BENCHMARKING INSIGHTS: SALES AND BOOKING TRENDS

Australia/New Zealand and UK/Europe, March 2022

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NETWORK

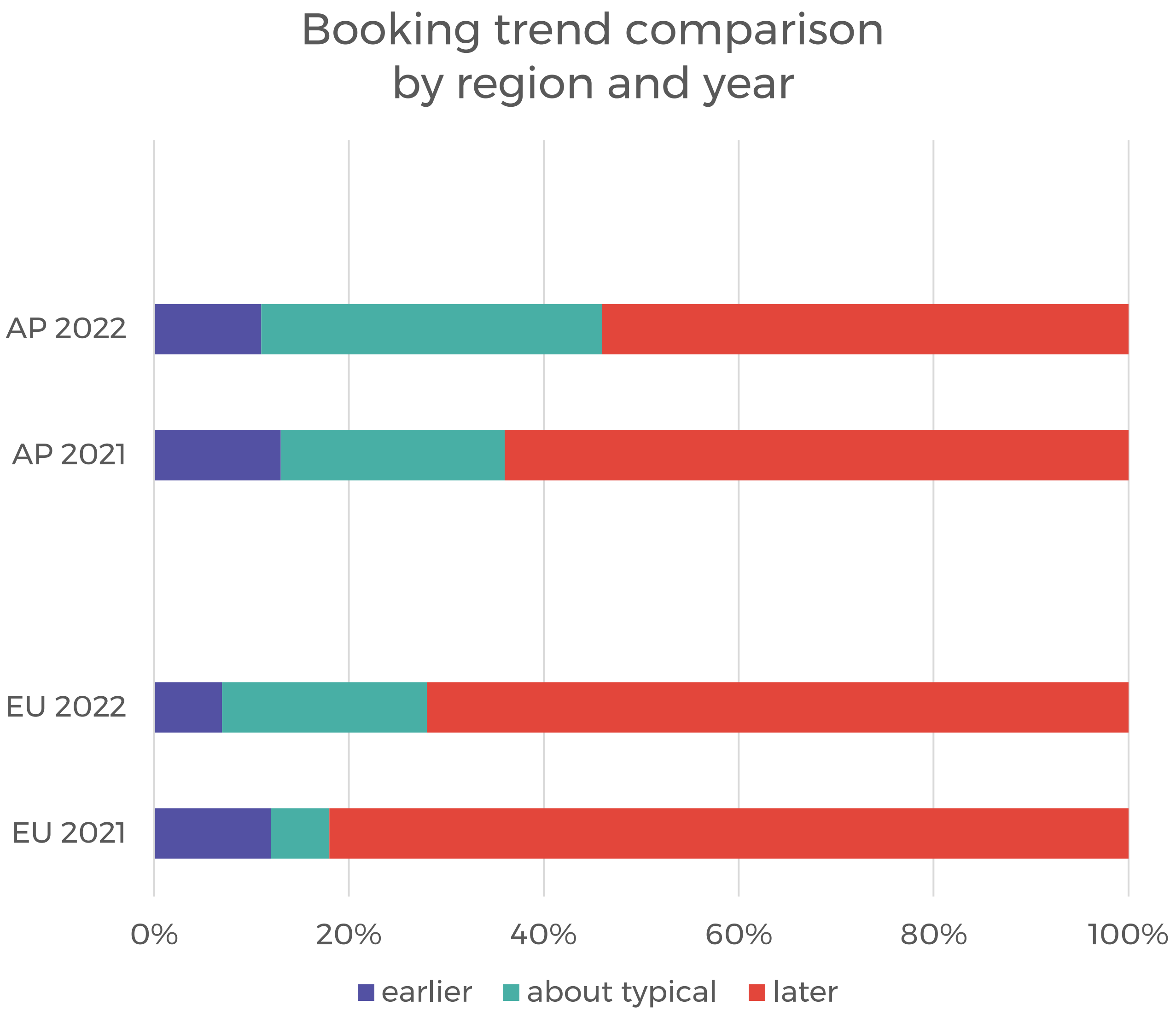
Benchmarking background:

- in Australia and New Zealand from 2017
- annual survey into loyalty and engagement trends
- pivot to snapshots of changing behaviours since 2020
- European and UK pilot for this latest round

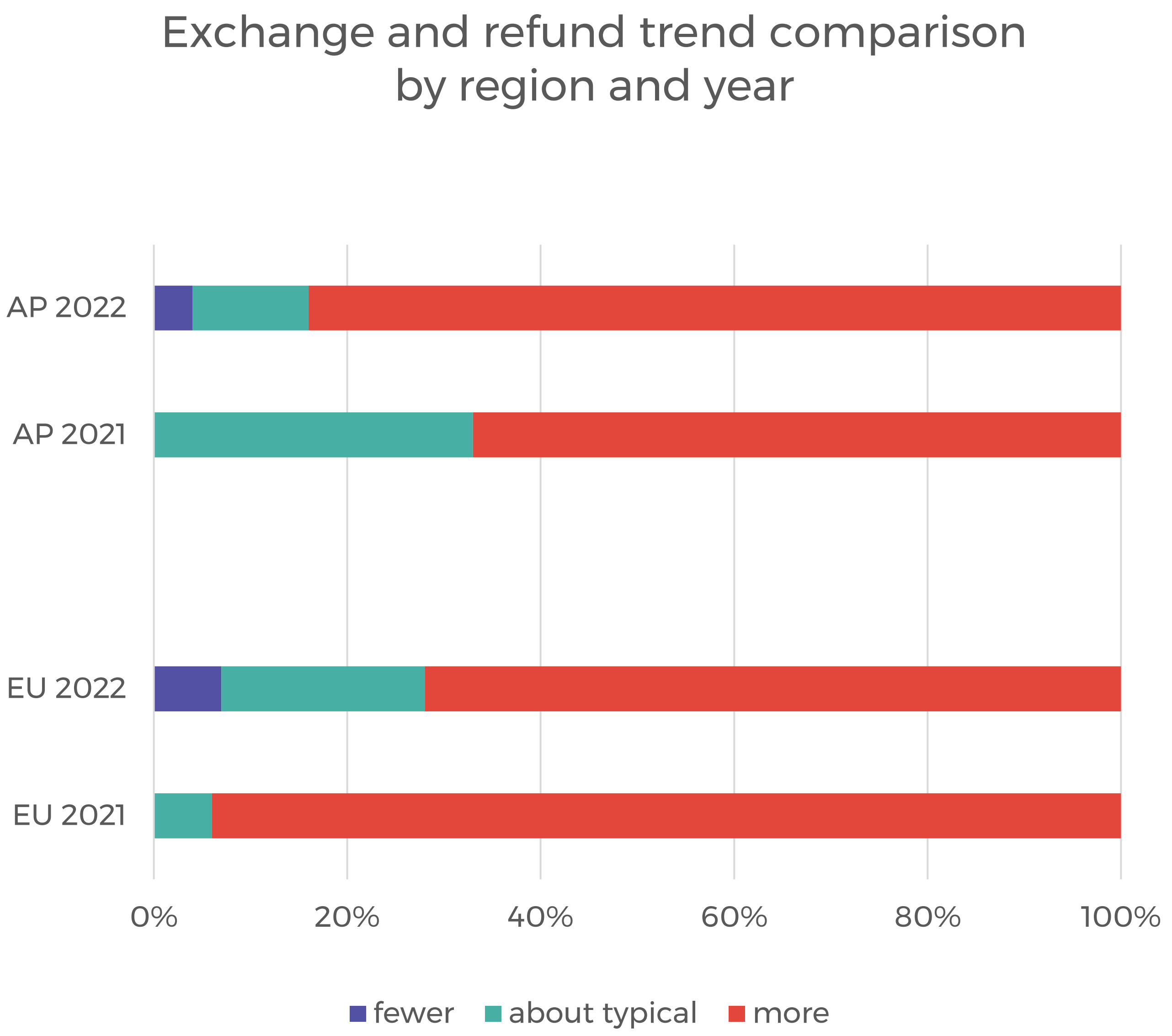
Data gathering:

- sales and booking trend snapshot, March 2022
- re-opening results and recovery budgets, October/November 2021
- complete Asia Pacific and UK/Europe presentations available on tessituranetwork.com

the big question: are booking trends shifting or is demand reducing?

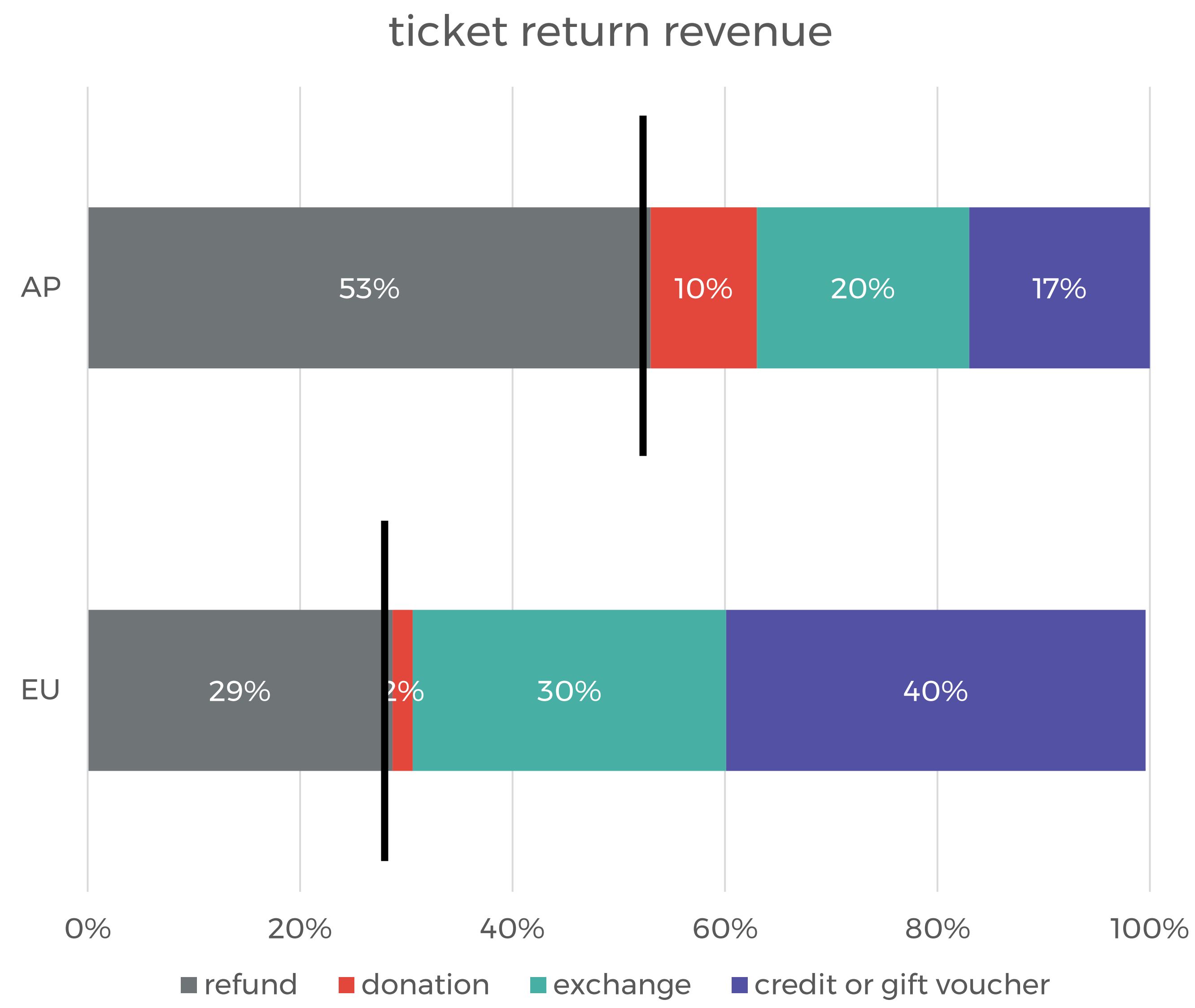


- 54% Australian and New Zealand (AP) organisations trending later
- 72% European and UK (EU) organisations trending later
- slight trend to more typical patterns in both regions



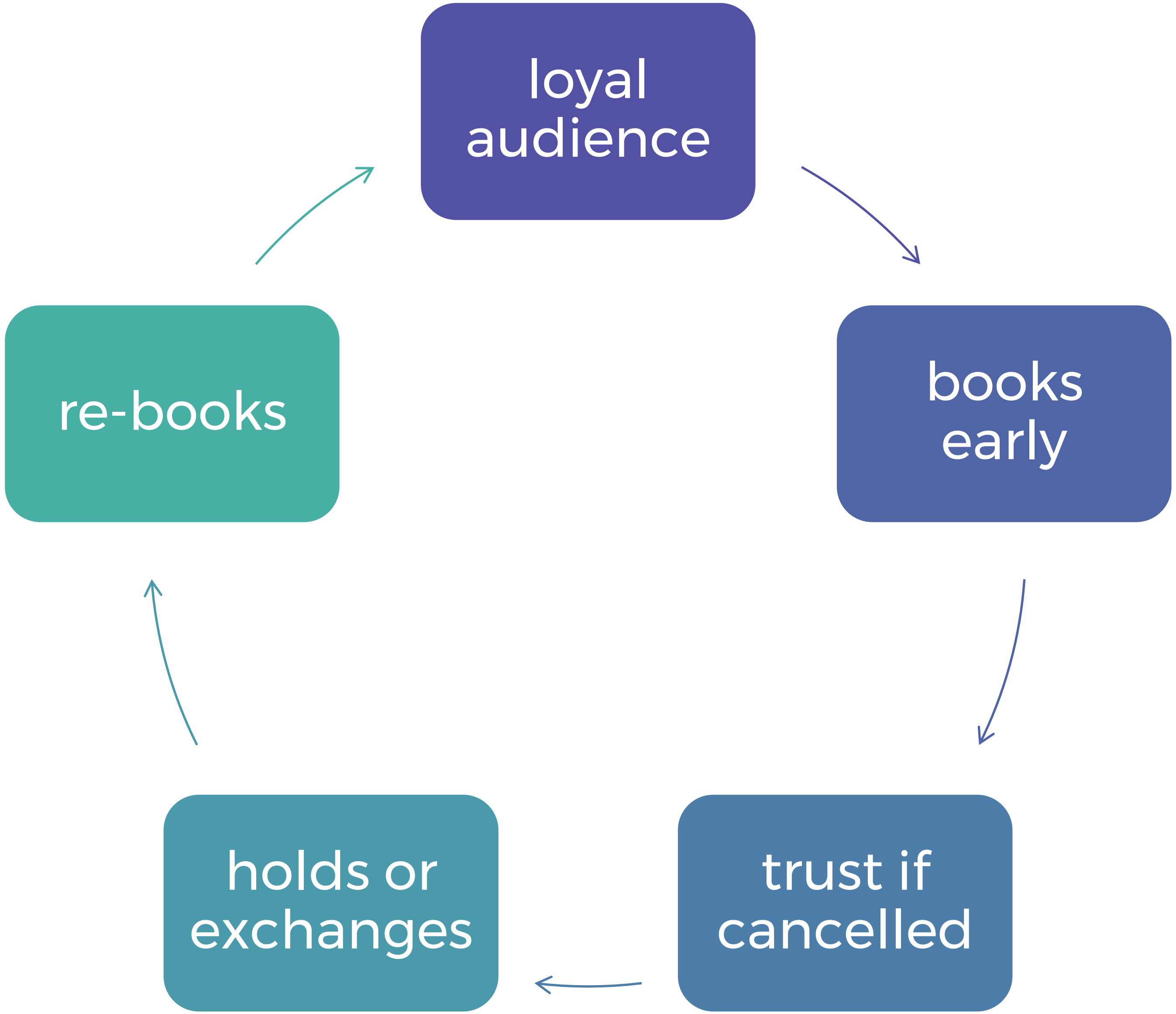
- 84% AP trending higher, increase on 2021
- policy relaxation maintained

- EU some settling, from 94% to 72%
- notable reversion to pre-pandemic policies, is this driving later booking?



- shift in focus from *donated* revenue to *retained* revenue
- 47% revenue retained in AP
- impact of more relaxed refund policies but also reliance on third party ticketing agencies
- 71% revenue retained in EU

trend to loyalty


loyal audience
books early
trust if cancelled
holds or exchanges
re-books

rebuild the habit

encourage the first (re)attendance

Australia + New Zealand

YTD ticketing revenue to target

43.5%

projected to be 55%

EU/UK comparison

YTD ticketing revenue to target

62%

projected to be 65%

Australia + New Zealand

2022 ticketing revenue projected at

81%

of 2019 revenue

shifting patterns or reduced demand?

Australia + New Zealand completed seasons

60%

below target

40%

at/above target

* NB some *very* conservative budget targets

programming

what does churn look like now?

check your models

what’s selling well?

‘... people are less likely to take an artistic risk when it also means a health risk ...’

‘... shows which, in one way or another, offer a ”guaranteed great night out”...’

how do we measure demand now?

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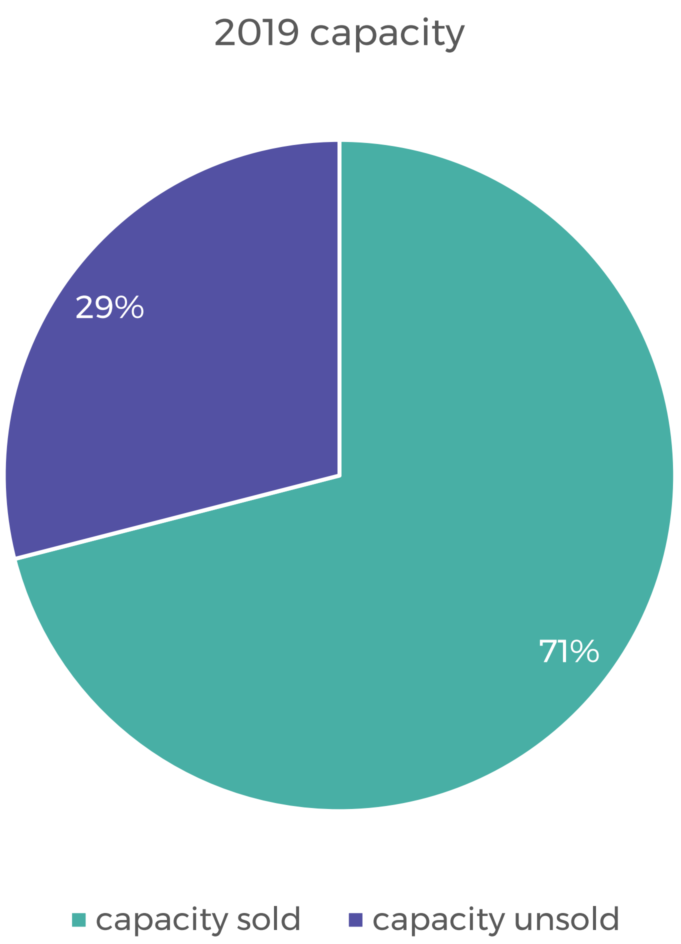
(re-opening demand: January-June 2021)

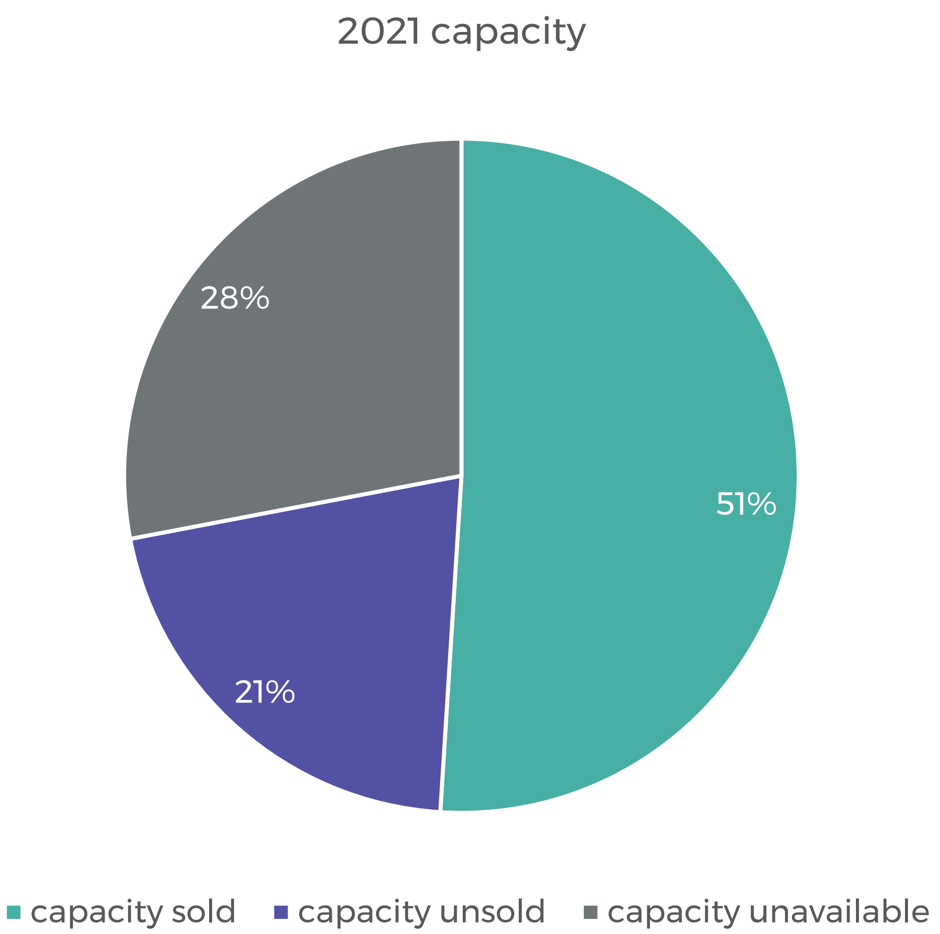
available capacity

71.5%

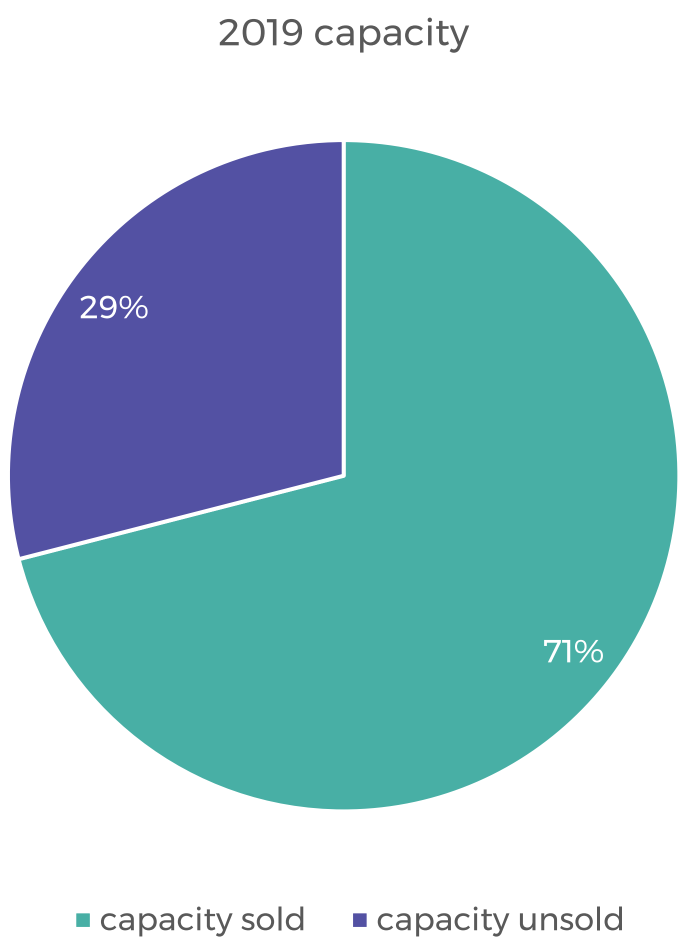
71% of this sold

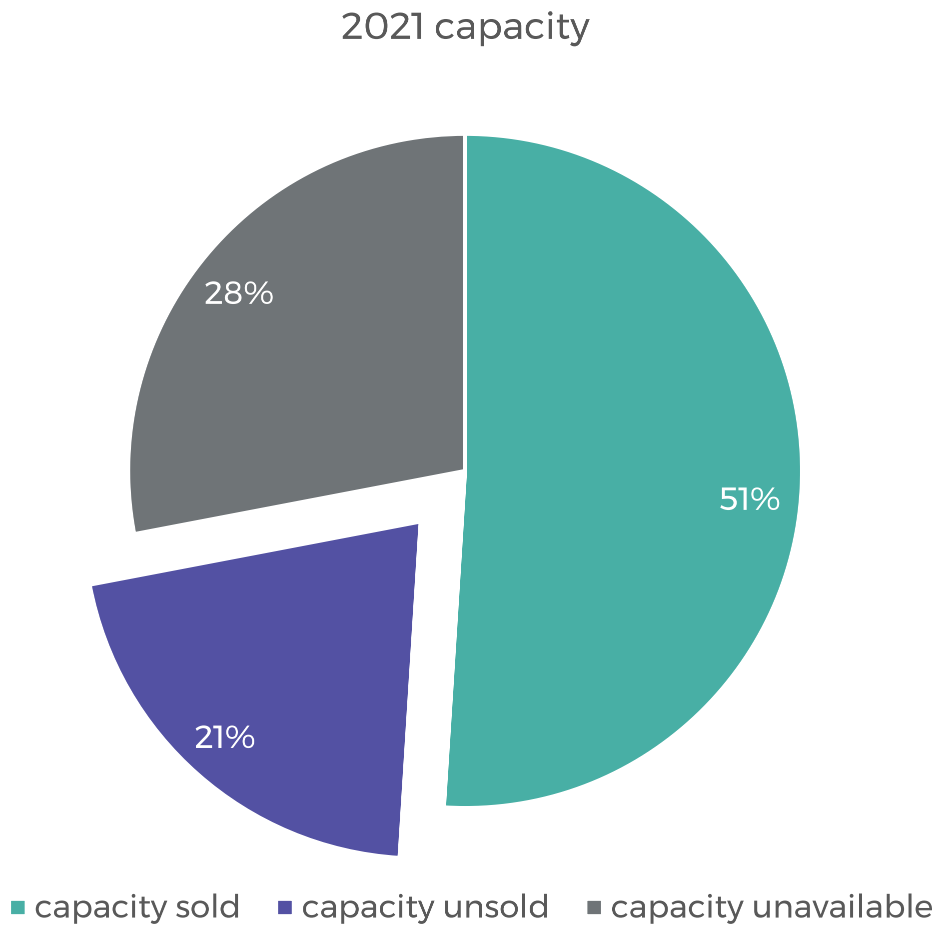
Australia + New Zealand: comparative sold capacity



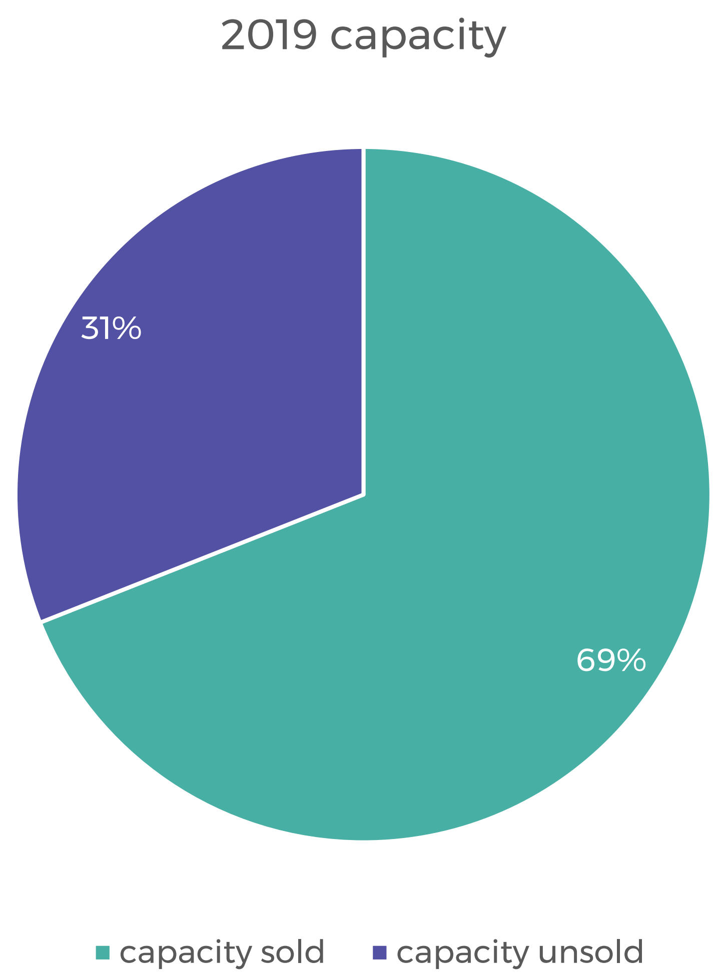


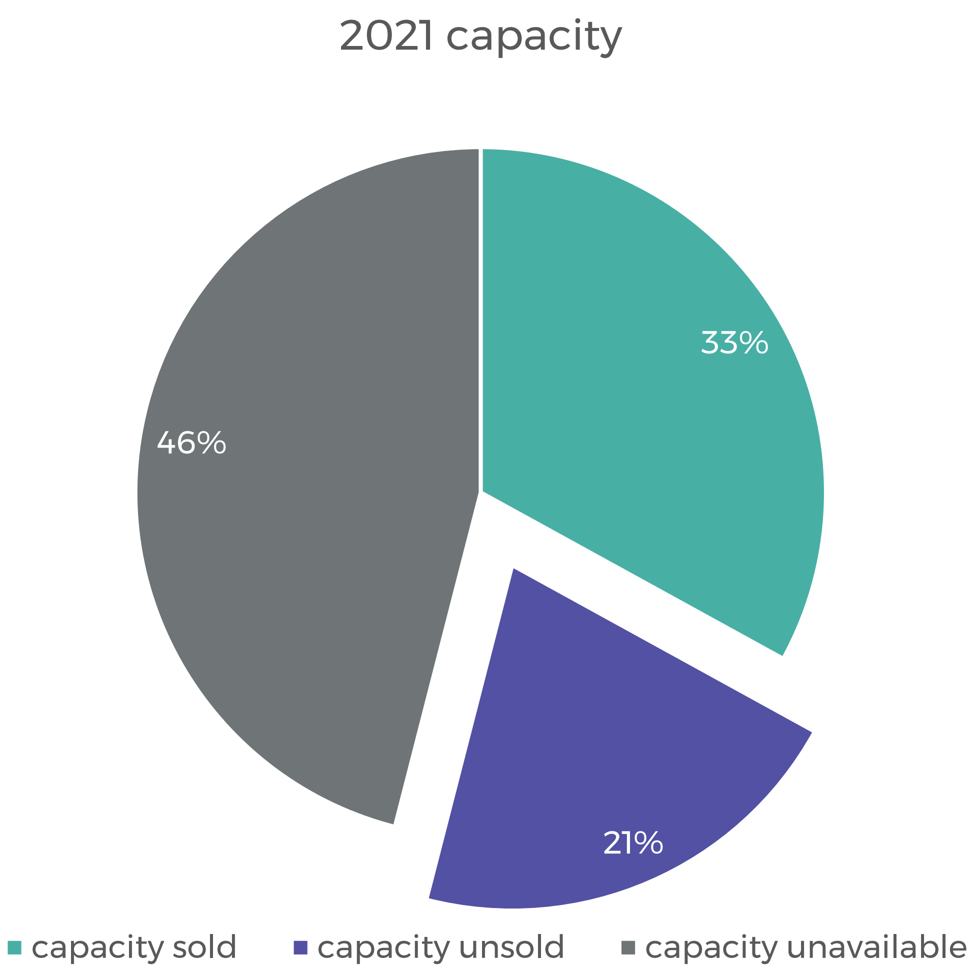
Australia + New Zealand: the demand gap





UK + Europe: the demand gap





Three-way audience demand measure:

- what would similar content have attracted pre-pandemic?
- what was the demand gap for this content during re-opening?
- what are the intent to return rates for this content's audience?

Top 3 learnings:

1. layer insights for audience projection – pre-pandemic, mid-pandemic and intent to return
2. leverage your assets to re-create attendance habits
3. evaluate churn and retention models – do they fit new behaviours and audiences?

what else is helpful to investigate?