B: Principally presenting theatres with a capacity of over 1,000

ATG	Torquay
ATG	Glasgow Royal
ATG	Aylesbury
ATG	Stoke
ATG	Birmingham
ATG	Oxford New Theatre
ATG	Wimbledon
ATG	Woking
ATG	Sunderland
ATG	Manchester Opera
ATG	Milton Keynes
ATG	Glasgow King's
ATG	Manchester Palace
ATG	Liverpool
ATG	Edinburgh
ATG	Bristol
Birmingham Hippodrome	Main House Birmingham Hippodrome
Bradford Theatres	Main house (Alhambra)
Derby LIVE	Derby Arena
Festival City Theatres Trust	King's Theatre
Festival City Theatres Trust	Festival Theatre Edinburgh
Grand Opera House Belfast	Grand Opera House Belfast
His Majesty's Theatre	His Majesty's Theatre
Hull New Theatre	Hull New Theatre
Leeds Grand Theatre & Opera House Ltd	Leeds Grand Theatre & Opera House Ltd
Marlowe Theatre	Main House Marlowe
Mayflower Theatre	Mayflower Theatre
Northampton Theatres Trust Ltd	Derngate Theatre
Norwich Theatre Royal	Norwich Theatre Royal
Nottingham Theatre Royal & Royal Concert Hall	Theatre Royal Nottingham
Sheffield Theatres Trust Ltd	Lyceum
St. David's Hall & New Theatre Cardiff	New Theatre Cardiff
Theatre Royal Newcastle	Theatre Royal Newcastle
Theatre Royal Plymouth	Theatre Royal Plymouth The Lyric
Venue Cymru	Venue Cymru
Wales Millennium Centre	Donald Gordon Theatre
Wolverhampton Grand Theatre	Wolverhampton Grand Theatre

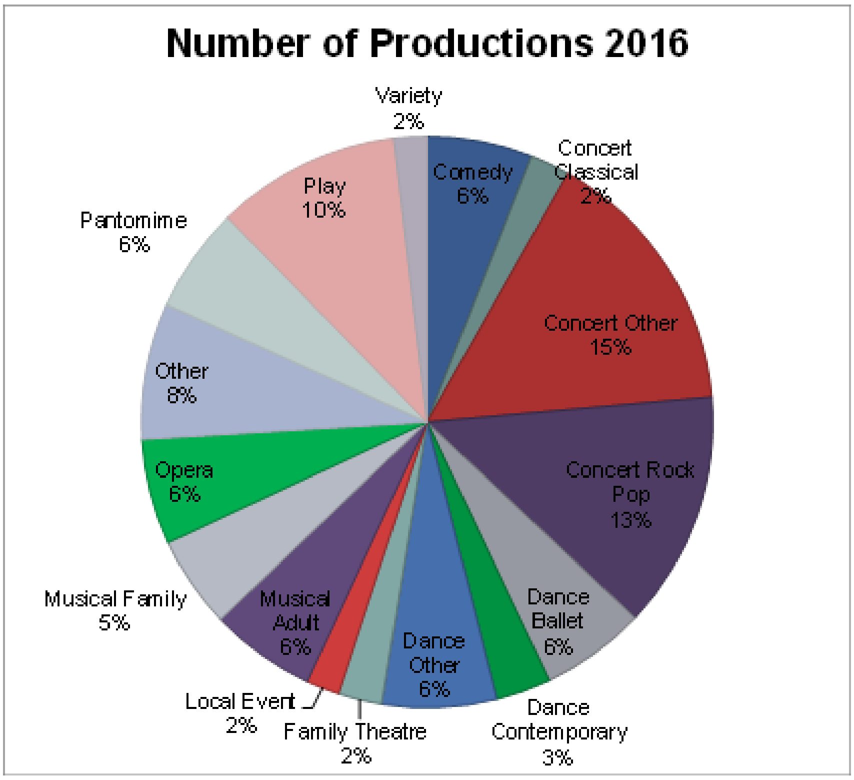
Note: not all venues listed above have provided data for the entire study period.

Headlines

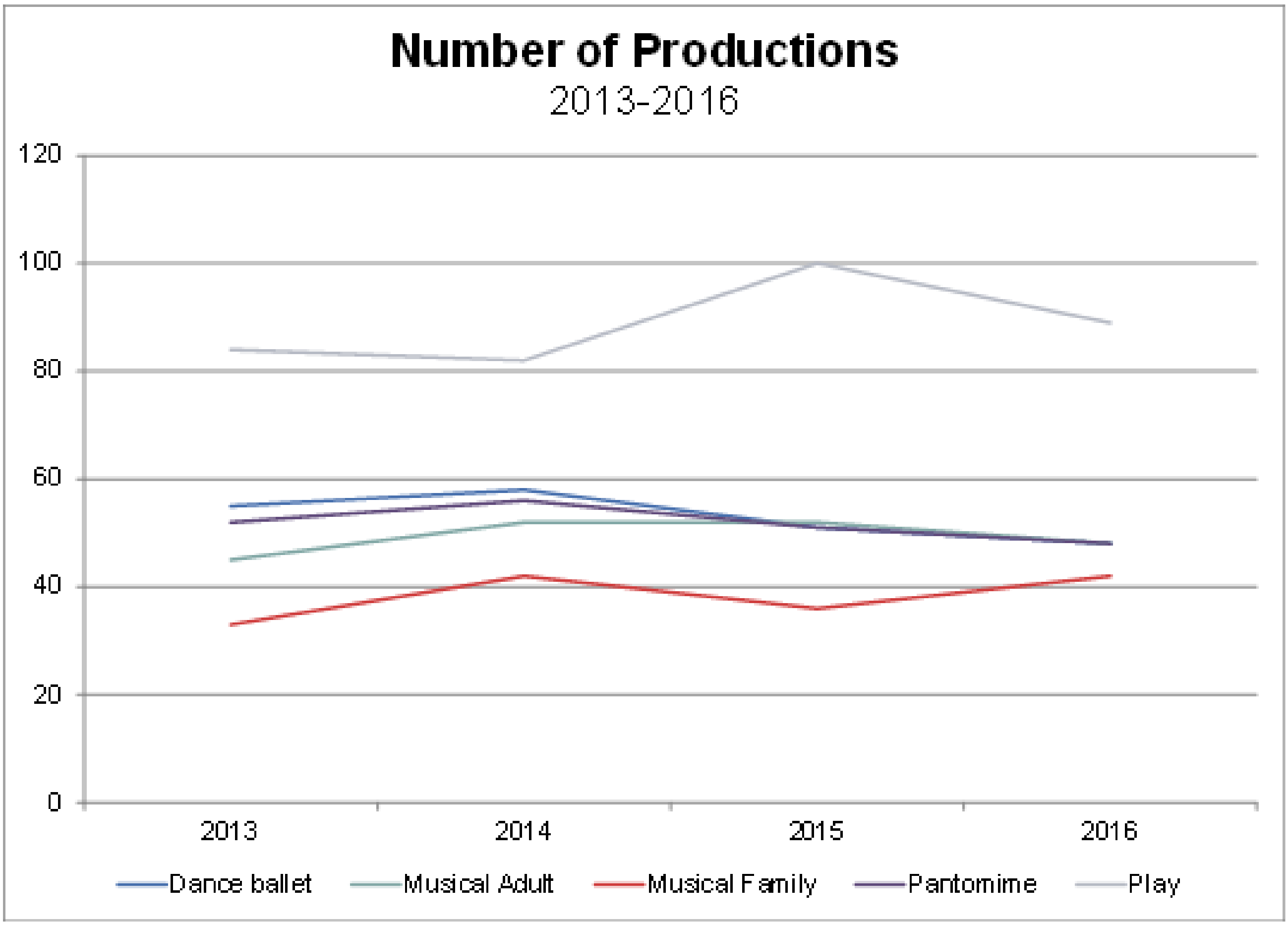
- Little change in performances and audience numbers were reported during the study period, but income rose by £28 million.
- Performances for adult and family musicals fluctuated over the years of the study period.
- 2016 proved a poor year for plays following steady growth in the two previous years.

	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	775	10,161	9,166,796	£247,244,833	60%	63%	£25.58	£26.97
2014	846	10,634	9,783,320	£281,851,015	61%	64%	£27.34	£28.81
2015	825	10,786	9,599,245	£267,388,867	59%	61%	£27.35	£27.86
2016	805	10,117	9,355,087	£275,596,116	61%	63%	£28.66	£29.46
Change 2013-16	+30	-44	+188,291	£28,351,283	+1.19%	-0.36%	+£3.08	+£2.49
Change 2015-16	-20	-669	-244,158	+£8,207,249	+1.54%	+2.15%	+£1.31	+£1.60

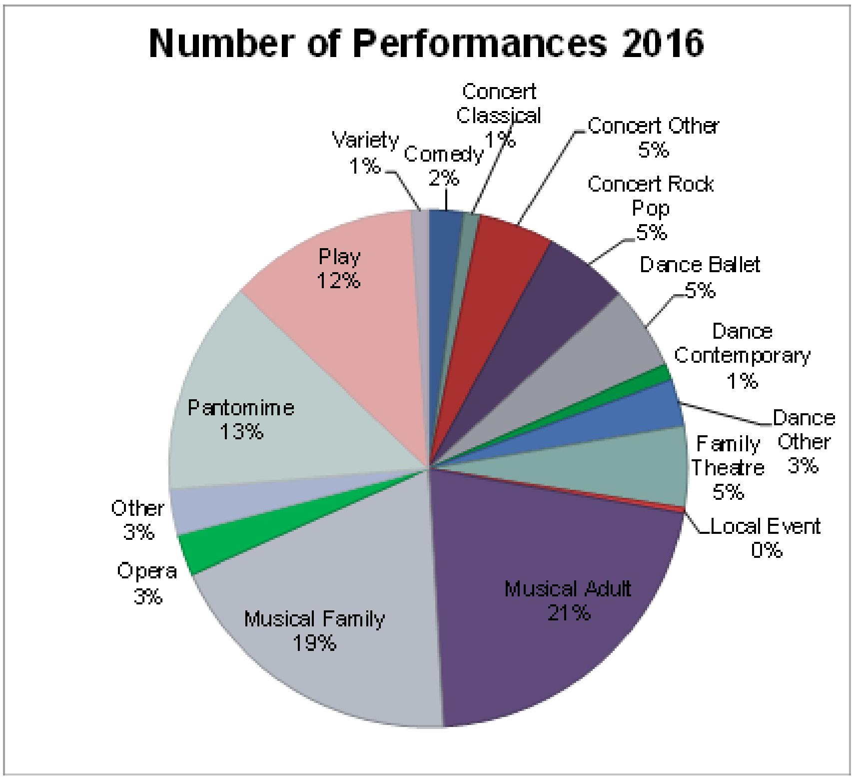
From 2013 to 2016, an 11% increase was recorded for Total Box Office Income, and the number of performances recorded decreased by 7% in 2016. The five most financially important genres for this type of venue in 2016 were Musical Family, Musical Adult, Pantomime, Plays and Dance Ballet. Together, they accounted for 79% of all box office revenue.

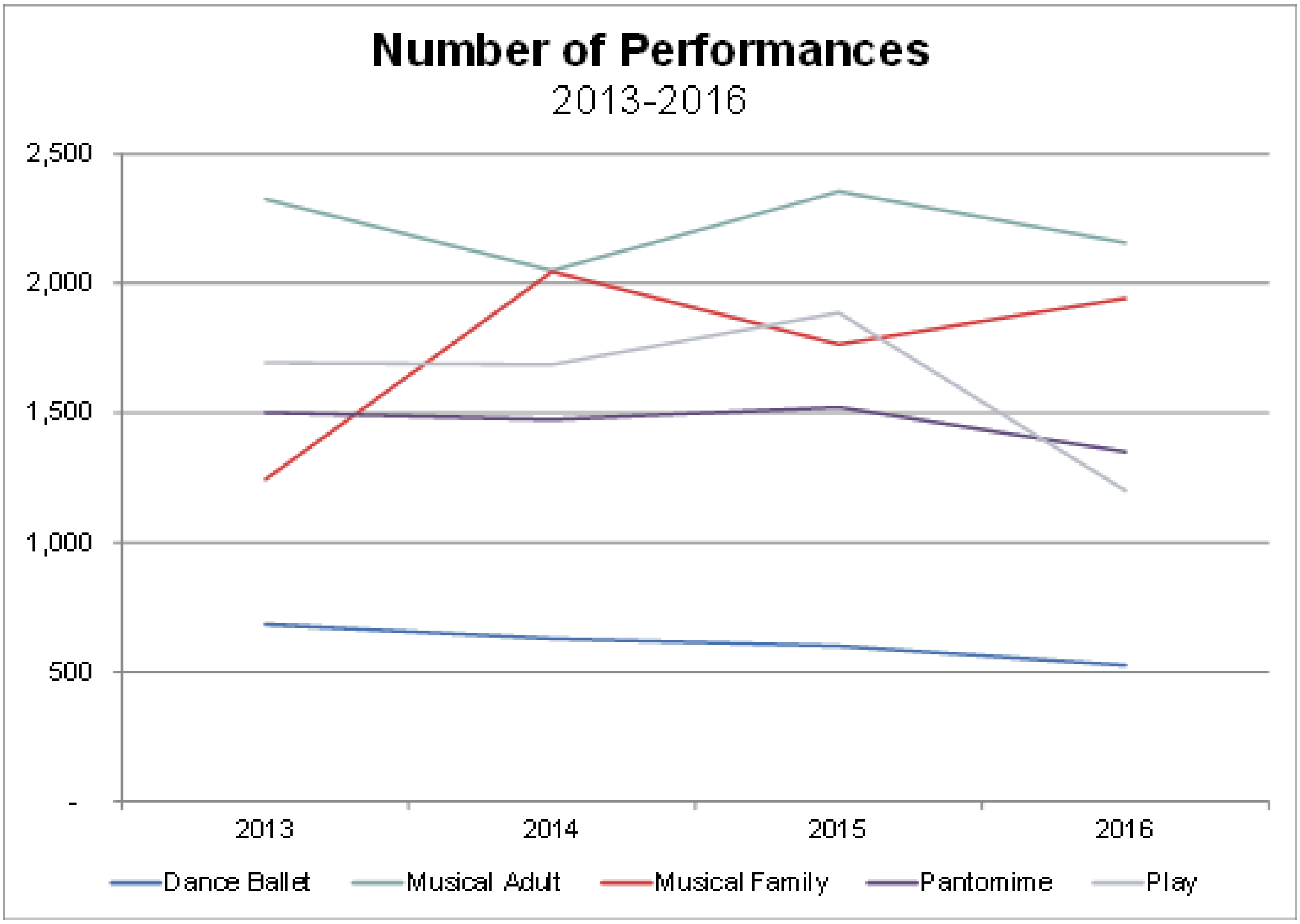


Concert Rock Pop and Concert Other accounted for 28% of productions. Play productions accounted for 10% of all productions and musicals 11%.

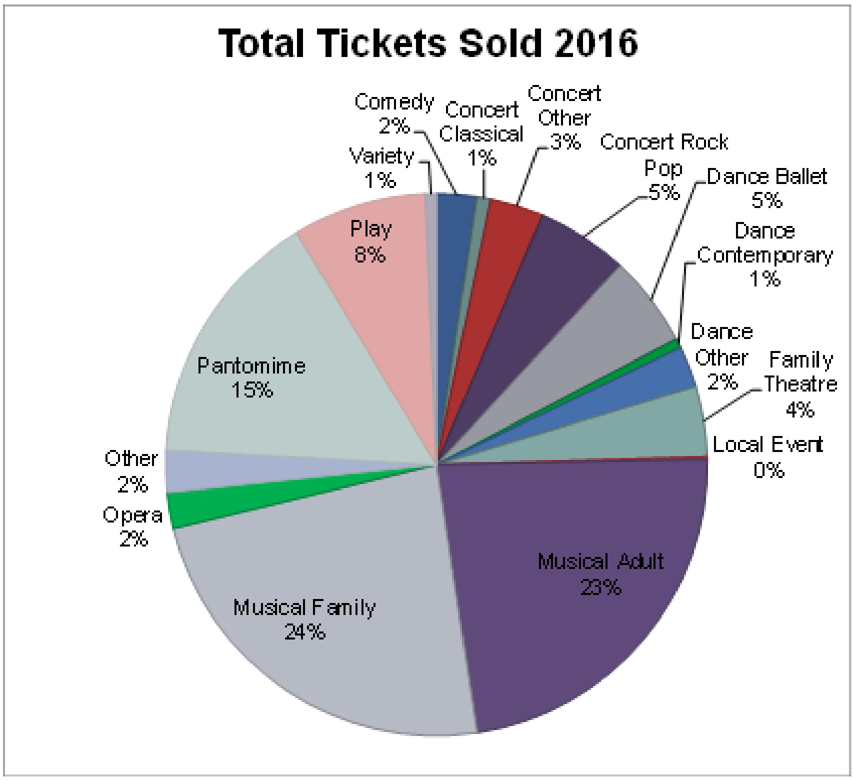


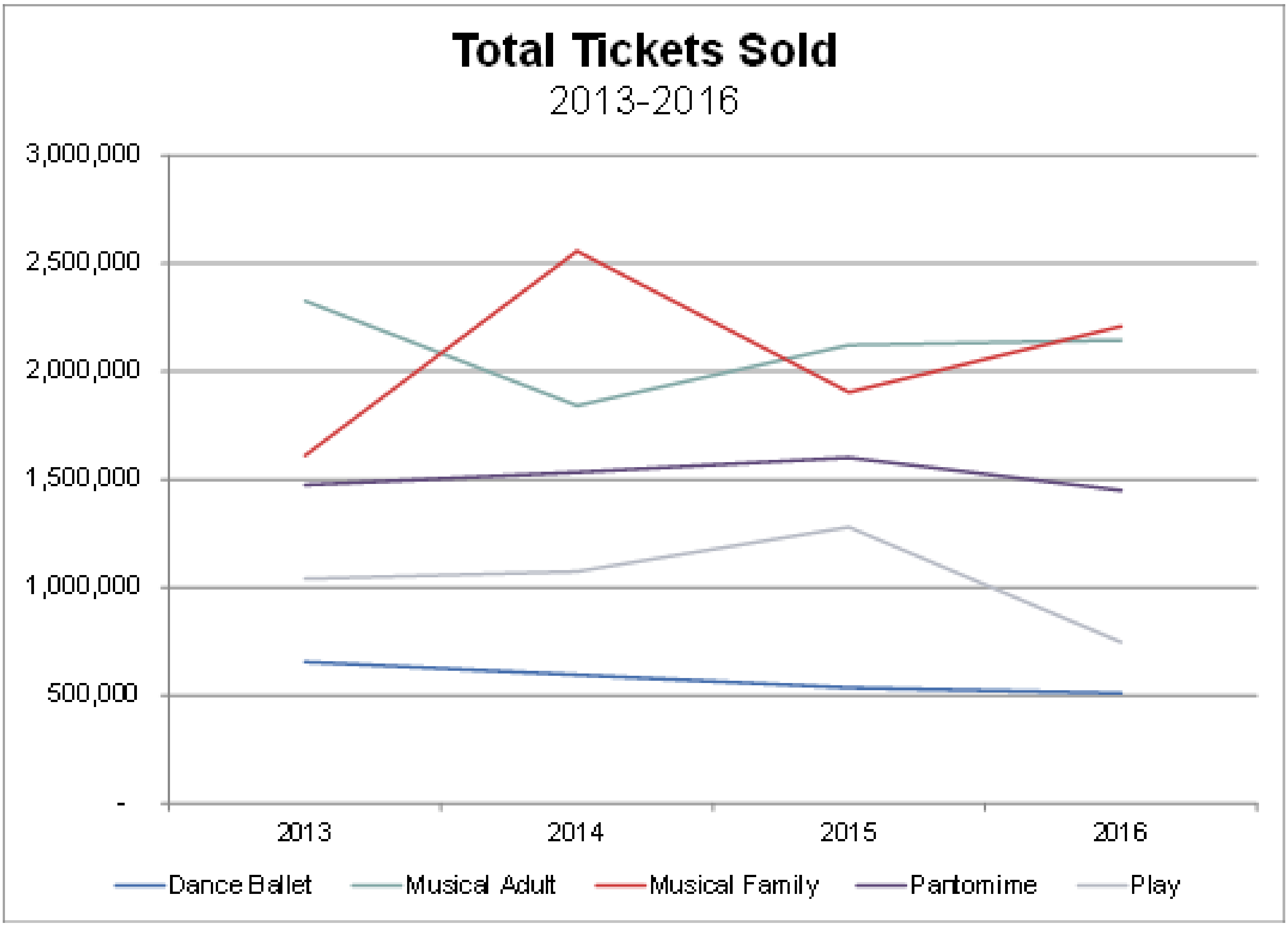
After noticeable growth in 2015, the number of productions of Plays declined in 2016. Over the entire study period the number of productions of musicals have grown, particularly Musical Family.



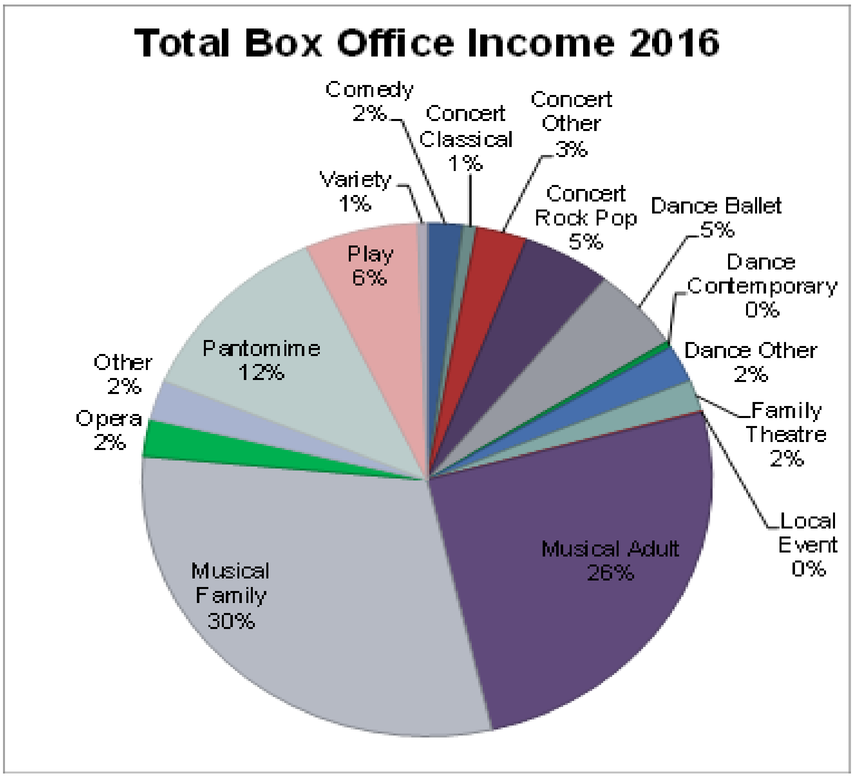


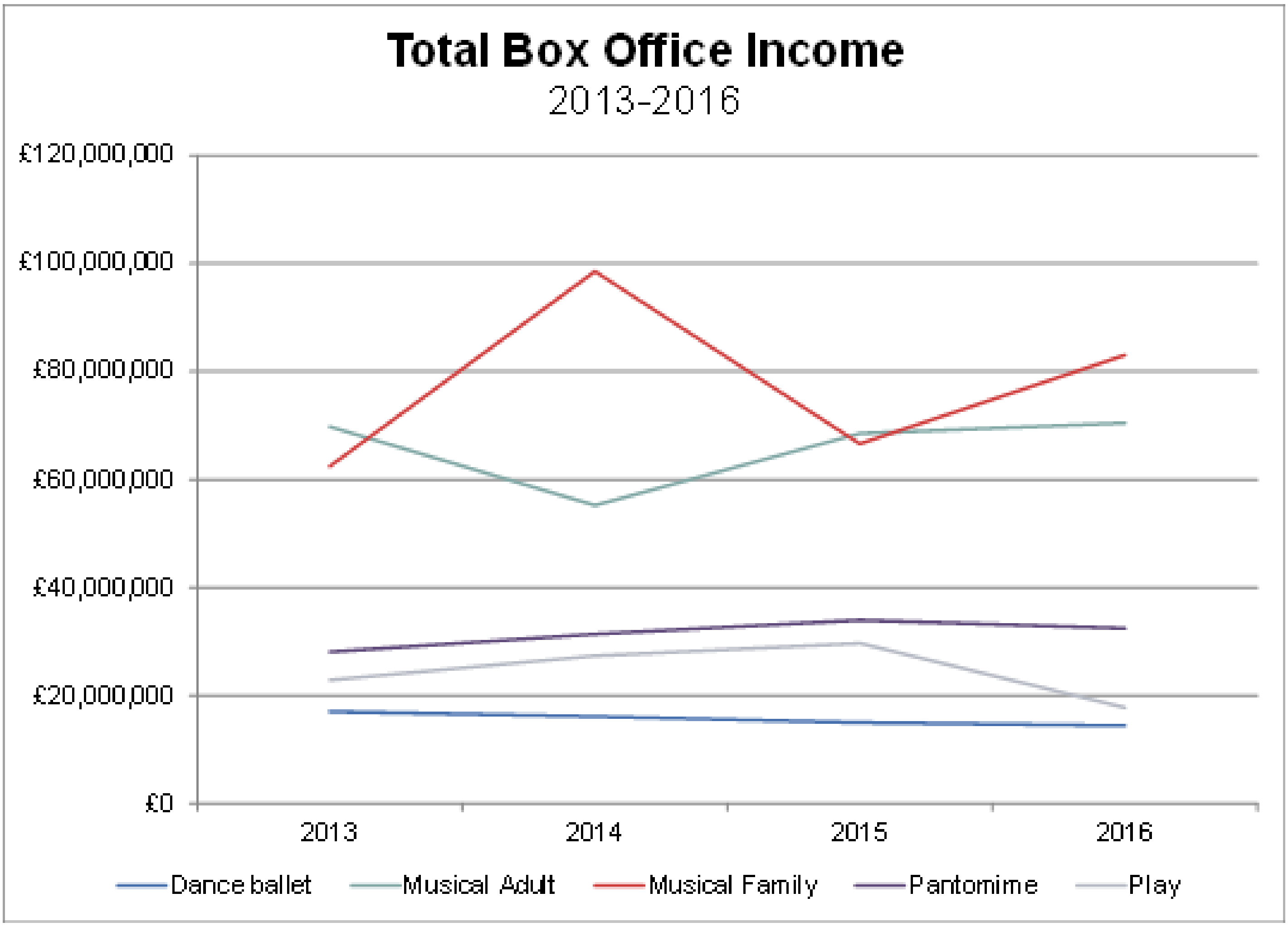
Musical Family, Musical Adult, Pantomime, and Play accounted for 65% of performances in 2016. All genres (and particularly Play) experienced a decline in numbers of performances from 2015 to 2016, except Musical Family.



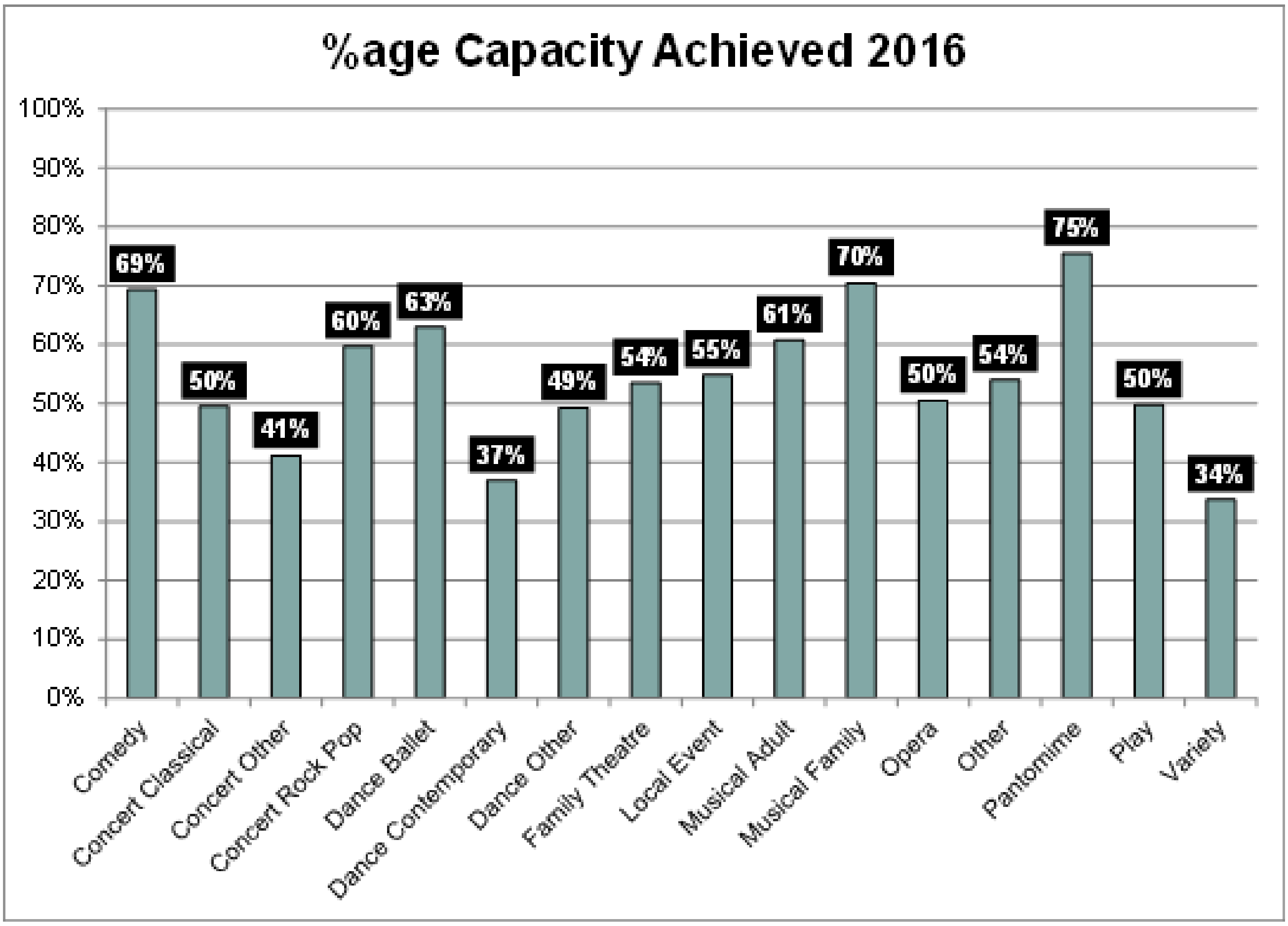


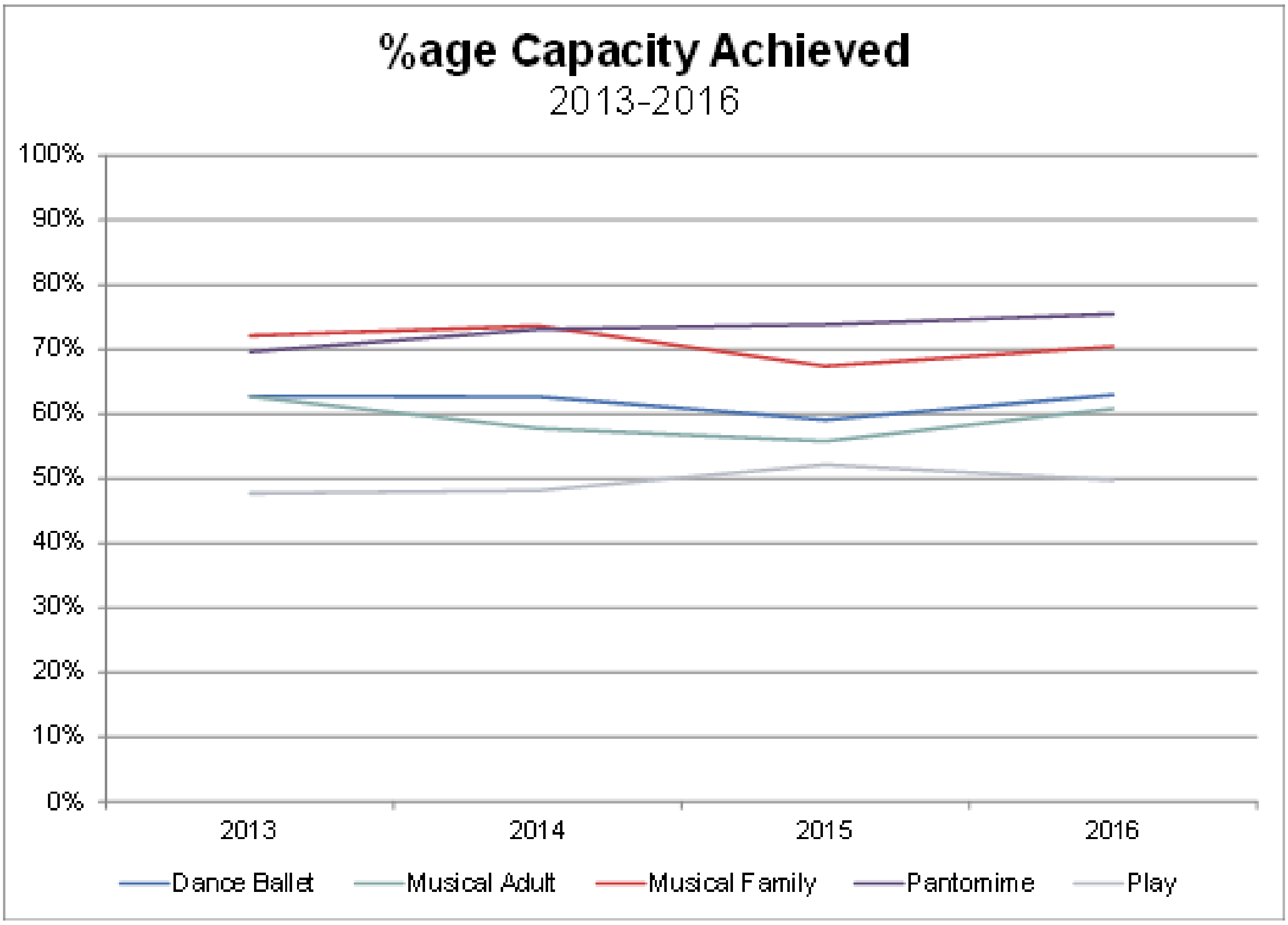
Musical Adult and Musical Family accounted for 47% of total tickets sold. Musical Family and Musical Adult experienced an increase from 2015 to 2016. Within this sample the number of tickets for Pantomime are falling slowly but steadily every year.



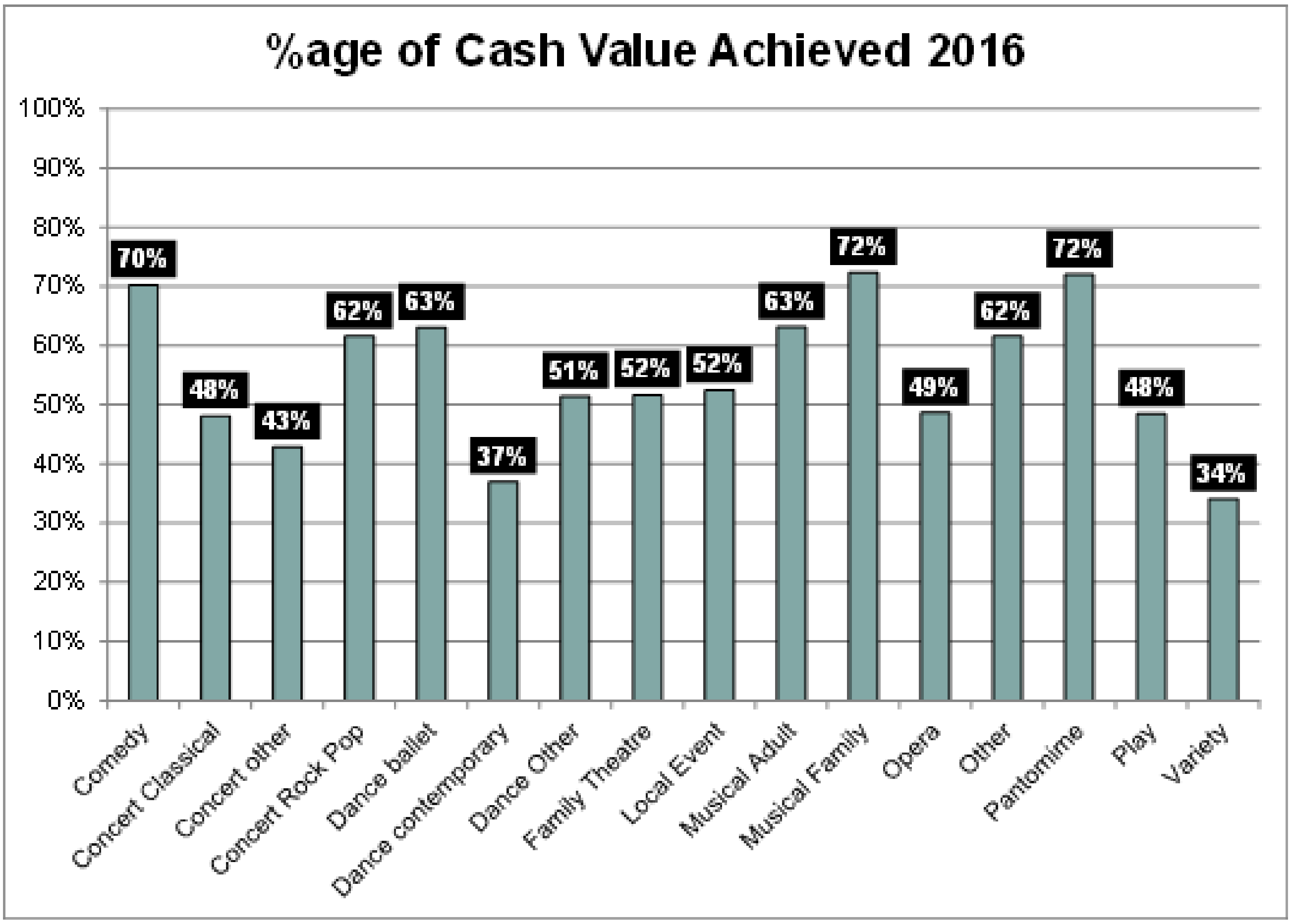


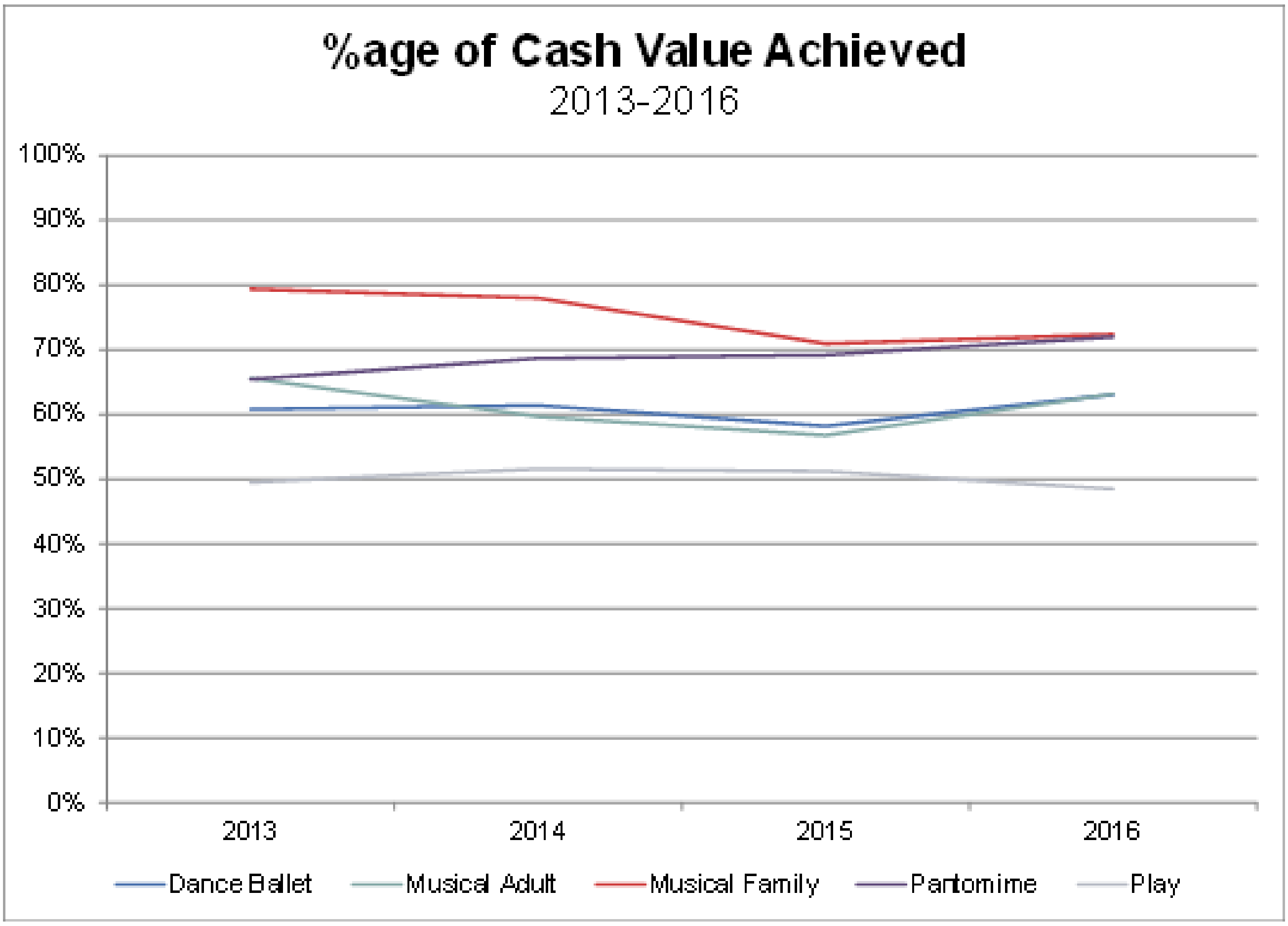
Musical Family and Musical Adult comprised more than half of total box office income (56% combined). These two genres also experienced an increase from 2015 to 2016 while Pantomime and Ballet saw a small decline and income from Plays dipped steeply.



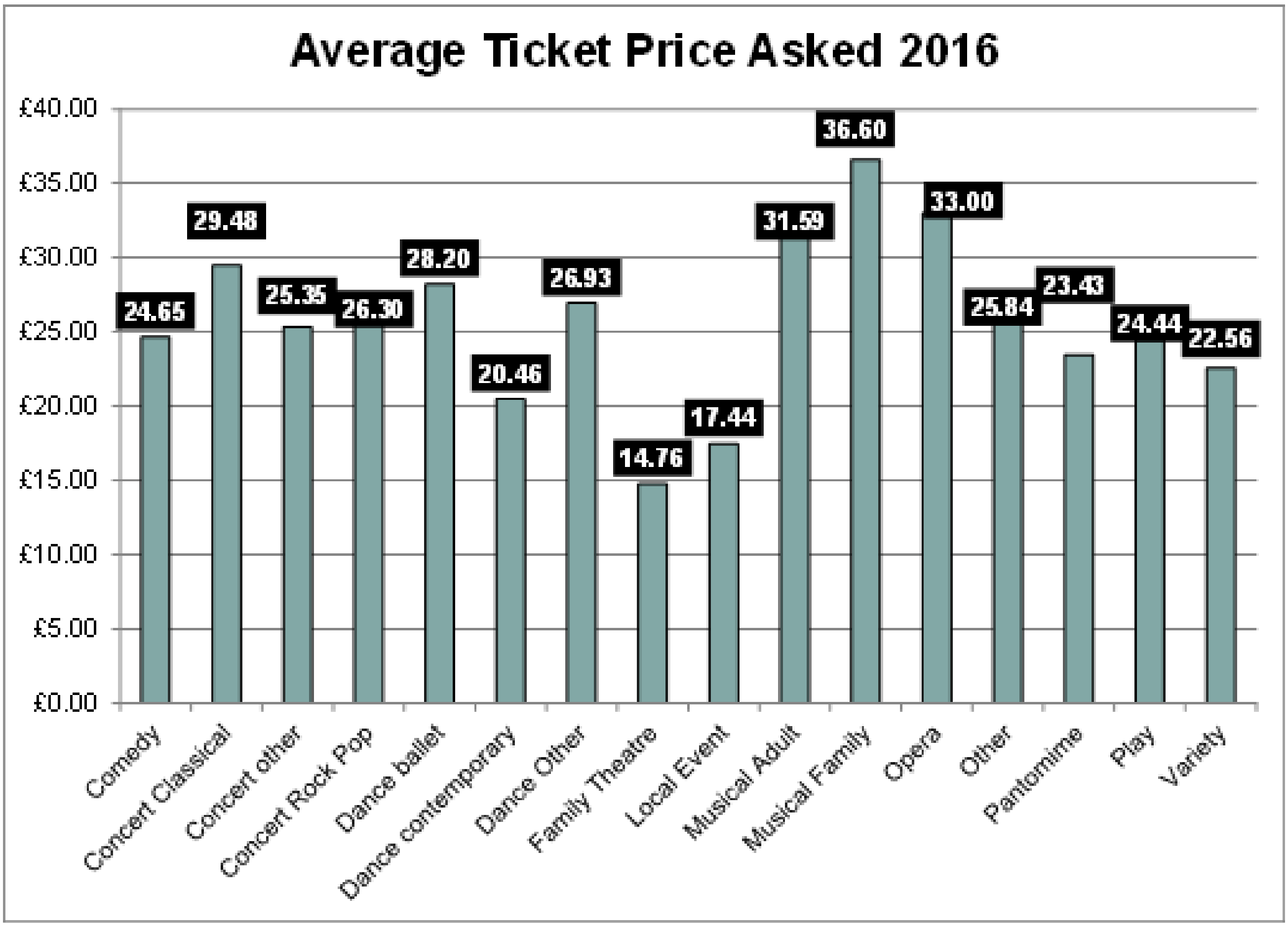


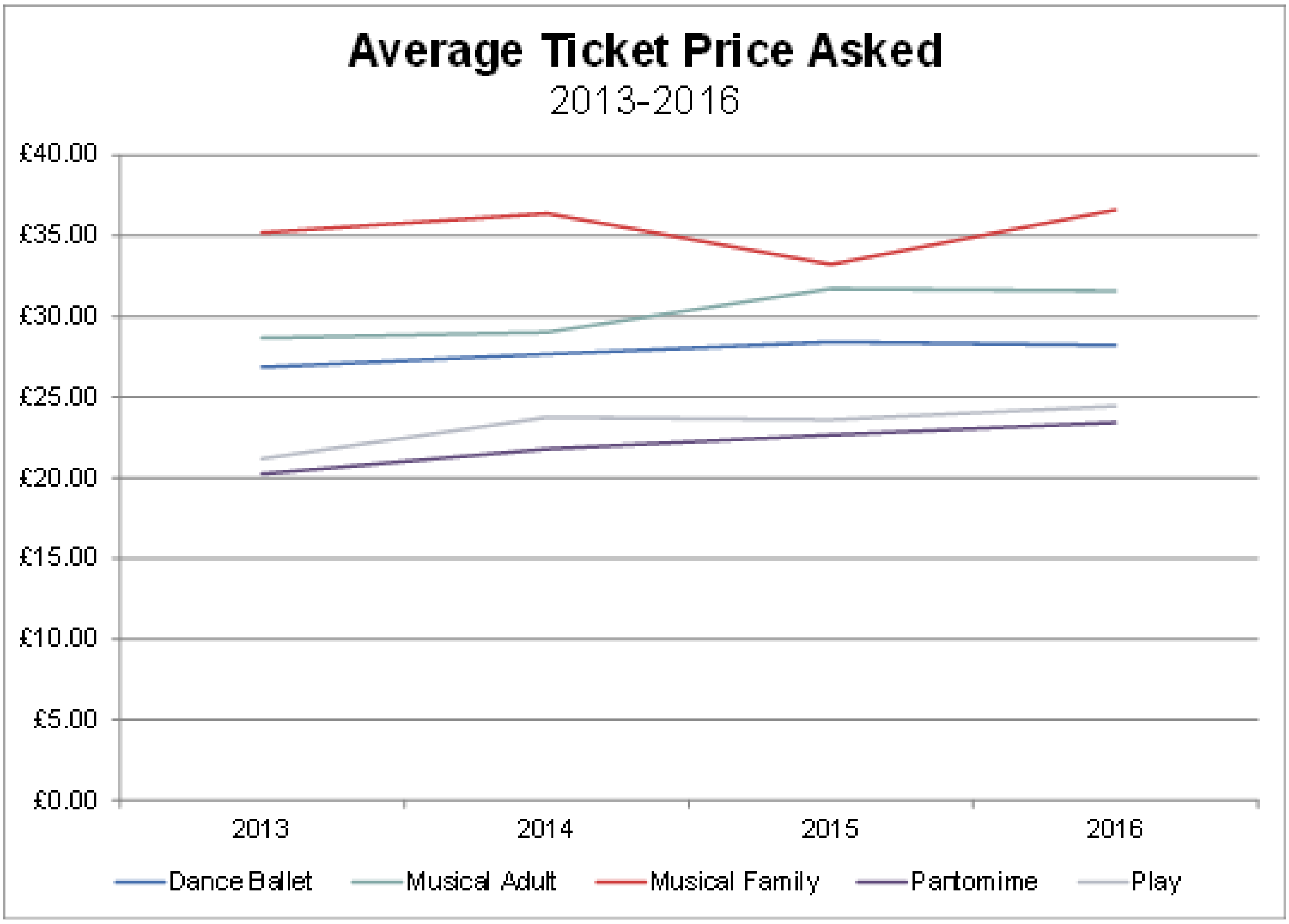
Pantomime achieved on average three-quarters of capacity while Variety and Dance Contemporary only achieved 34% and 37% respectively. All five principal genres recorded an increase from 2015 to 2016 except for Play.



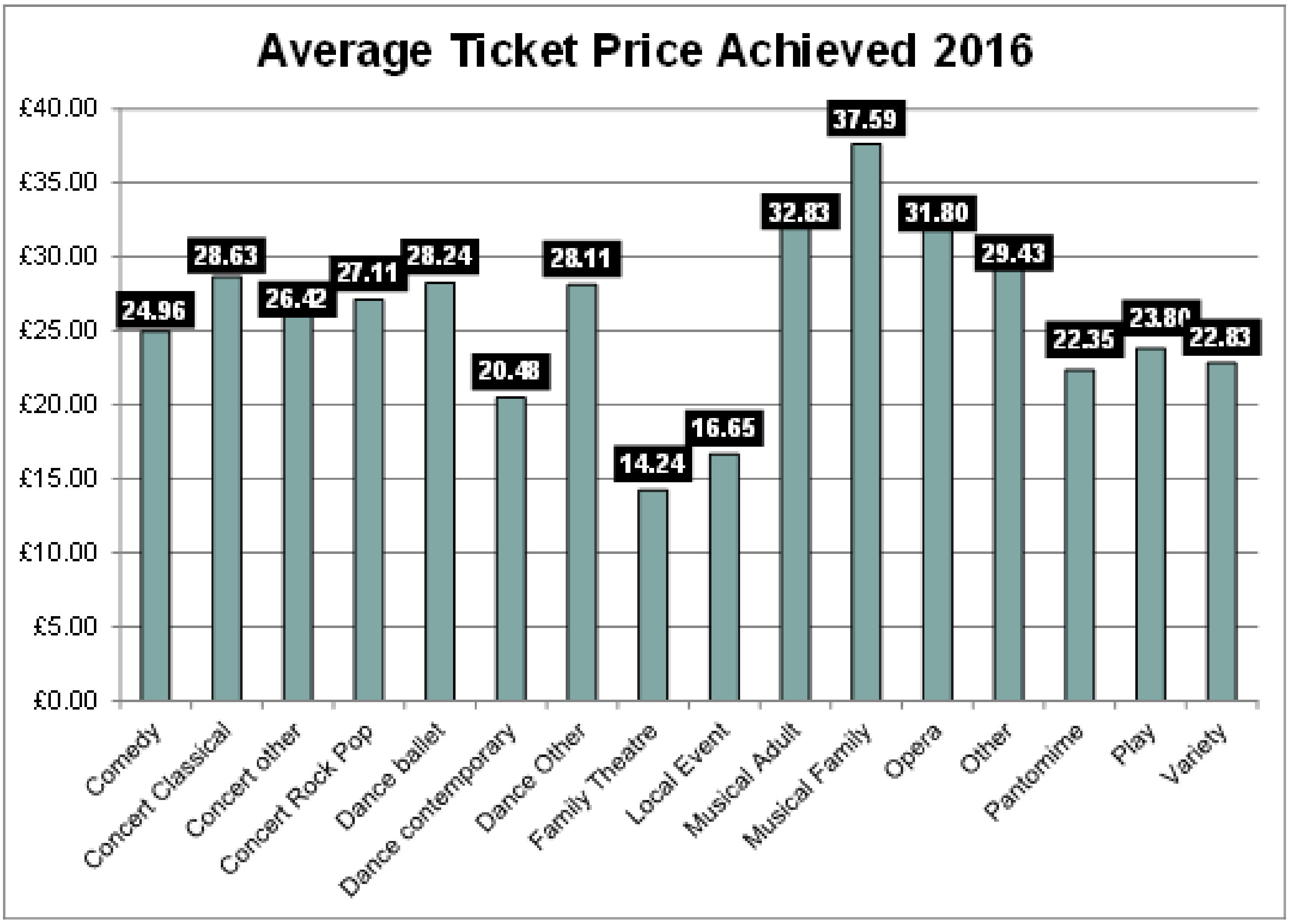


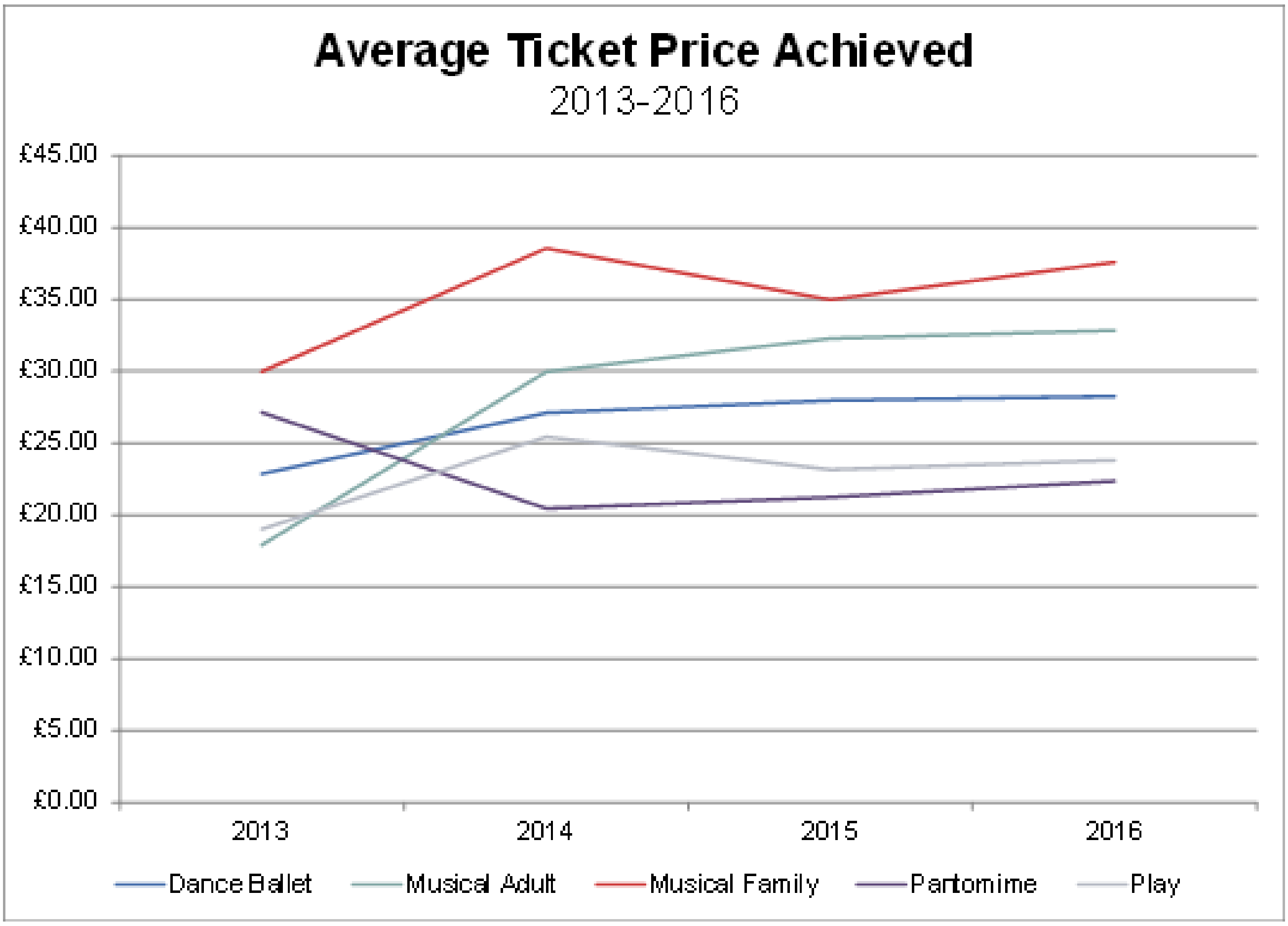
Musical Family and Pantomime achieved 72% of their financial potential, while Dance Contemporary and Variety achieved 34% and 37% cash value respectively. All principal genres reported an increase from 2015 to 2016 except Play.



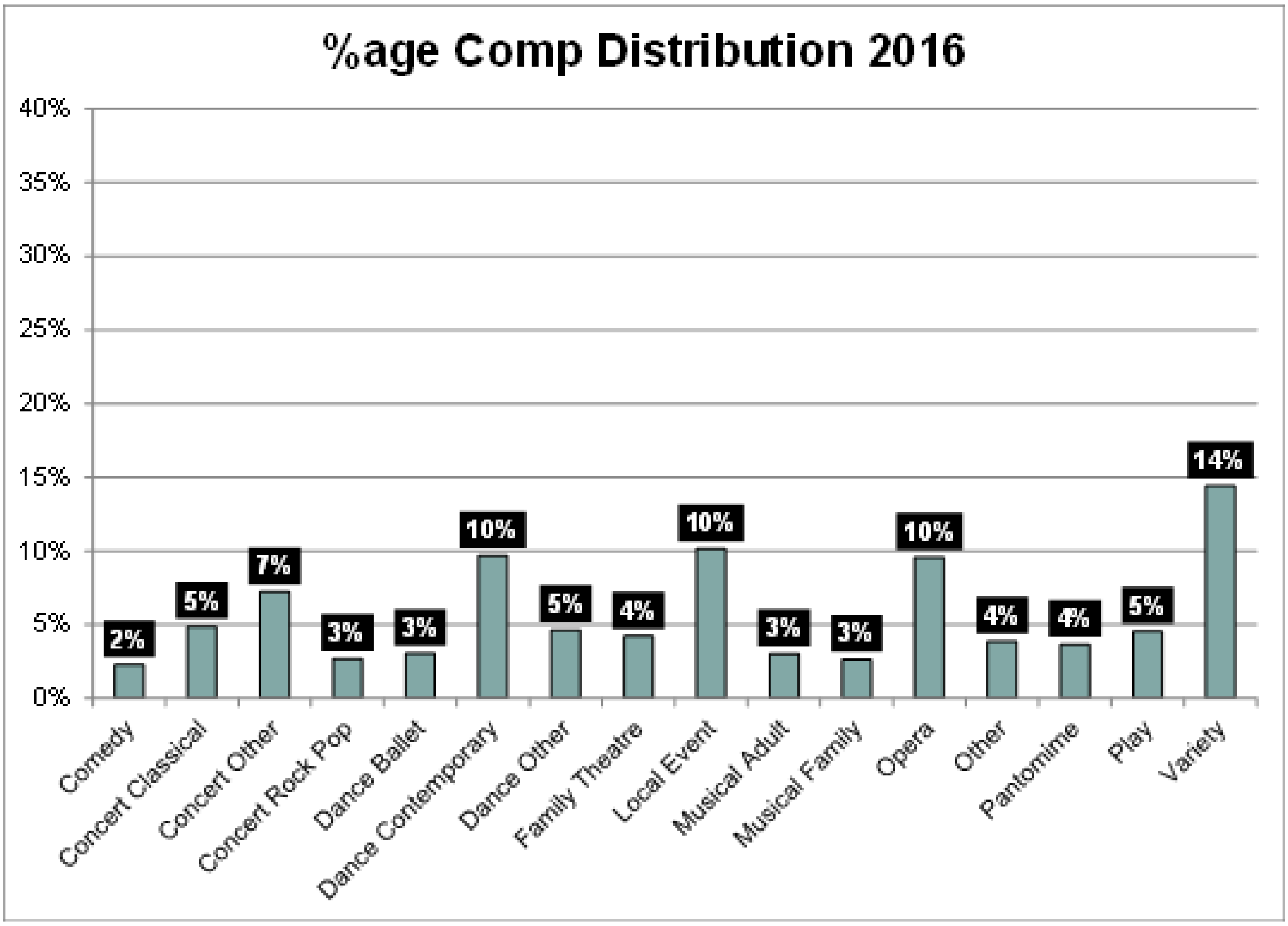


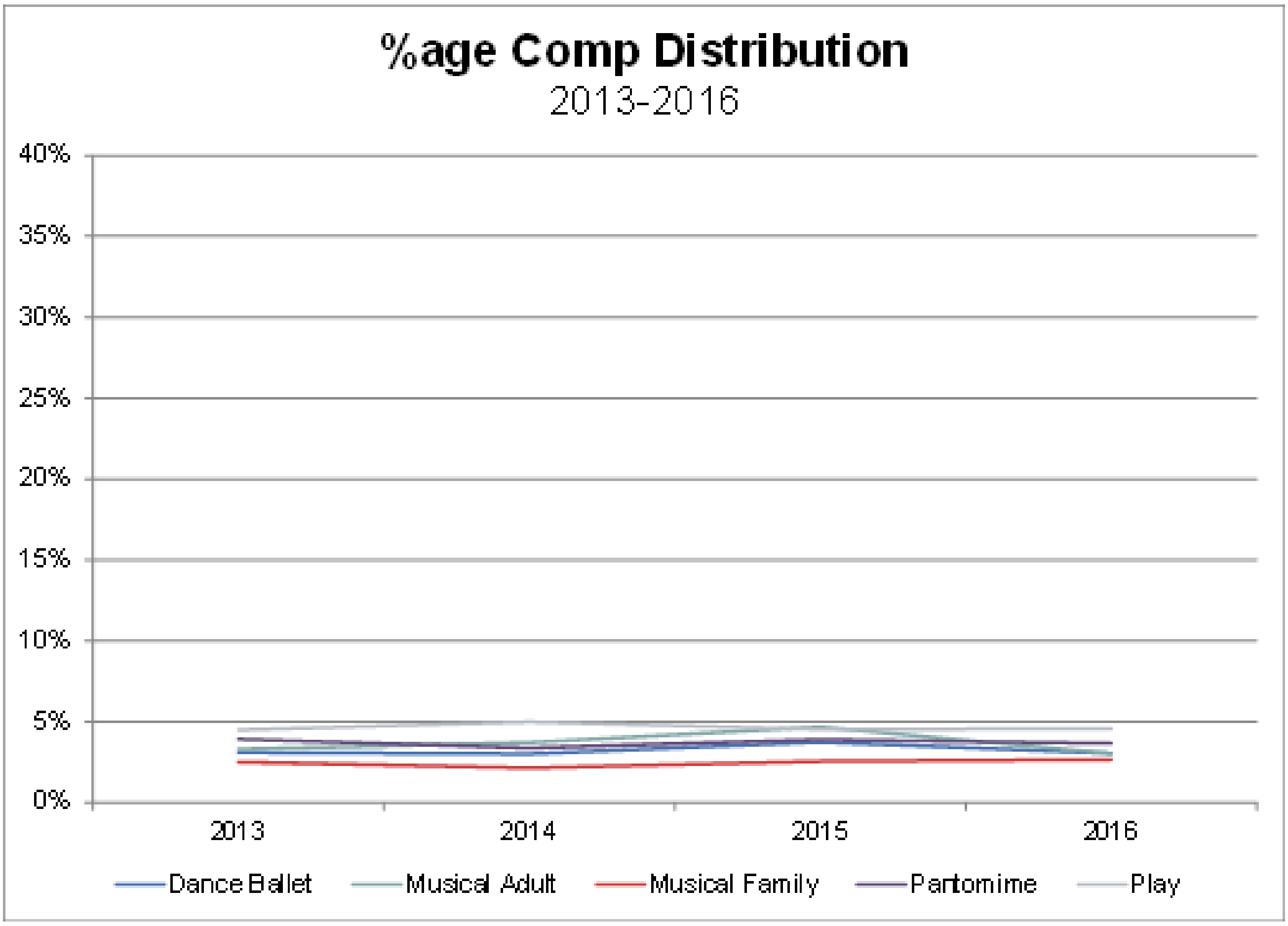
Musical Family had the highest average ticket price asked, while Family Theatre was the cheapest. All genres experienced an increase in Average Ticket Price asked.





Musical Family achieved the highest average ticket yield, followed by Musical Adult and Opera. Comedy, Concert Classical, Concert Other, Dance Ballet, Local Event, Musical Adult, Other, and Variety had ticket prices achieved that exceeded ticket price asked.





The highest proportion of comps were distributed for Variety and the lowest proportion for Comedy. All five of the principal genres' comp distribution was relatively stable from 2013 to 2016 with Play the highest (still below 5%).