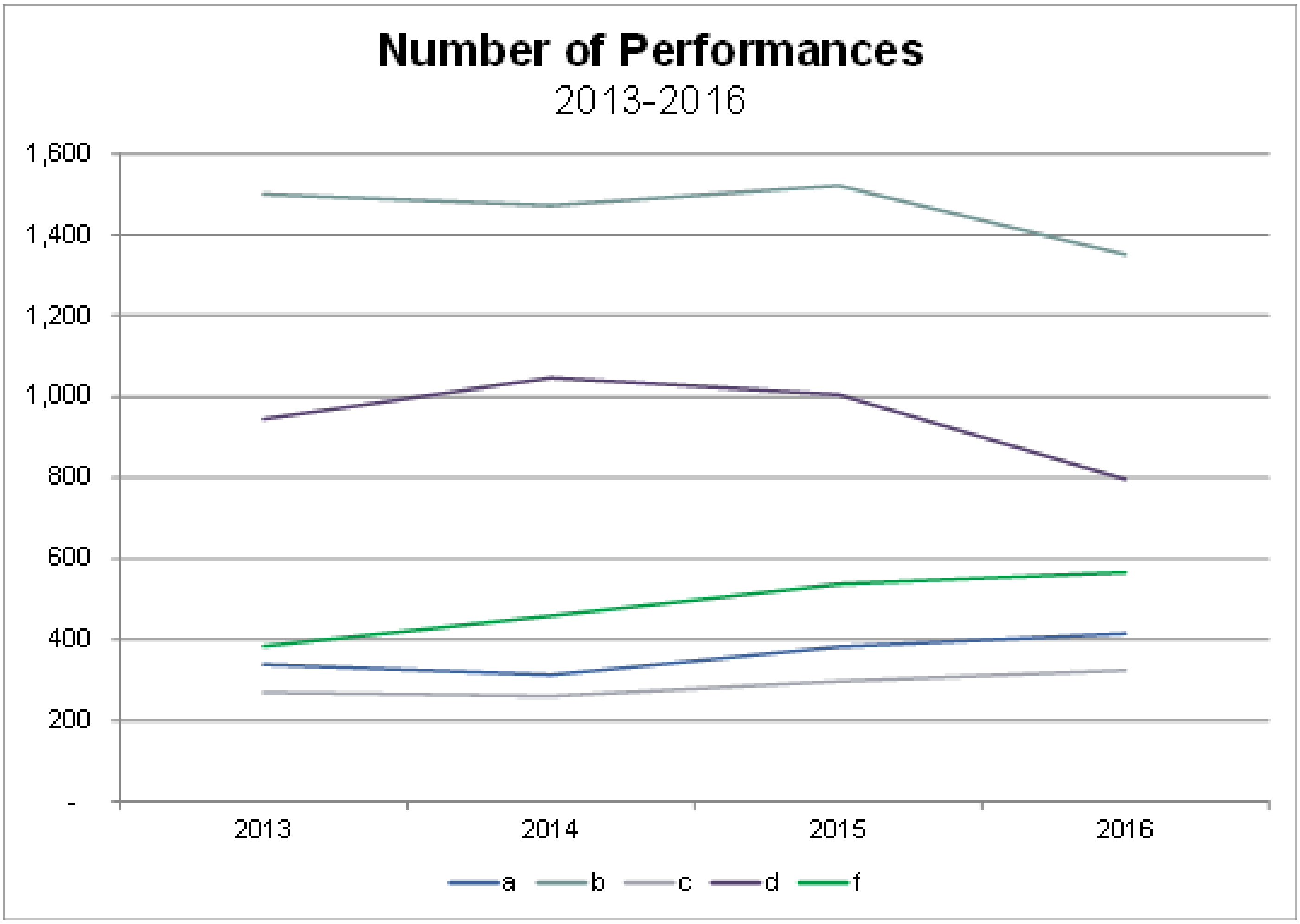
Together they accounted for 94% of total box office income.



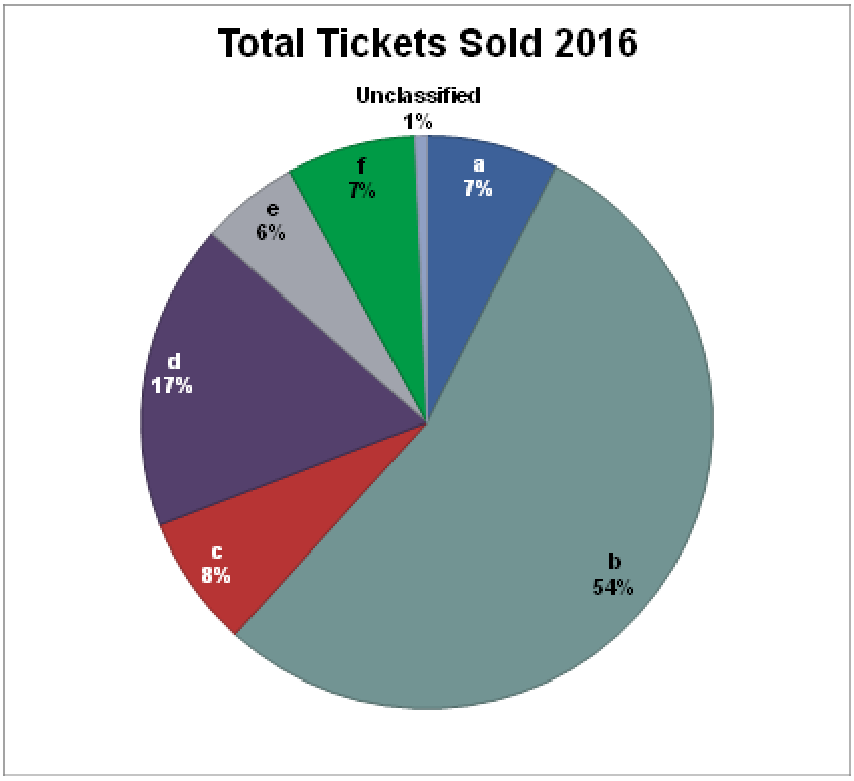


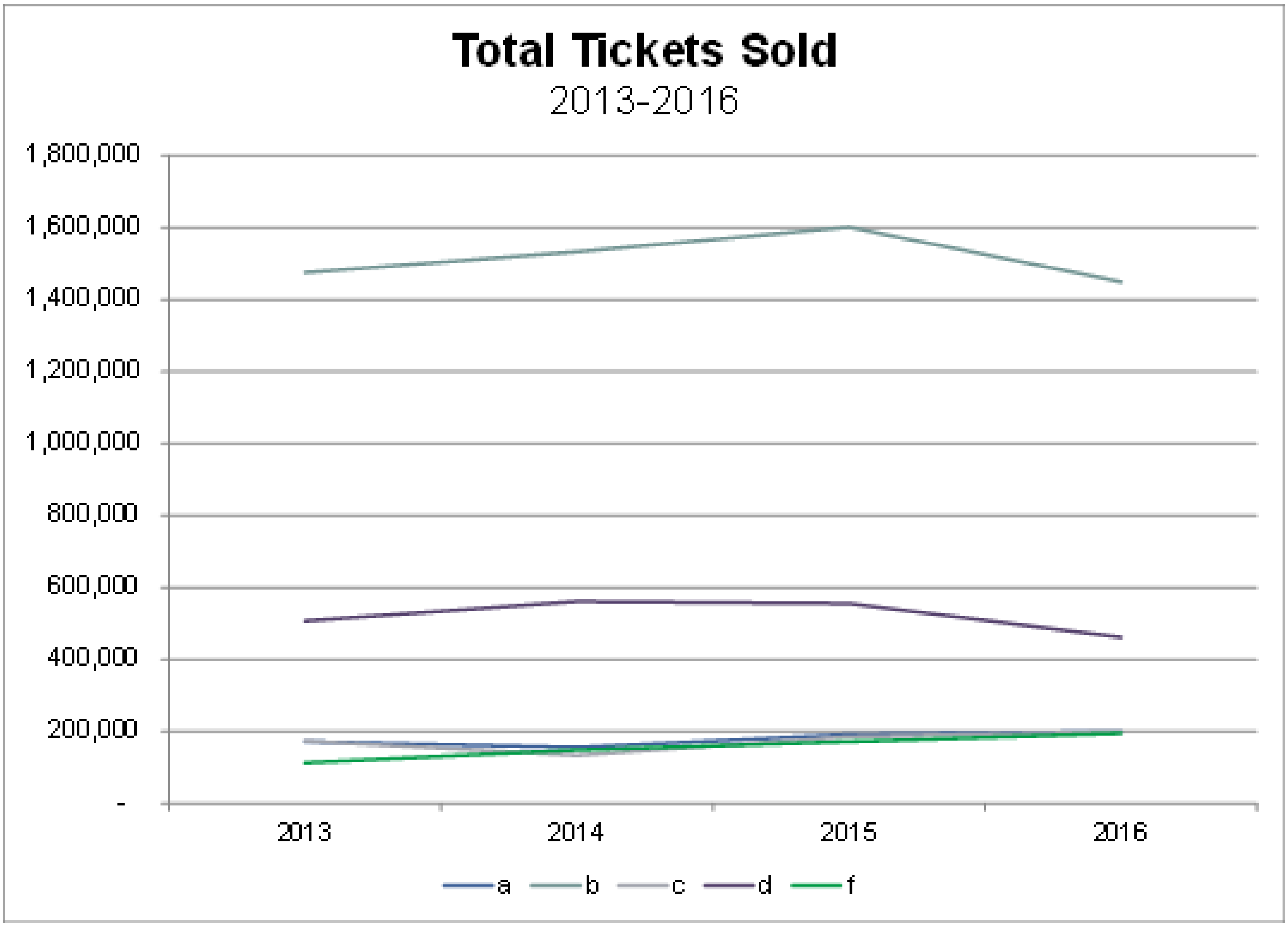
There has been very little change in the number of Pantomime productions across the period, and Principally presenting theatres with a capacity of over 1,000 (b) remain responsible for around a third of these.



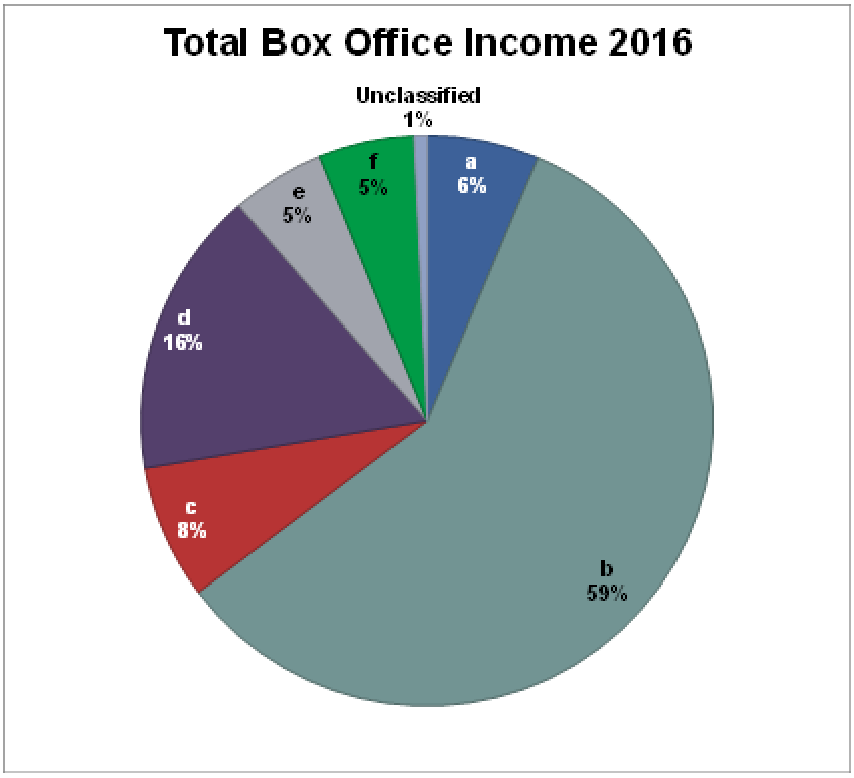


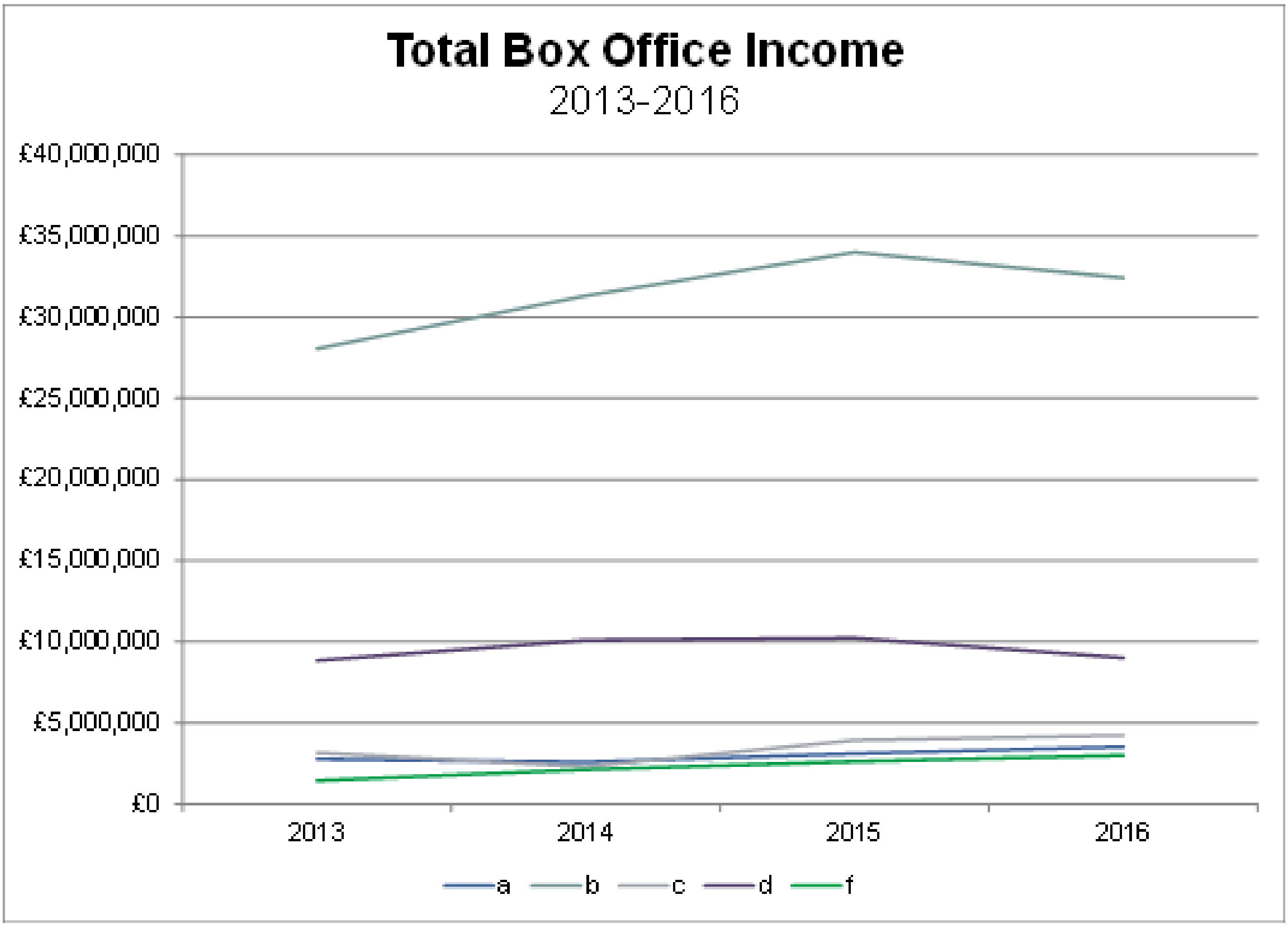
Both Principally presenting theatres with a capacity of over 1,000 (b) and Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) saw a decline in the number of performances by about 200 each. Auditoria of principally presenting theatres with a capacity between 200 and 500 (f), Main Auditoria of larger producing theatres (a) and Concert Halls (c) staged slightly more performances.



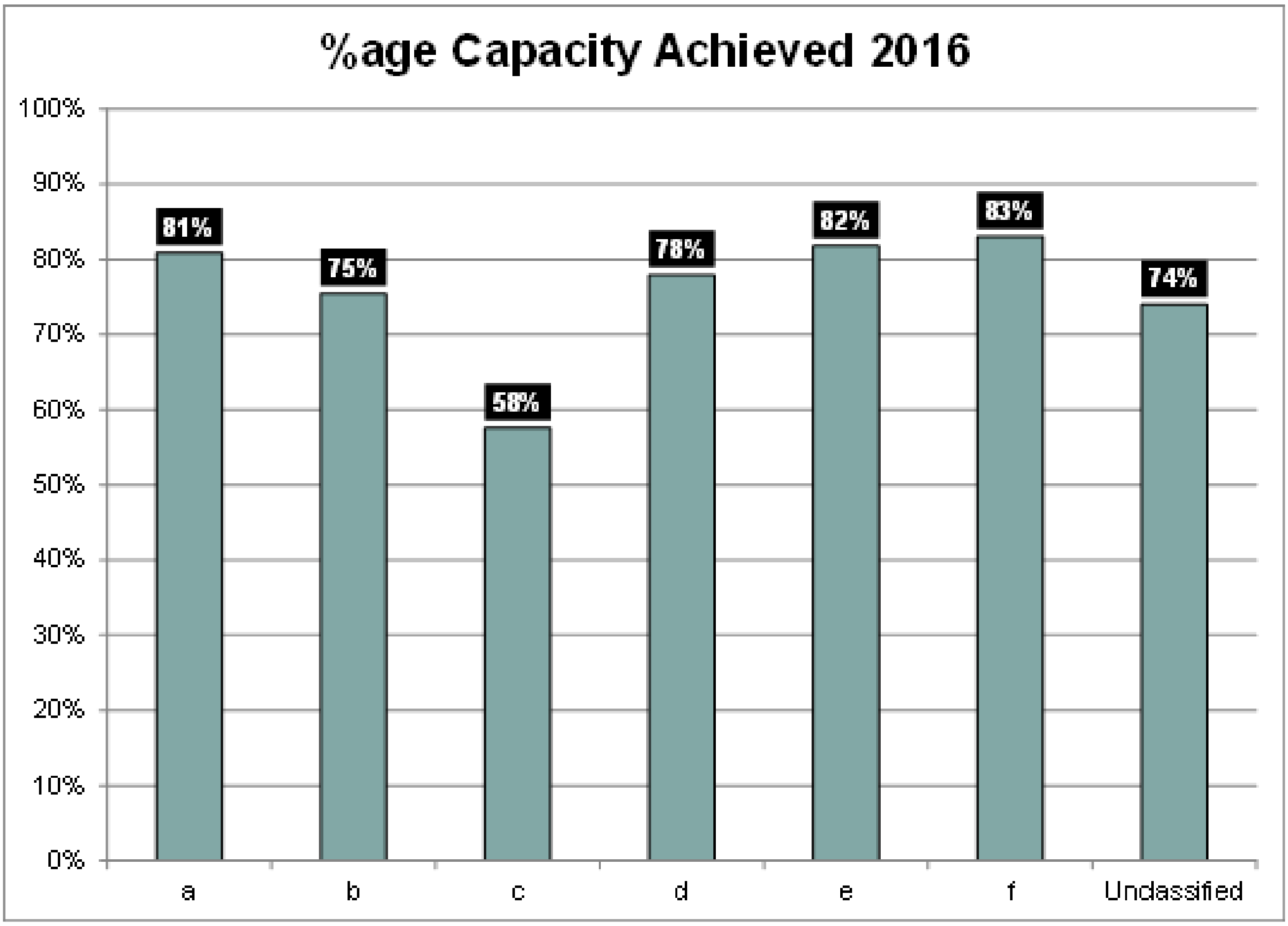


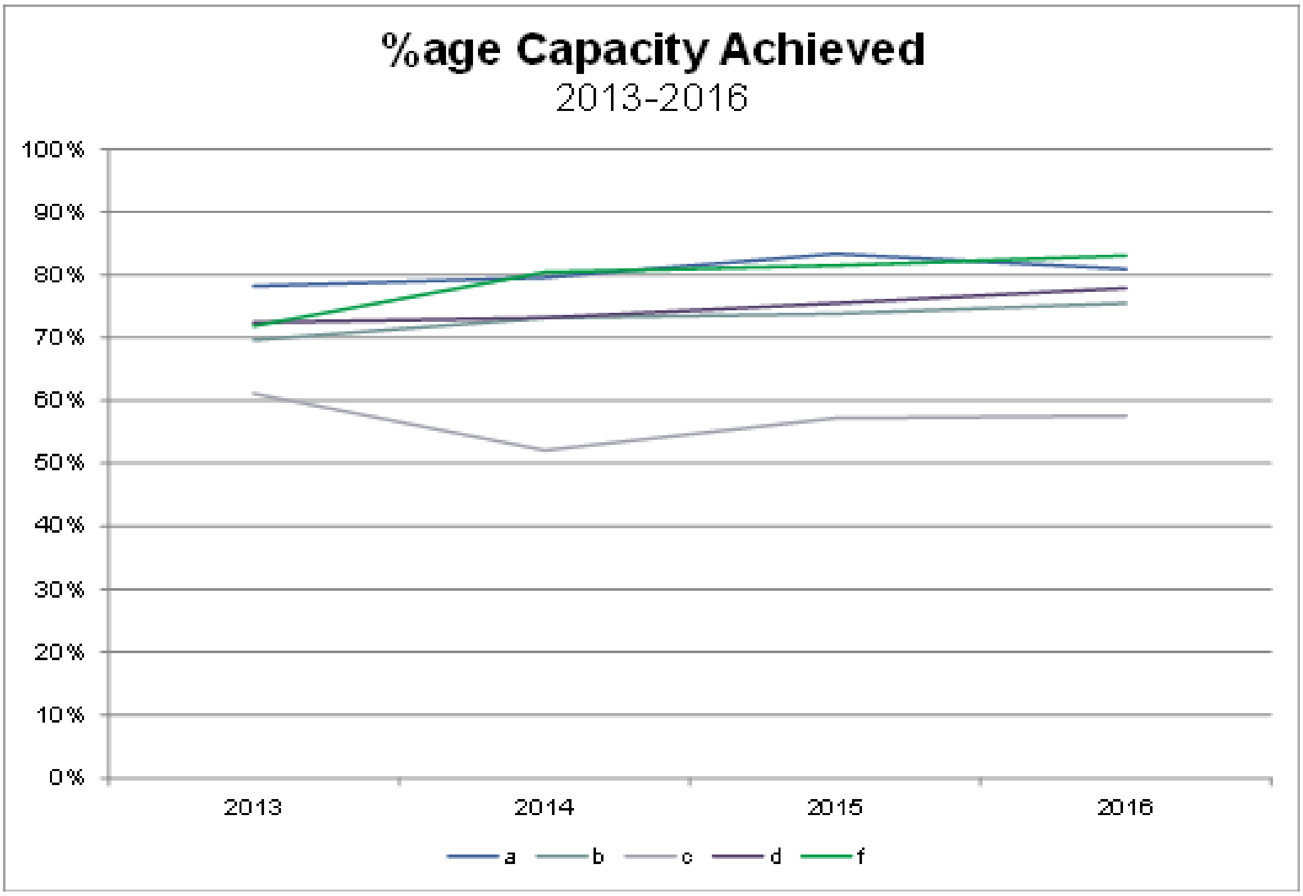
Principally presenting theatres with a capacity of over 1,000 (b) sold almost 200,000 fewer tickets in 2016 compared to 2015. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) also saw a decline in sales this year of around 100,000, while other venue types have seen growth across the period.



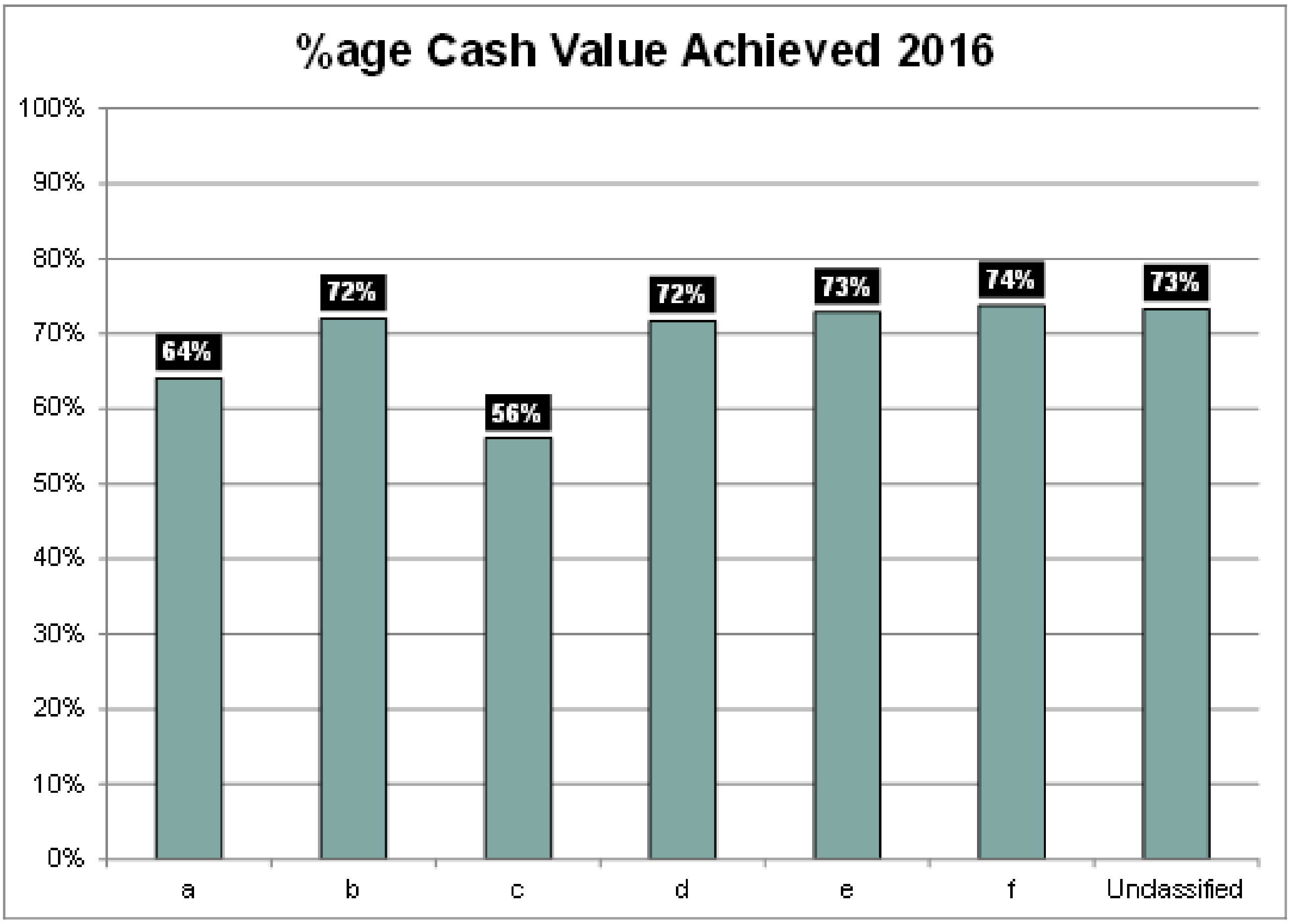


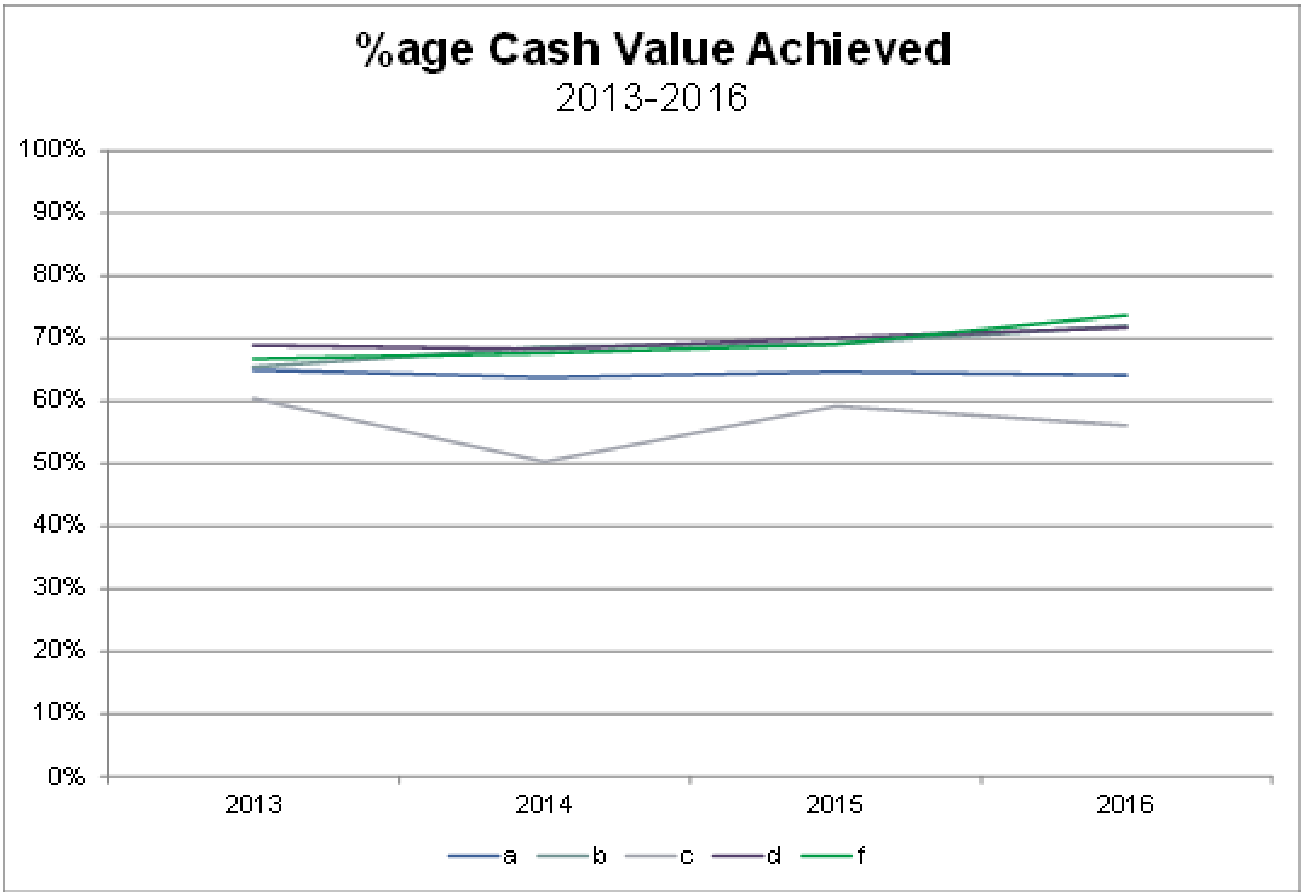
Box Office Income decreased by over £1.7M between 2015 and 2016 for Pantomimes. This is due to the decreased income from both Principally presenting theatres with a capacity of over 1,000 (b) and Auditoria of principally presenting theatres with a capacity between 500-1,000 (d).



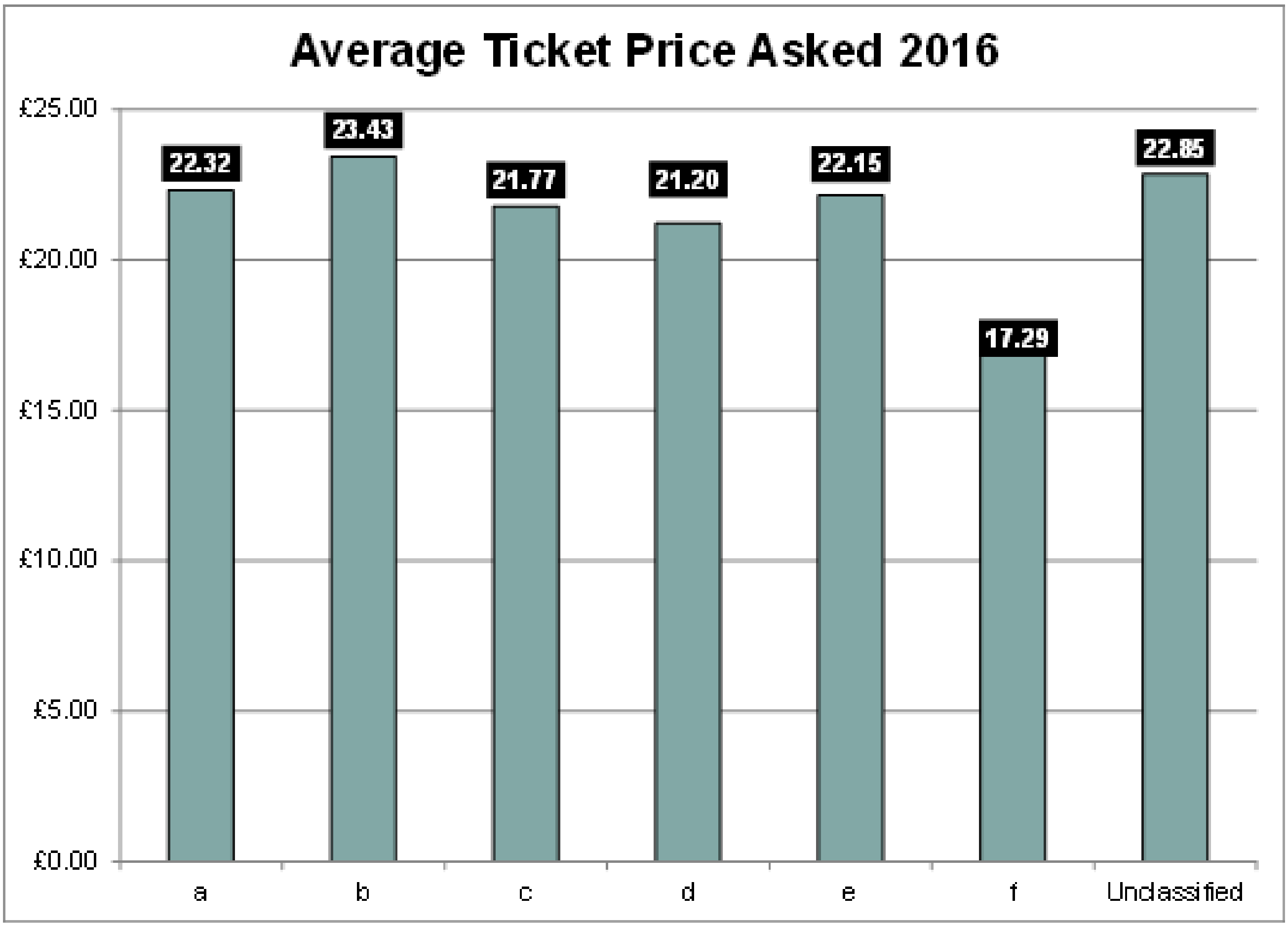


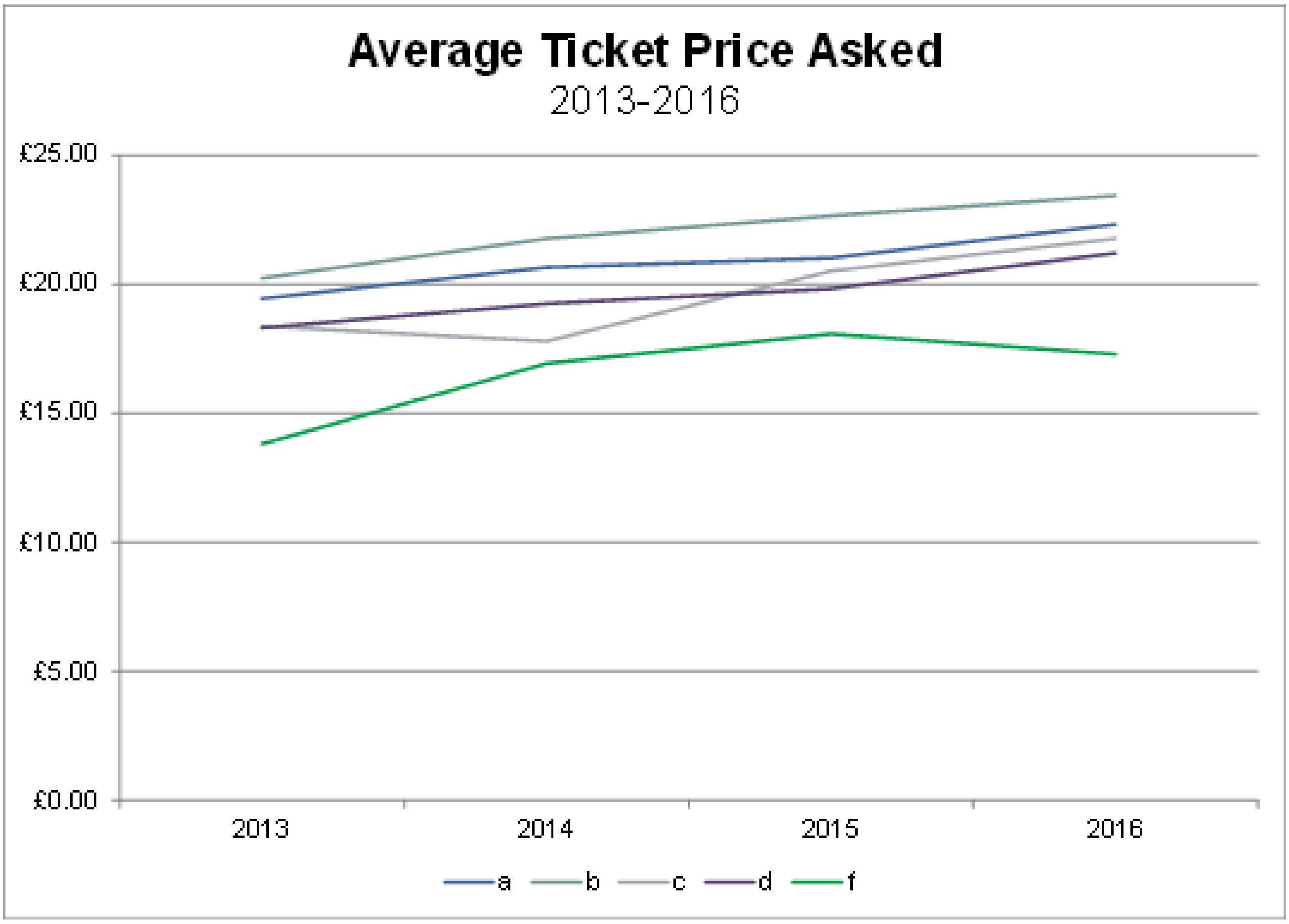
%age Capacity Achieved for Pantomimes was generally over 75%, with the exception of Concert Halls (c) who recorded only 58%, a drop since the beginning of the study.



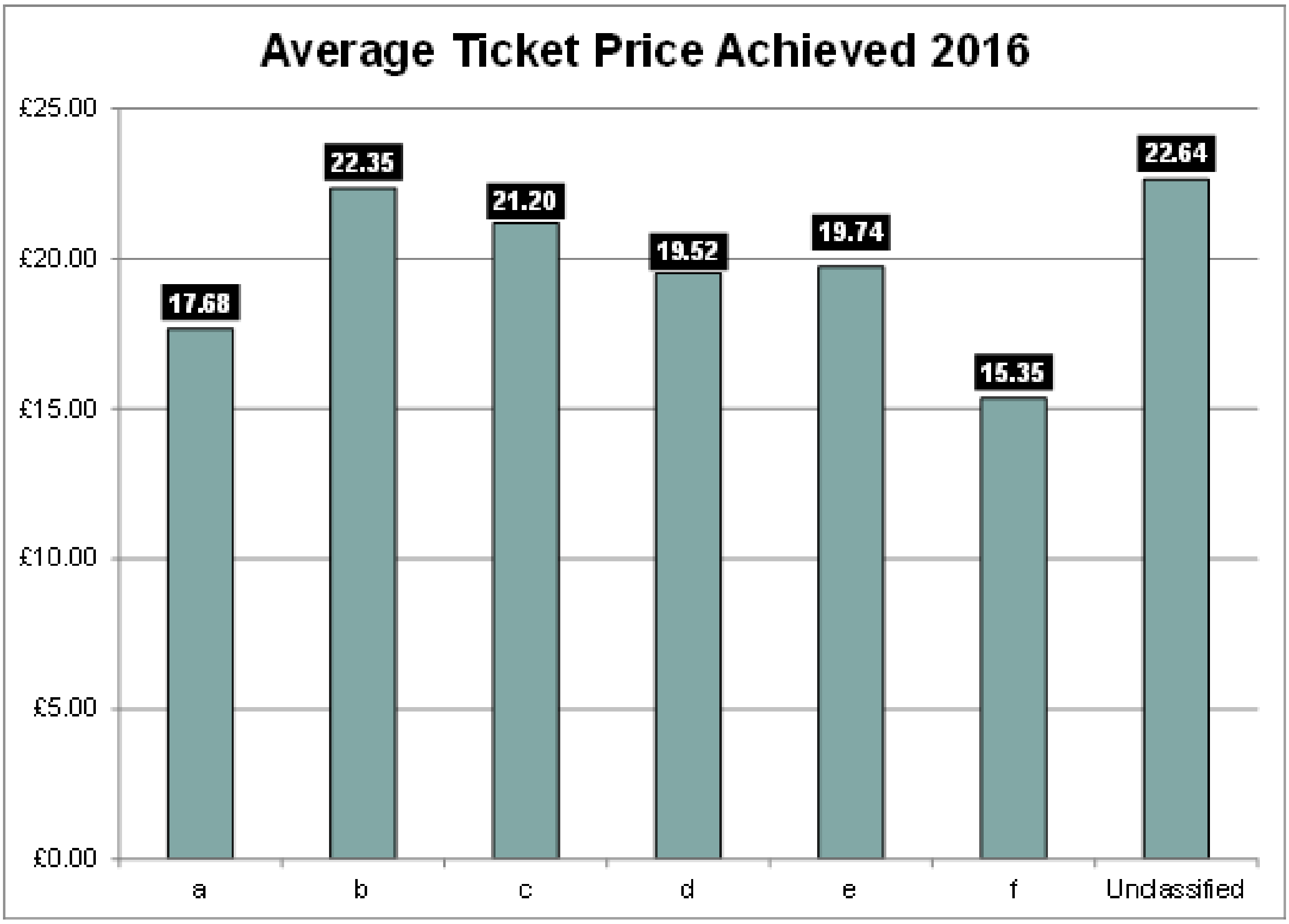


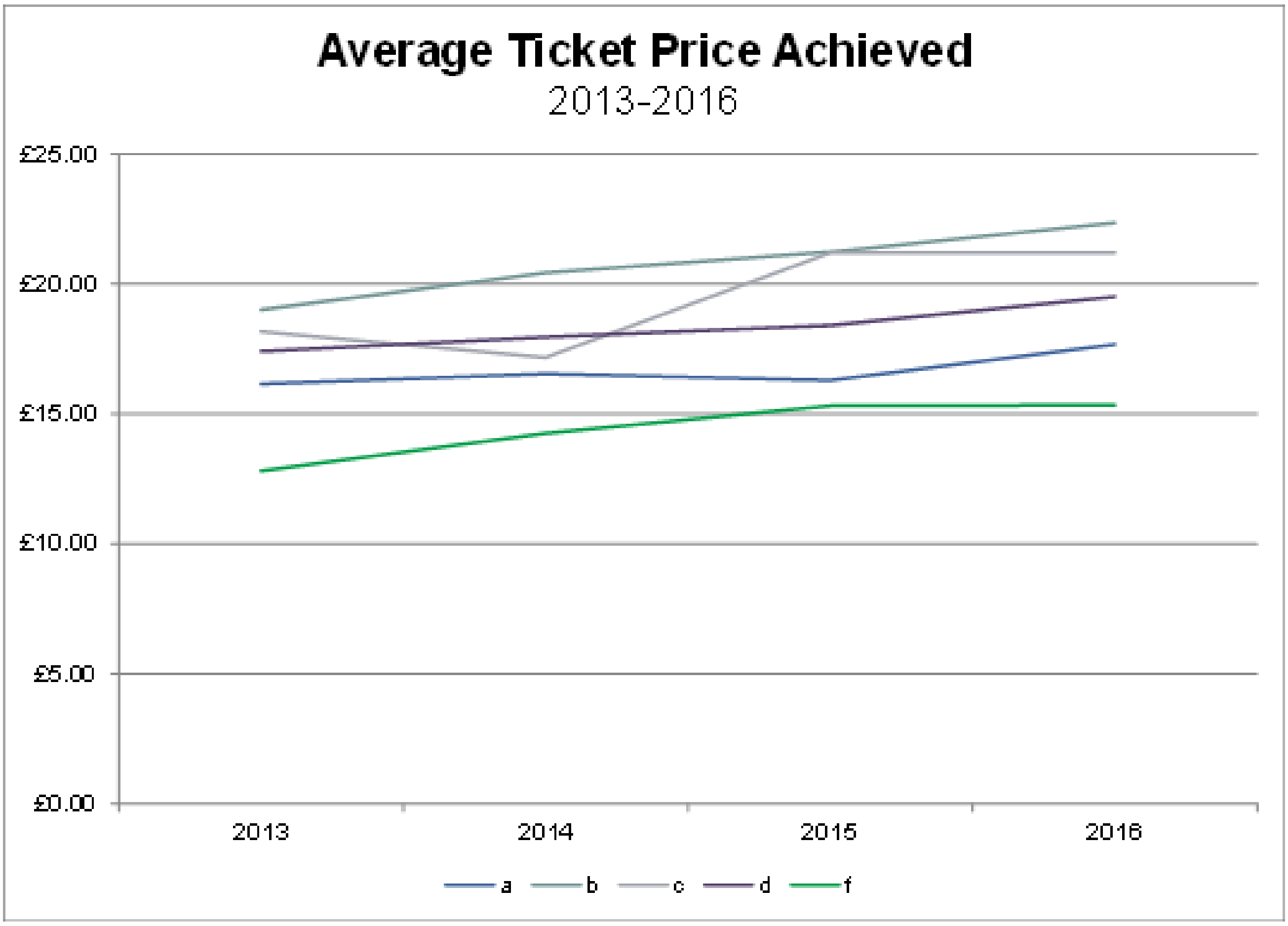
Cash Value was generally around 70% for Pantomimes. Concert Halls (c) is the exception who registered 56% in 2016 after a stronger year in 2015.



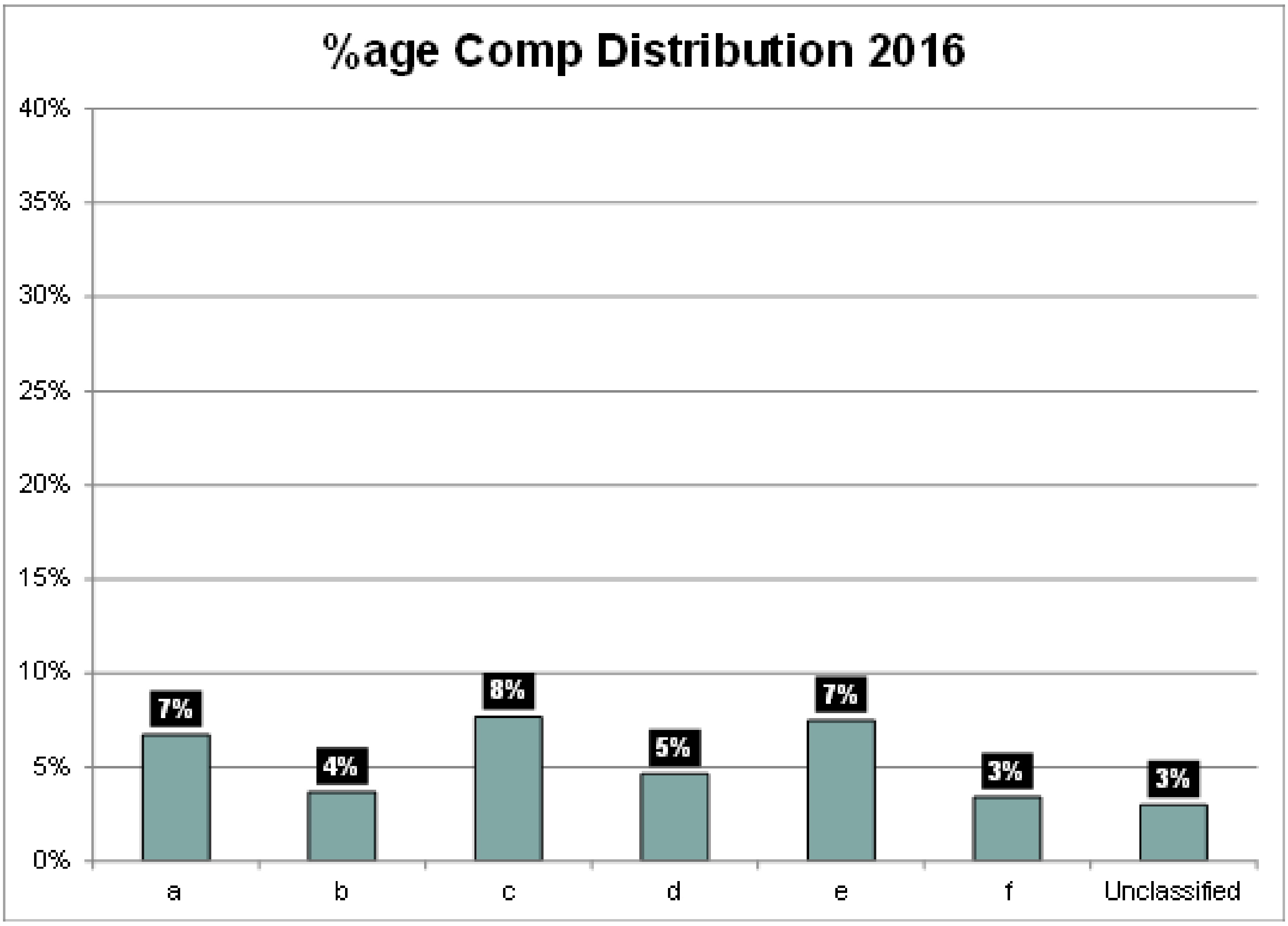


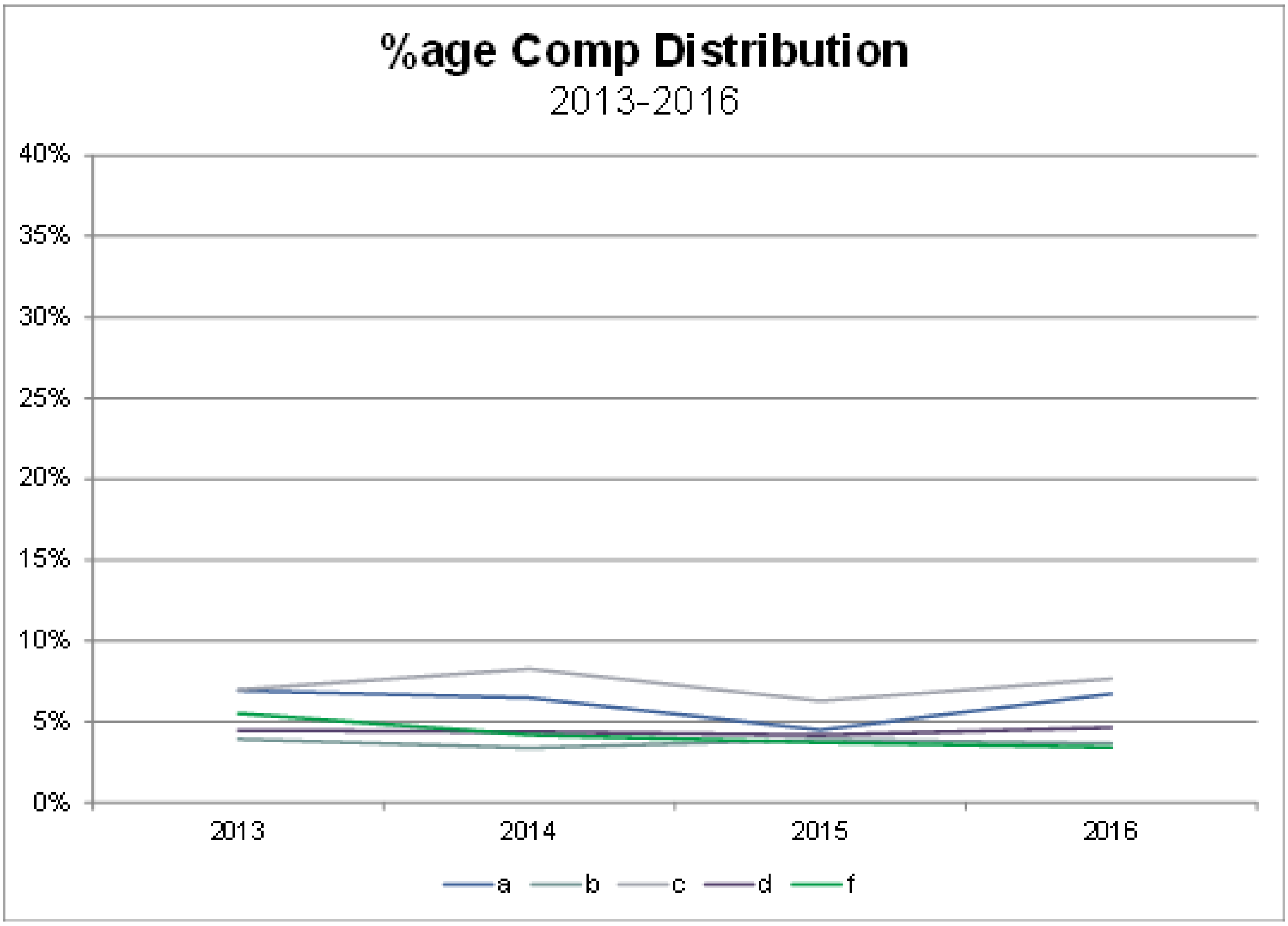
All principal venue types increased their asked ticket price this year to over £20, with the exception of Auditoria of principally presenting theatres with a capacity between 200 and 500 (f) where there was a slight fall.





In 2016 there was an increase in the ticket price paid compared to 2015, and a trend of growth over the whole period. Both Principally presenting theatres with a capacity of over 1,000 (b) and Concert Halls (c) now achieve over £20 per ticket on average.





Comp distribution for Pantomimes remained fairly low, with only Main Auditoria of larger producing theatres (a) and Concert Halls (c) distributing noticeably more free seats.