Variety

- There has been a fall of 15% %age capacity achieved from 2015 to 2016.
- There has been a corresponding fall of 21% cash value achieved.
- Box Office income fell by almost £140,000 in the same period.

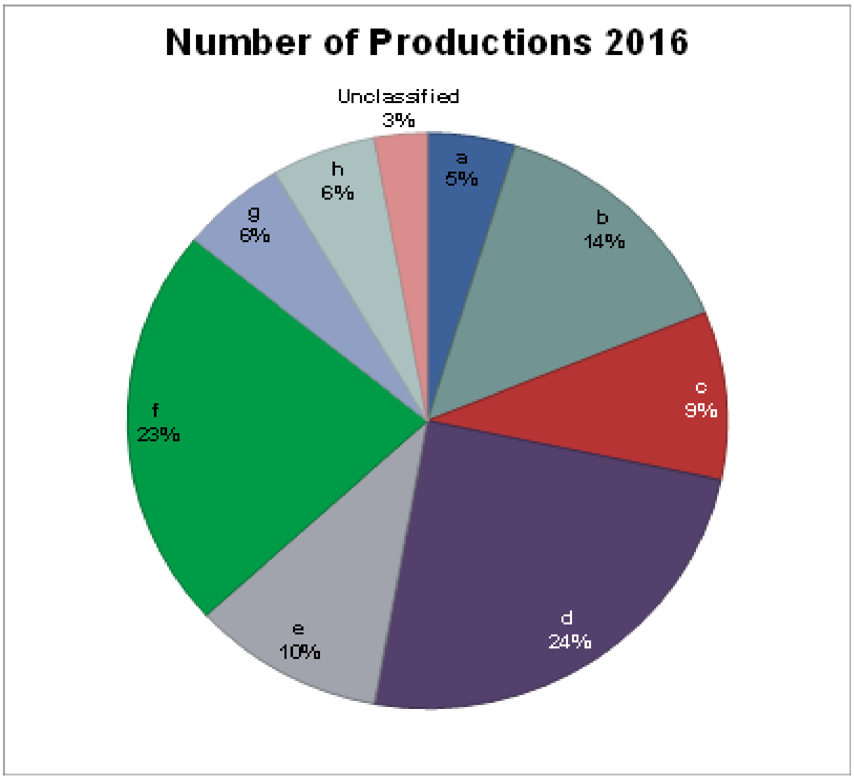
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	1,524	14,767	3,876,188	£74,353,782	51%	48%	£20.16	£19.18
2014	1,660	15,402	4,125,158	£84,591,067	52%	50%	£21.29	£20.51
2015	1,475	14,362	4,259,520	£88,373,191	55%	52%	£21.87	£20.75
2016	1,518	13,575	3,729,400	£78,078,446	55%	52%	£22.33	£20.94
Change 2013-16	-6	-1,192	-146,788	+£3,724,664	+4.29%	+3.32%	+£2.17	+£1.75
Change 2015-16	+43	-787	-530,120	-£10,294,745	+0.40%	-0.22%	+£0.46	+£0.19

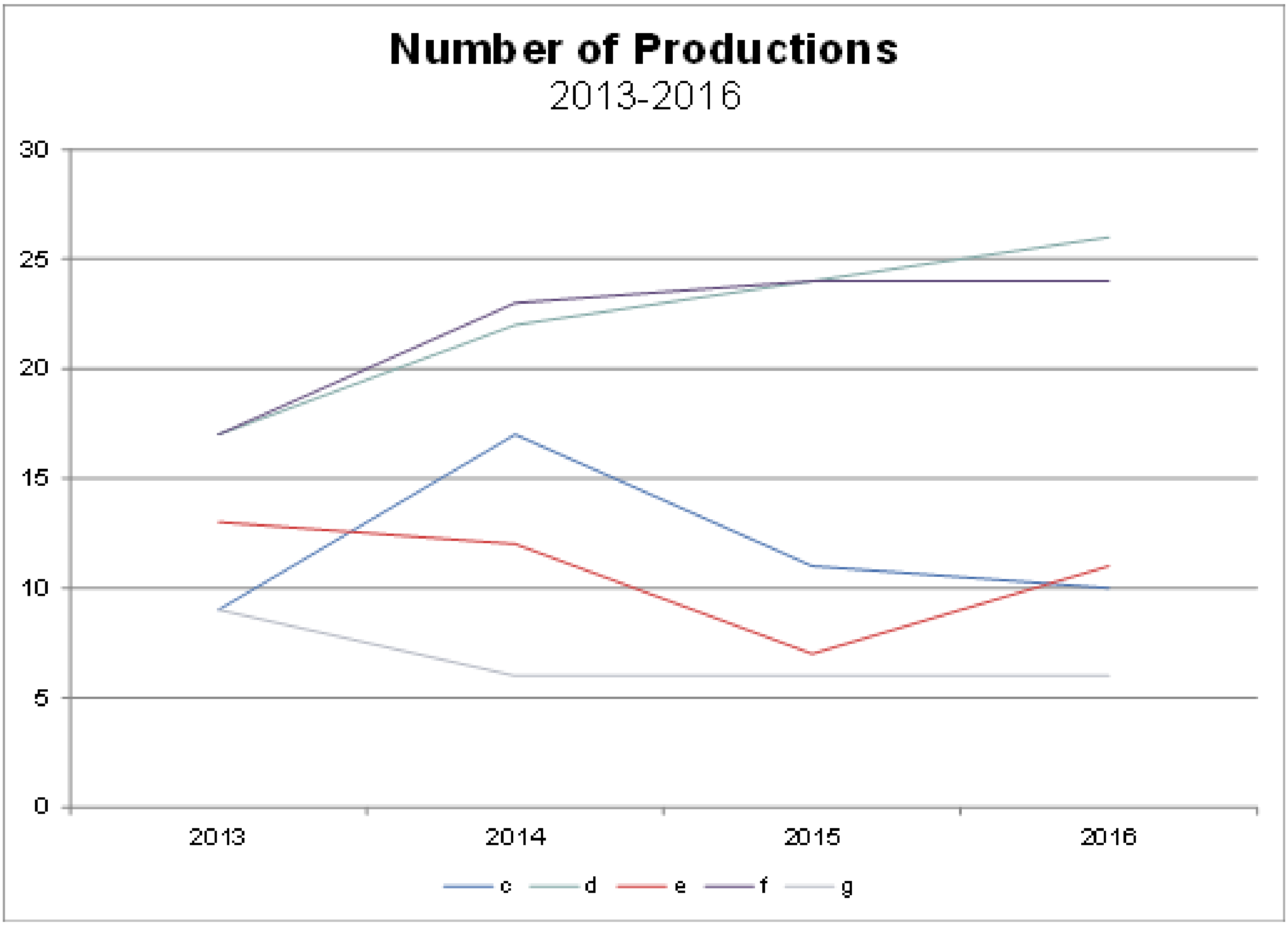
Though more tickets were sold in 2016, for a greater number of performances, Total Box Office Income dropped by £138,000 compared to 2015. A lower Average Ticket Price Achieved likely contributed to the reduced income.

The five most financially important venues for Variety were

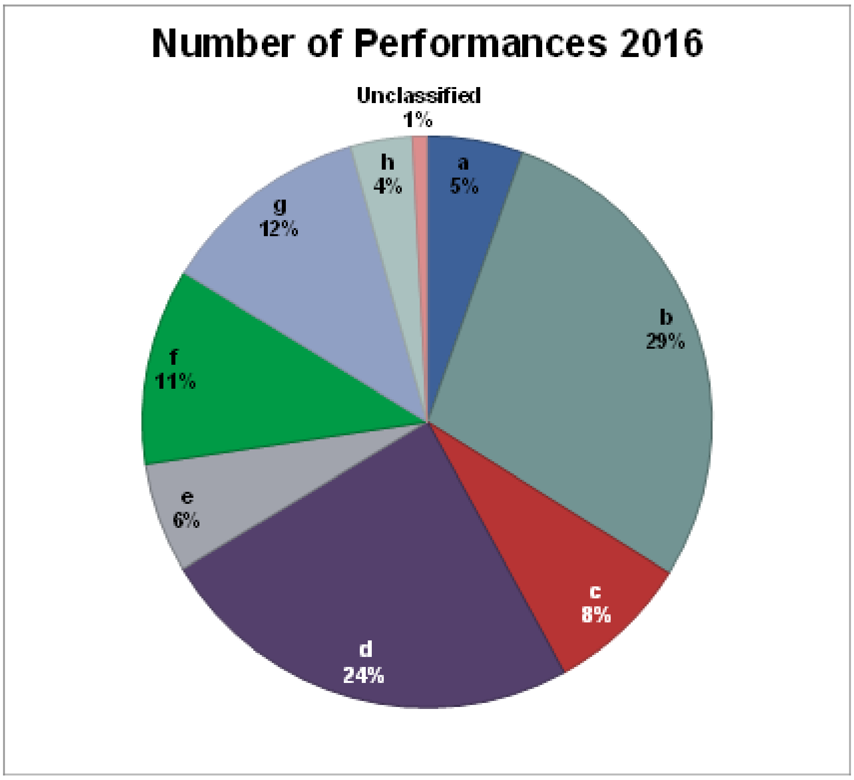
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
3. Concert Halls (c)
4. Auditoria of principally presenting theatres with a capacity between 200 and 500 (f)
5. Main Auditoria of principally producing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

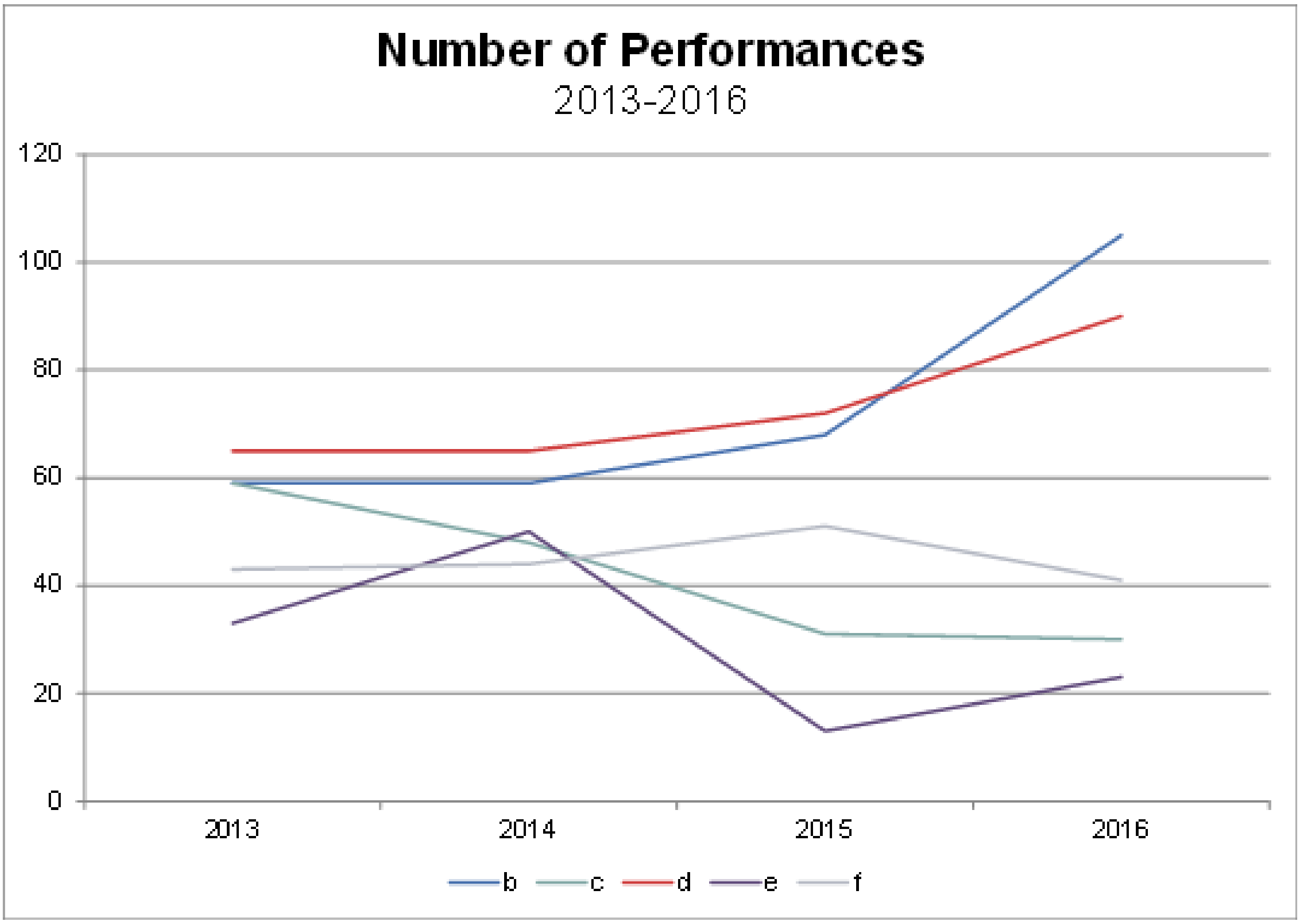
Together they accounted for 96% of total box office income.



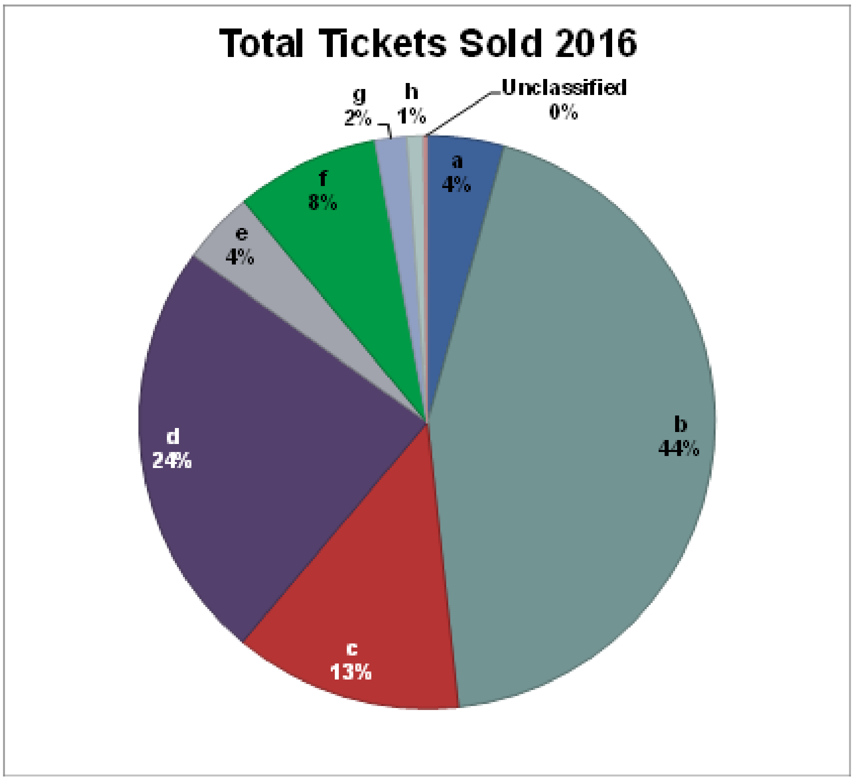


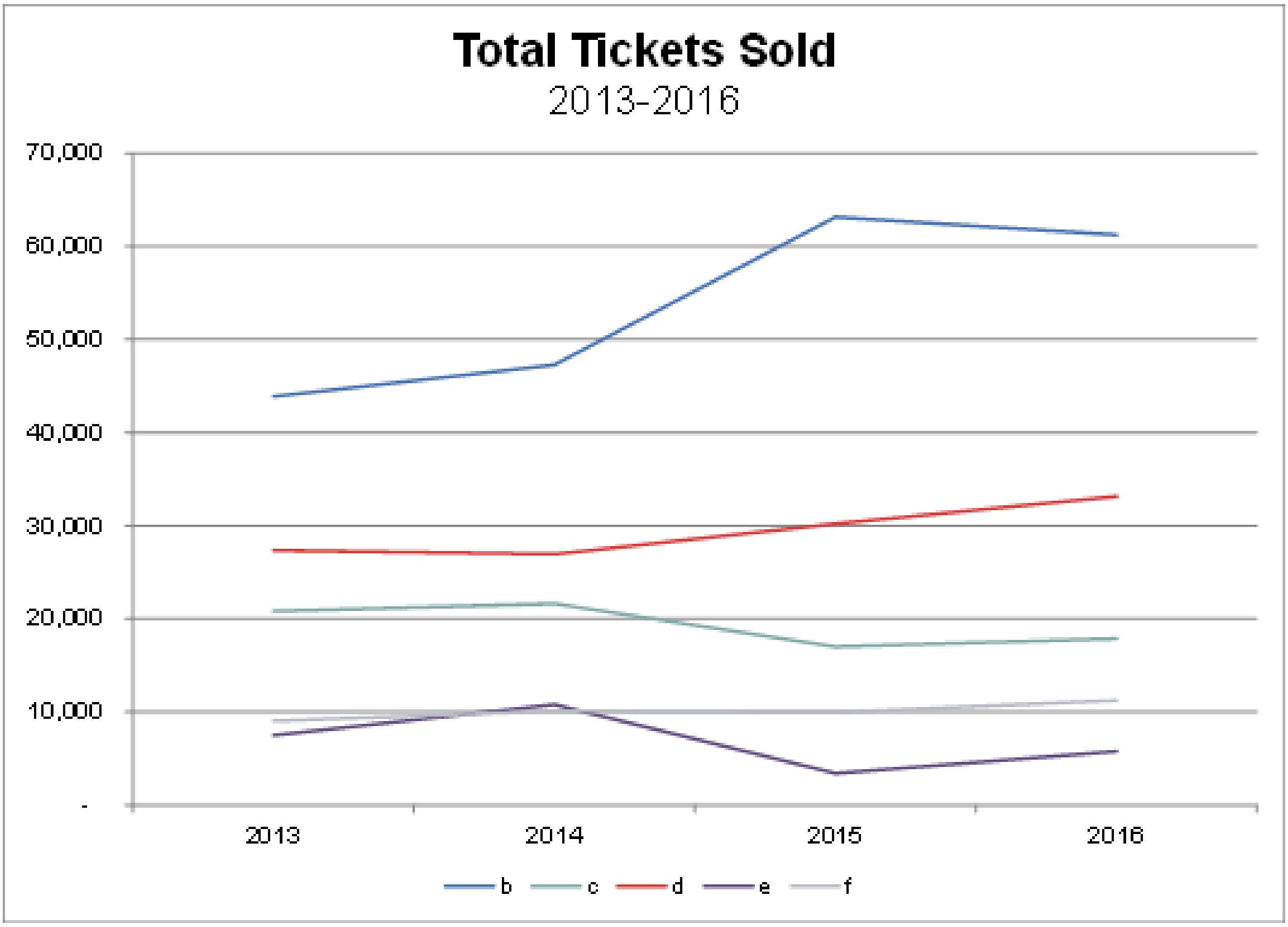
Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) and Auditoria of principally presenting theatres with a capacity between 200 and 500 (f) accounted for almost 50% of Variety productions in 2016. Main Auditoria of principally producing theatres with capacity over 160 (e) was the only other venue type to stage more Variety productions in 2016 than the previous year.



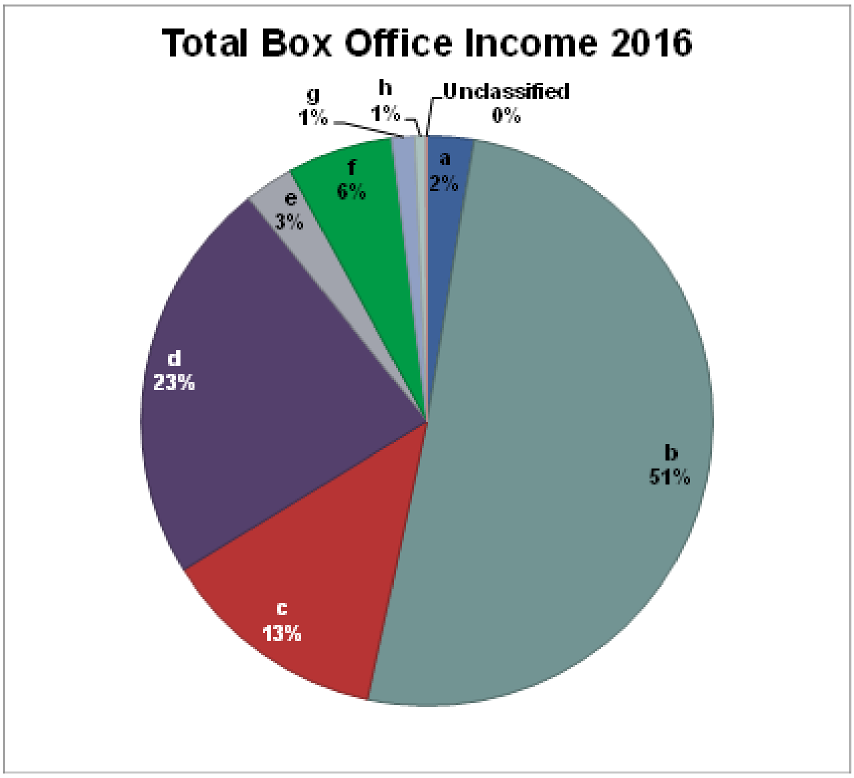


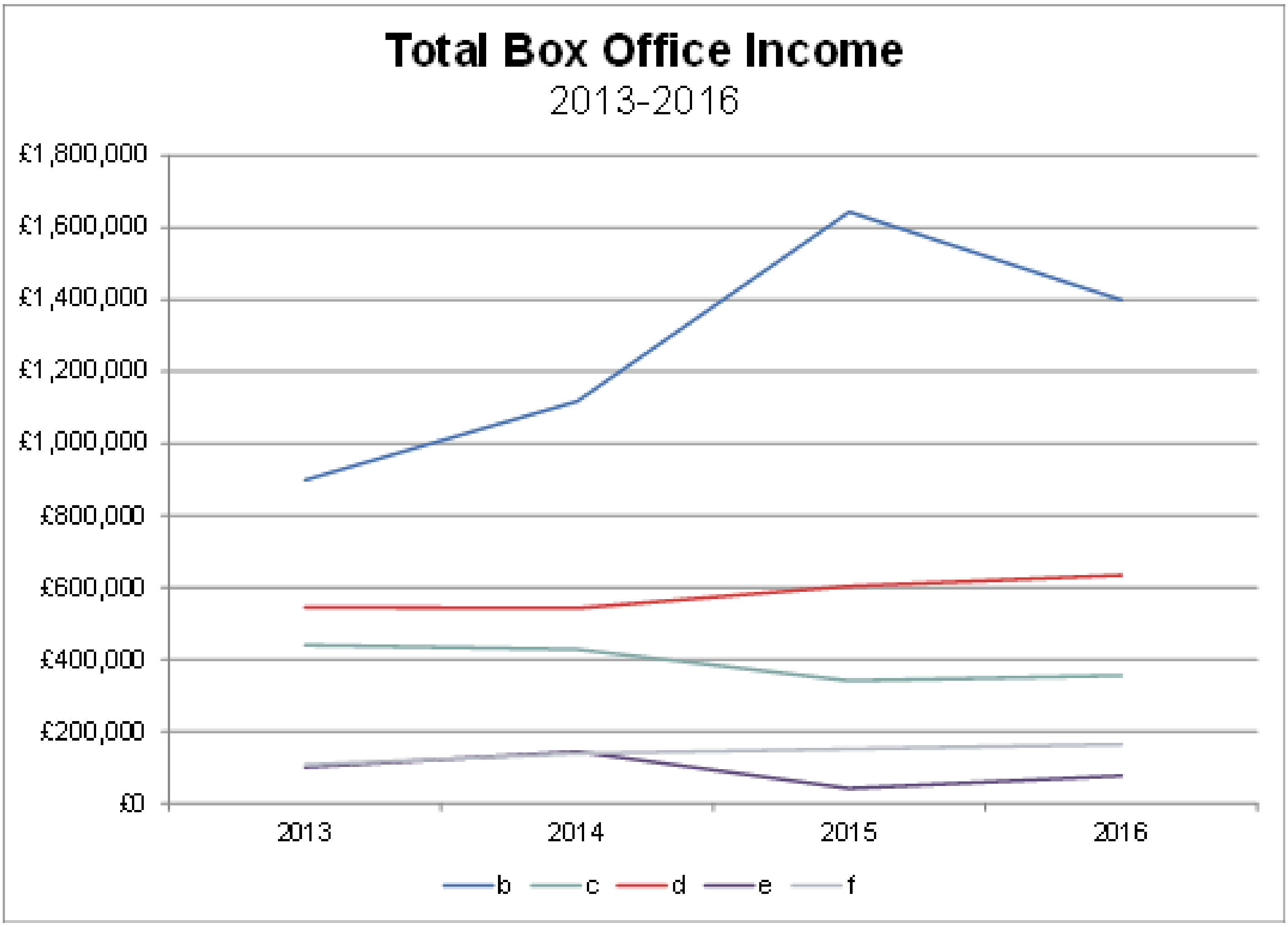
Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) and Principally presenting theatres with a capacity of over 1,000 (b) grew their number of Variety performances by approximately 20 and 40 respectively, to give them a combined share of 53% of total Variety performances.



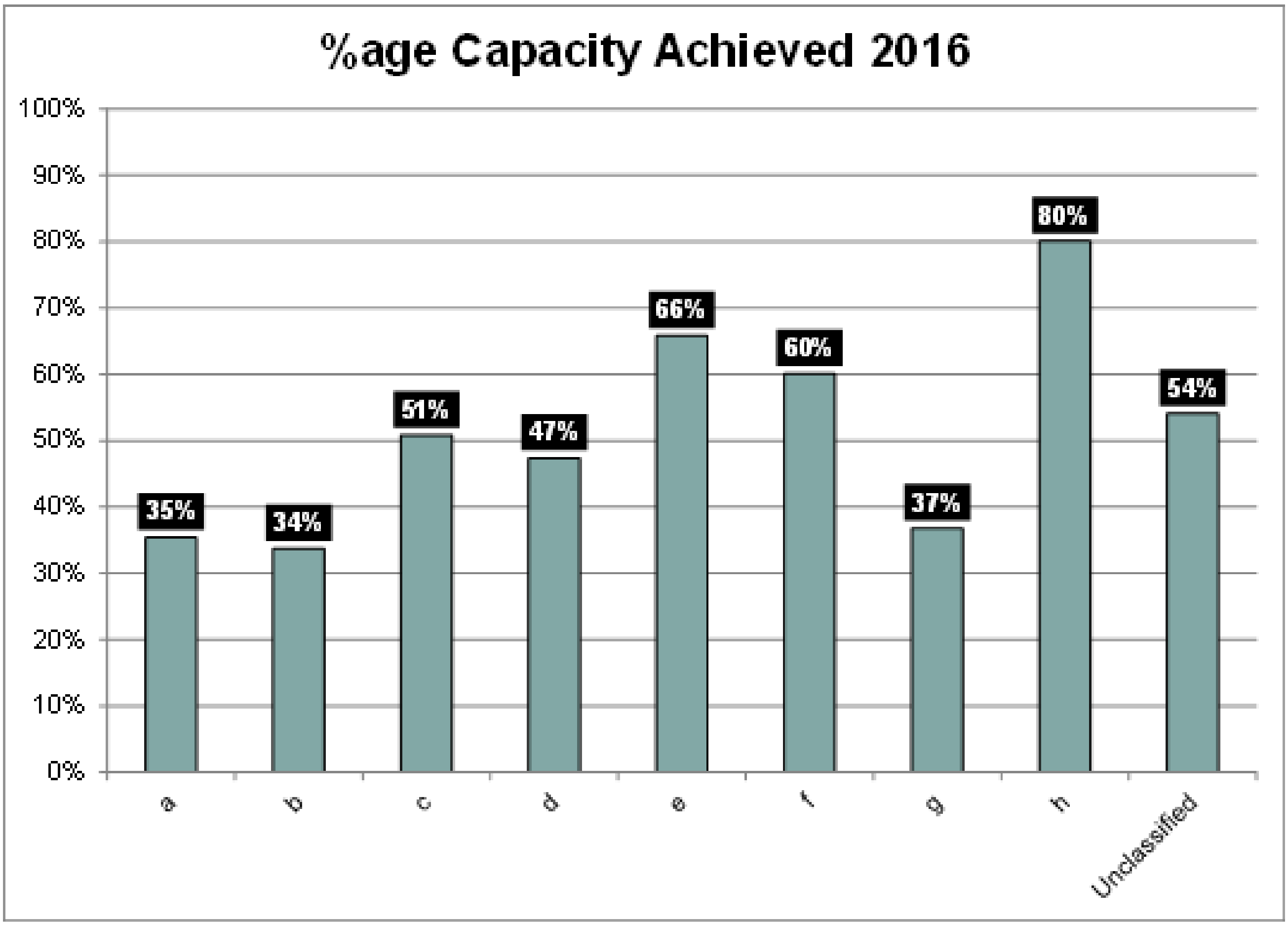


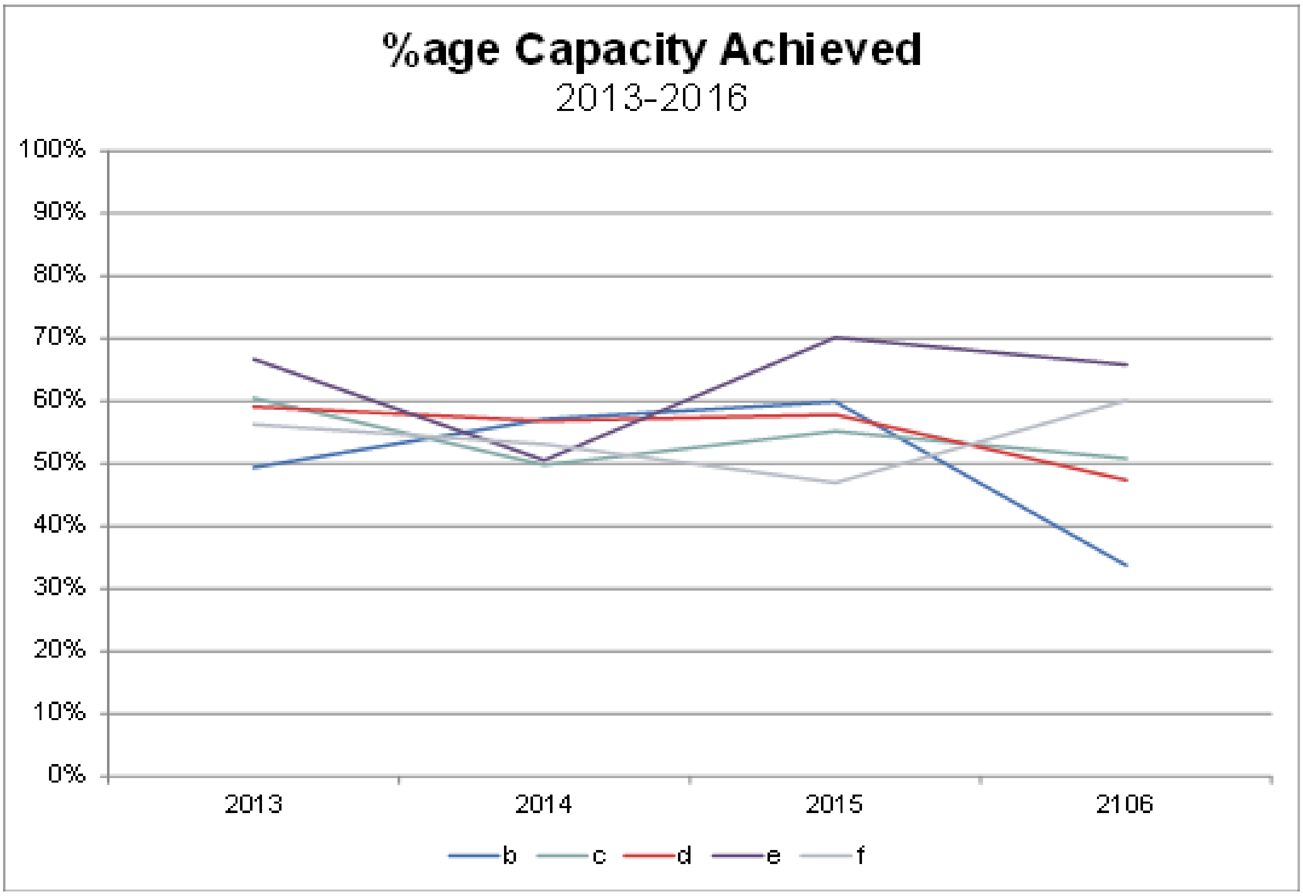
Overall there was slight growth in Total Tickets Sold this year, despite Principally presenting theatres with a capacity of over 1,000 (b) selling slightly fewer compared to 2015.



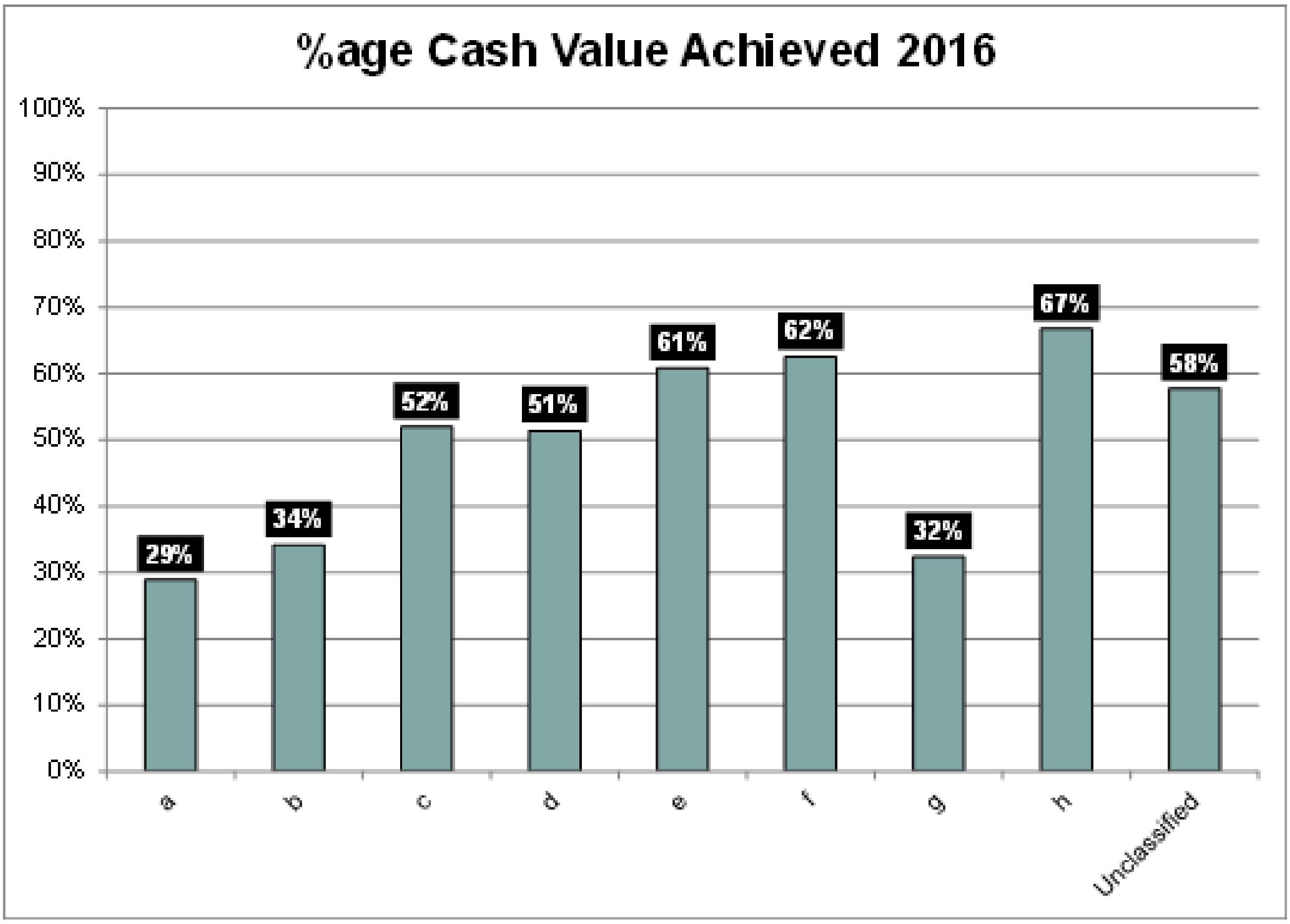


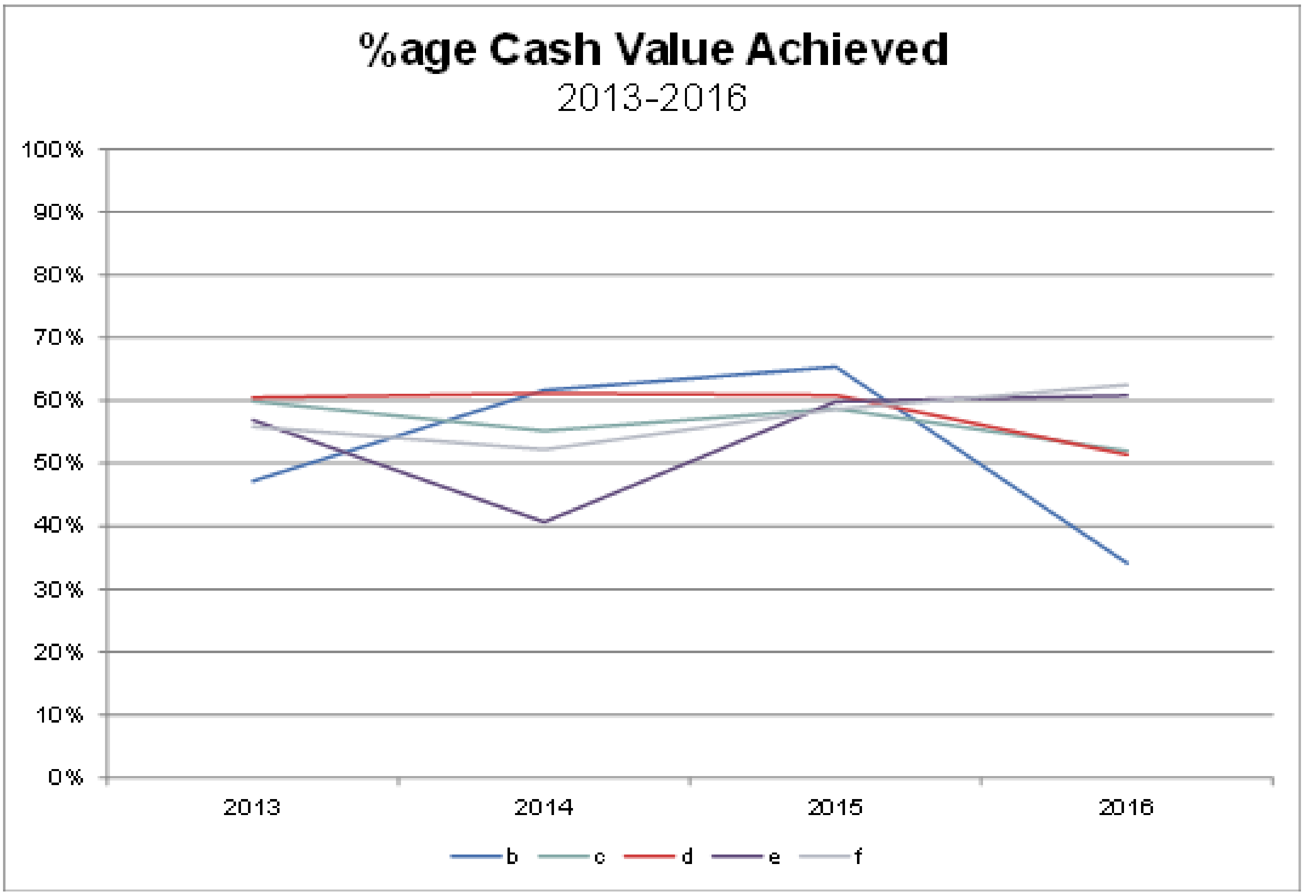
A slight increase in Total Box Office Income compared to 2015 for Auditoria of principally presenting theatres with a capacity between 500-1,000 (d), Concert Halls (c), Auditoria of principally presenting theatres with a capacity between 200 and 500 (f) and Main Auditoria of principally producing theatres with capacity over 160 (e), could not make up for the decreased income of Principally presenting theatres with a capacity of over 1,000 (b) which fell by around £250,000.



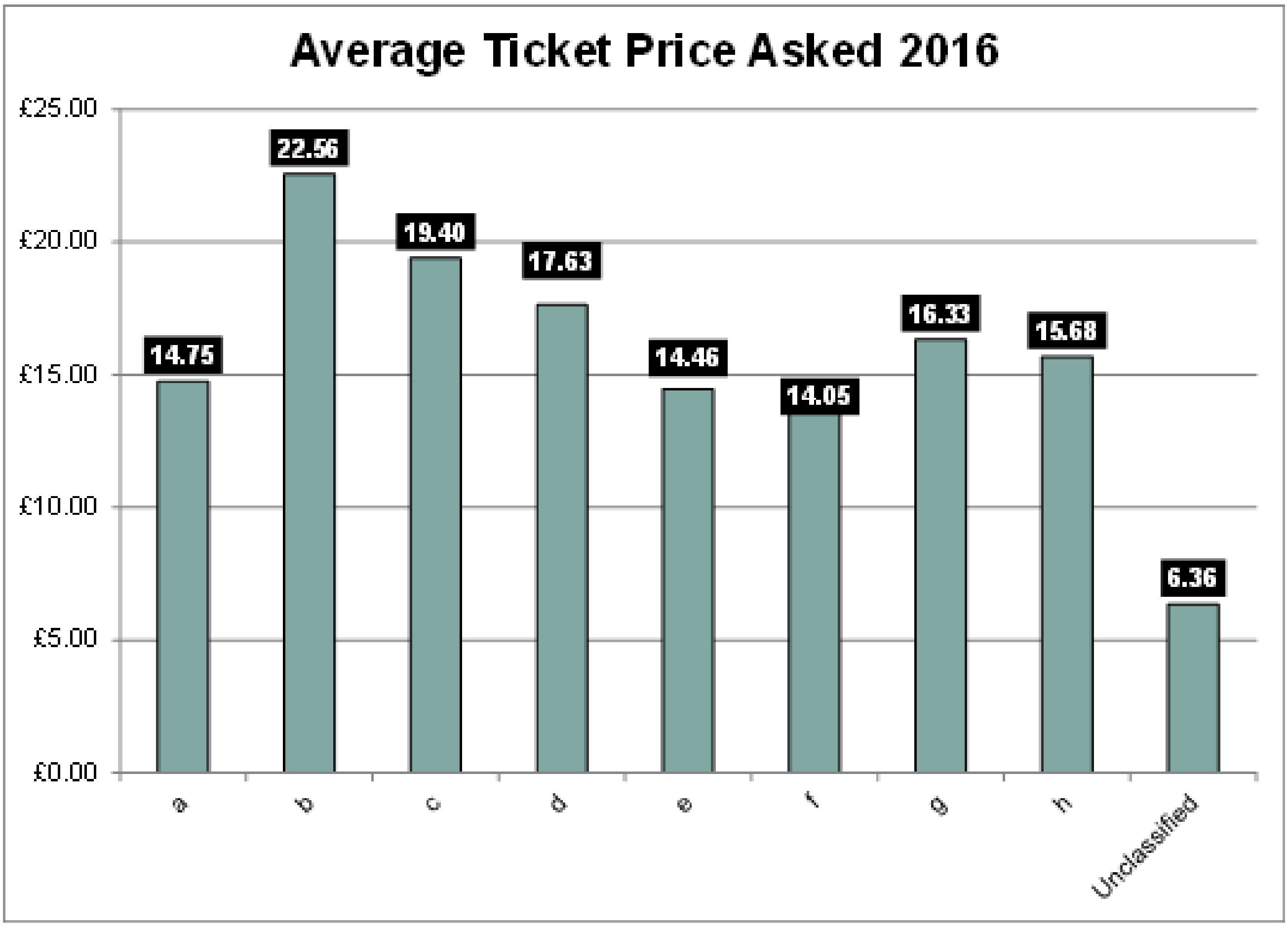


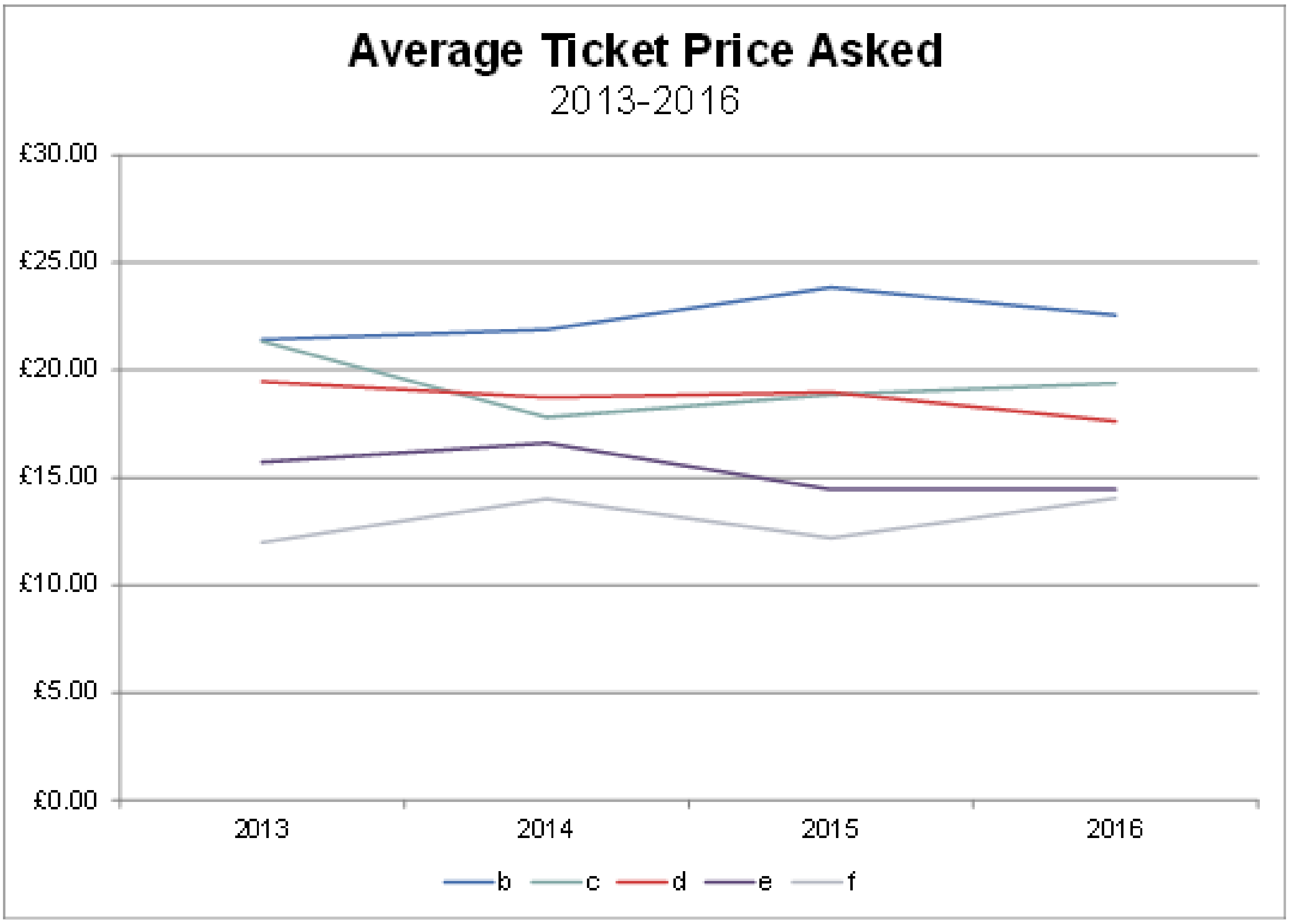
%age Capacity Achieved for Principally presenting theatres with a capacity of over 1,000 (b) fell by over 25% between 2015 and 2016, whereas Auditoria of principally presenting theatres with a capacity between 200 and 500 (f) saw growth of around 12% Capacity Achieved.



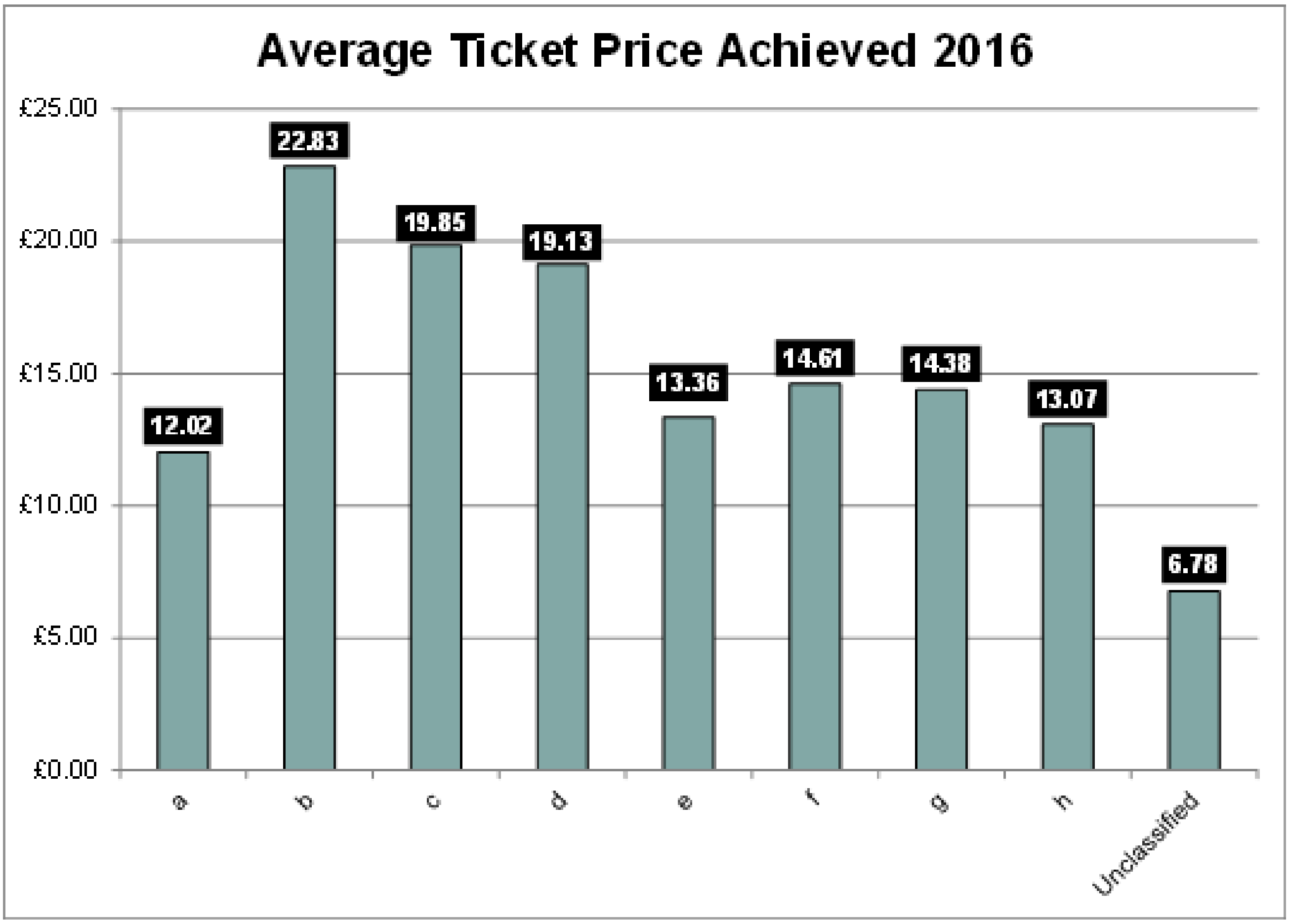


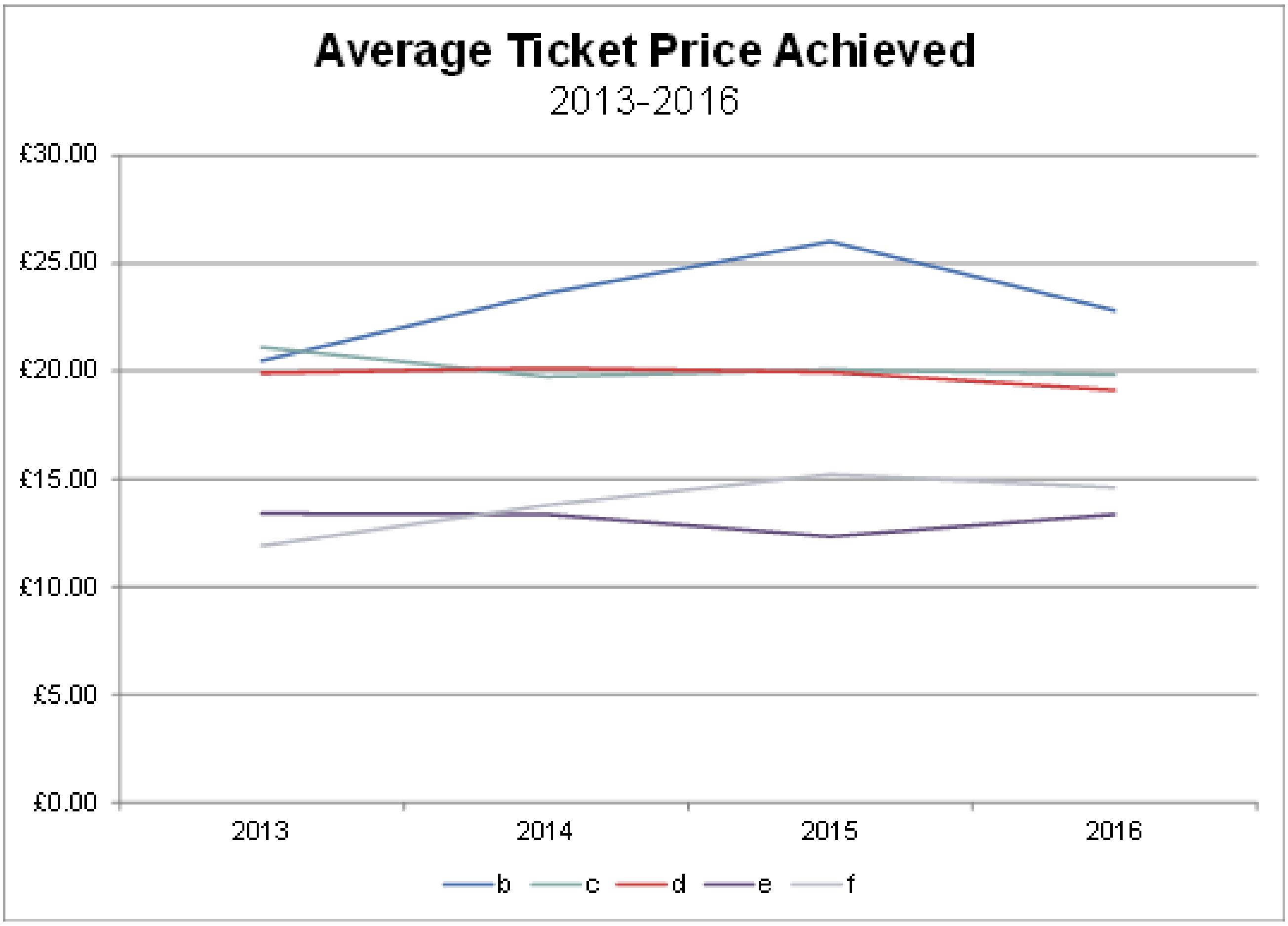
From achieving the highest %age Cash Value of all venue types in 2014 and 2015, Principally presenting theatres with a capacity of over 1,000 (b) achieved one of the lowest %age Cash values in 2016. Other venue types generally achieved above 50% Cash value.



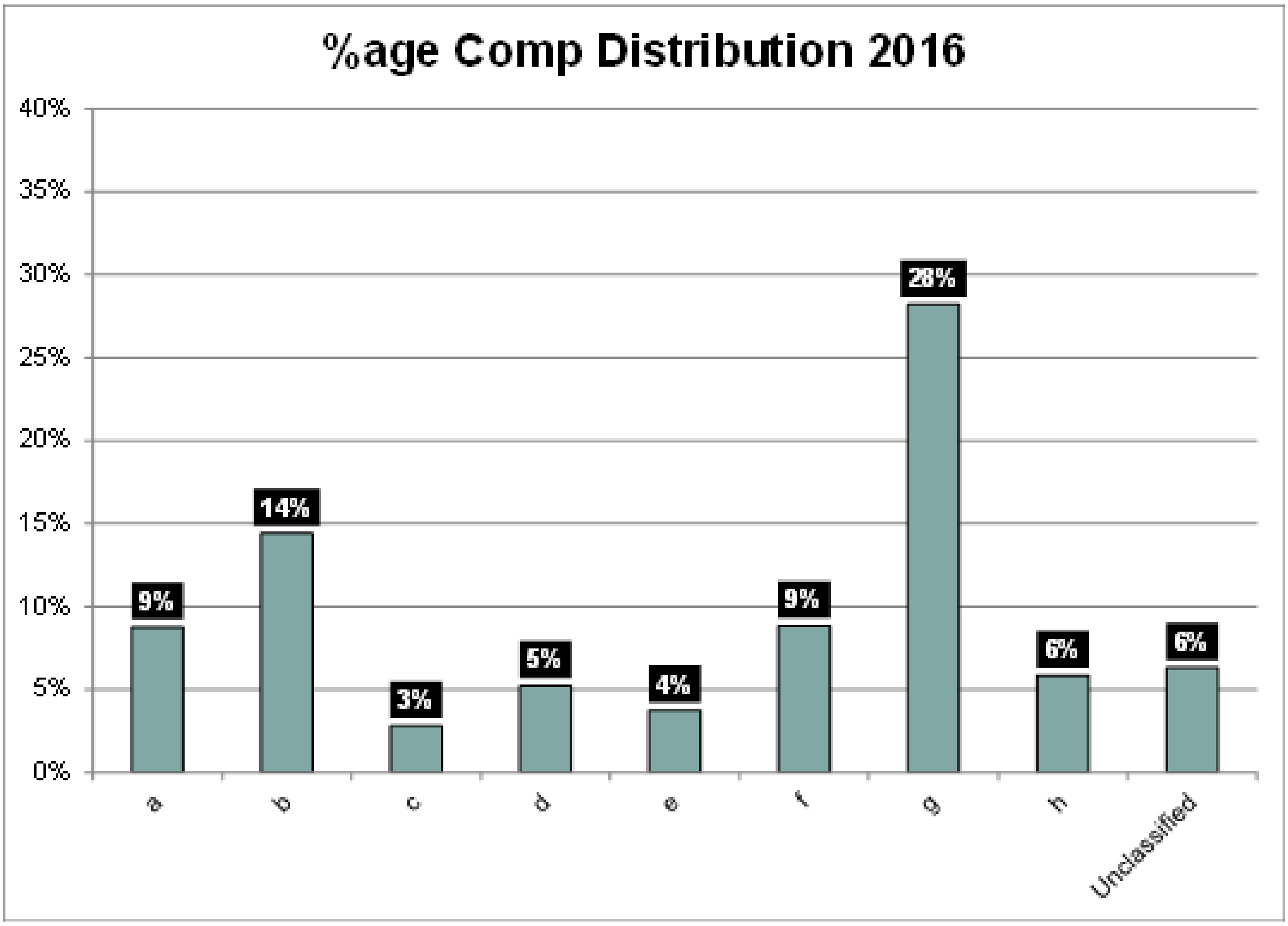


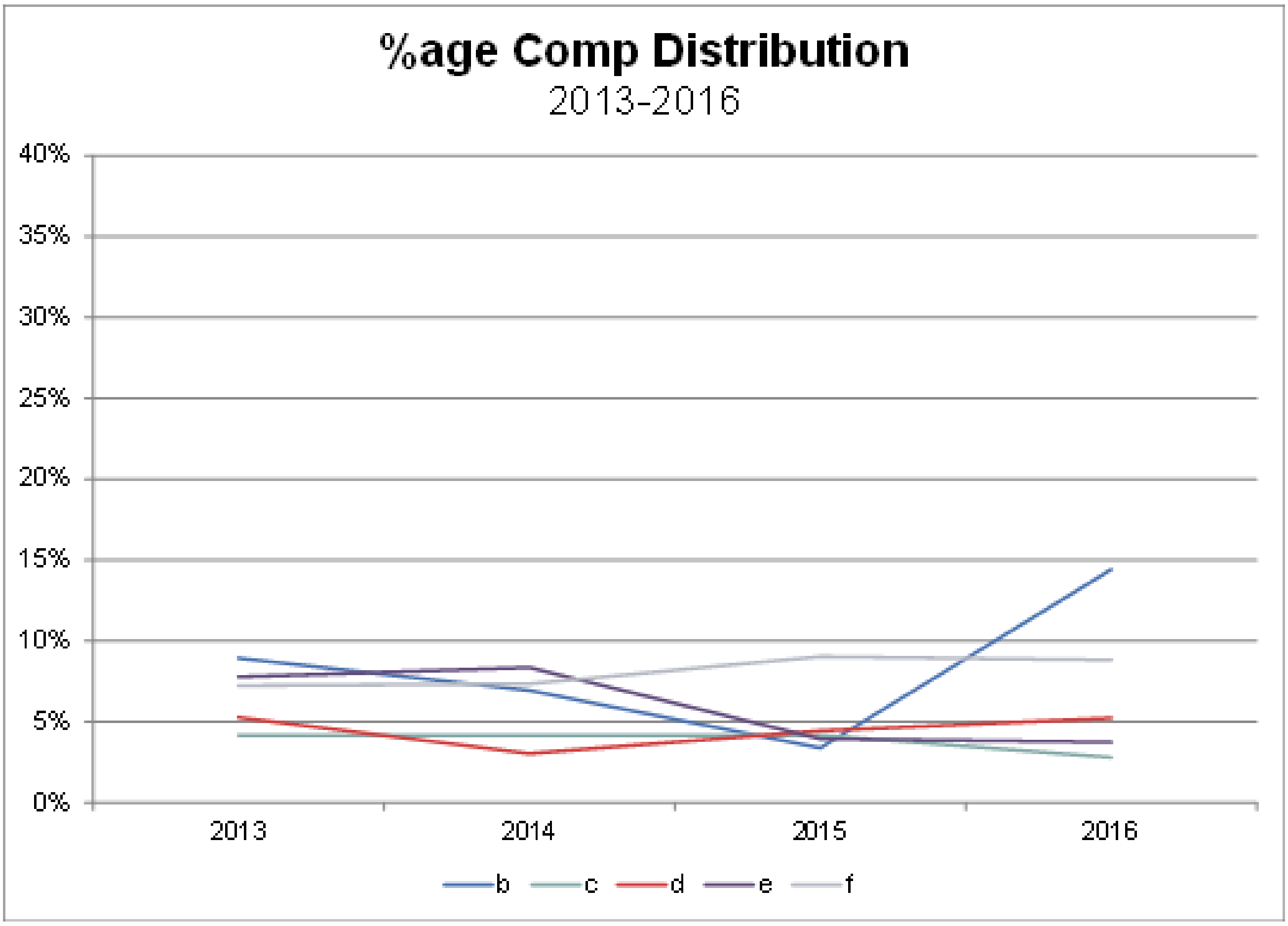
Principally presenting theatres with a capacity of over 1,000 (b) still asks for the highest ticket price, with other principal venue types reporting little variation in this area.





Despite achieving a higher ticket price than asked for, Principally presenting theatres with a capacity of over 1,000 (b) achieved less than 2015 by £3. Other venue types have generally flatlined.





Most venues Comp Distribution remained below 10%, however Principally presenting theatres with a capacity of over 1,000 (b) reported an increase to 14%, making them second only to Smaller space, programmed frequently (g) who distributed 28% Comps.