

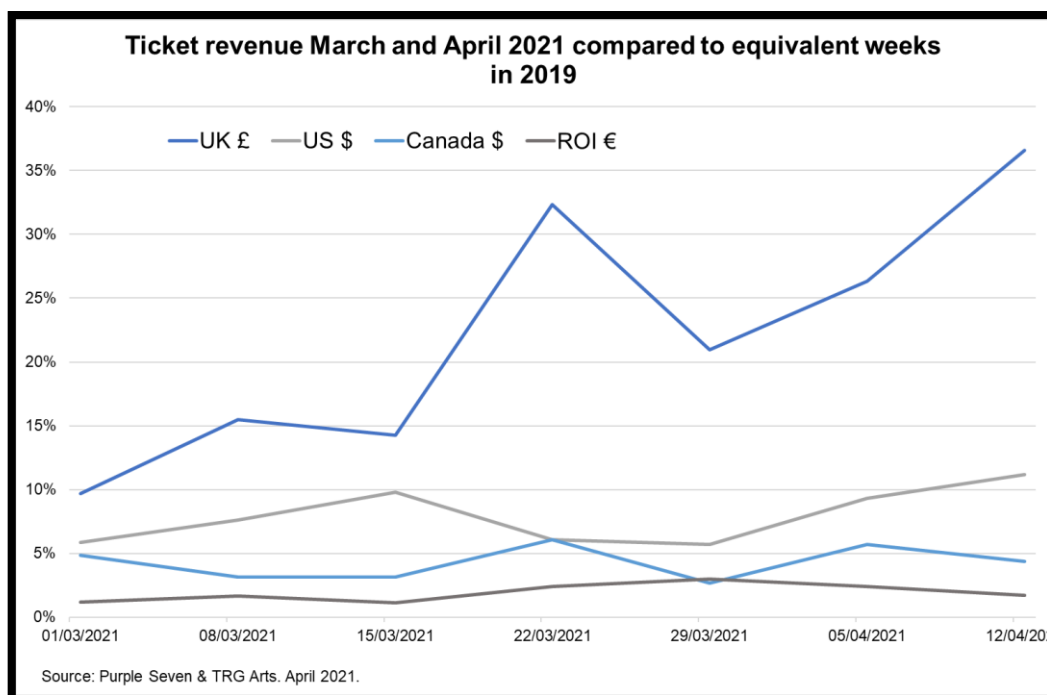


--For Immediate Release--

Revival in Advance Tickets Sales of Performing Arts Organizations Mixed on Both Sides of the Atlantic

Impact on U.S. Venues Correlated with Vaccination Rates, Masking and Distancing Guidelines

Colorado Springs, CO, May 6, 2021— New analysis of near real-time box office data from performing arts organizations in the U.S., Canada, U.K. and Republic of Ireland released today by international arts management consultants **TRG Arts** and UK arts data specialists **Purple Seven** reveals ticket sale and revenue trends as venues seek to reopen. The week of April 12 was the first week in 2021 that sales revenues in the U.S. were more than 10% of 2019 levels.

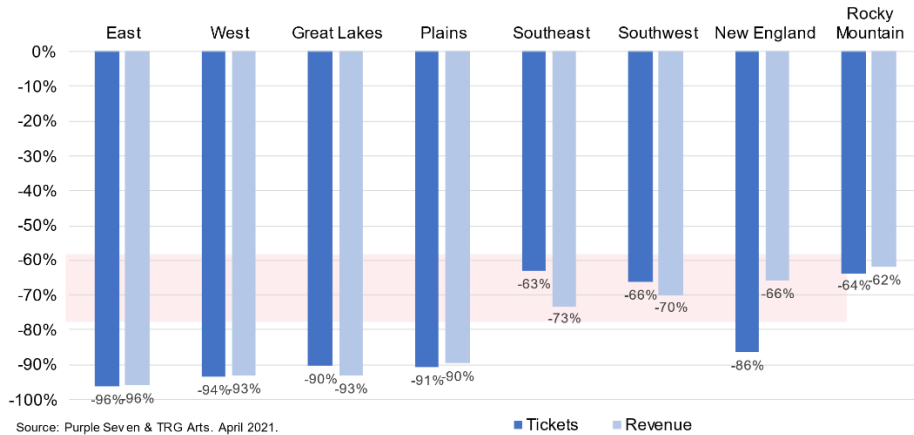


In the U.S. box office trends appear to be due to a mix of vaccination rate confidence and whether the state governor has been early to end masking and social distancing rules.

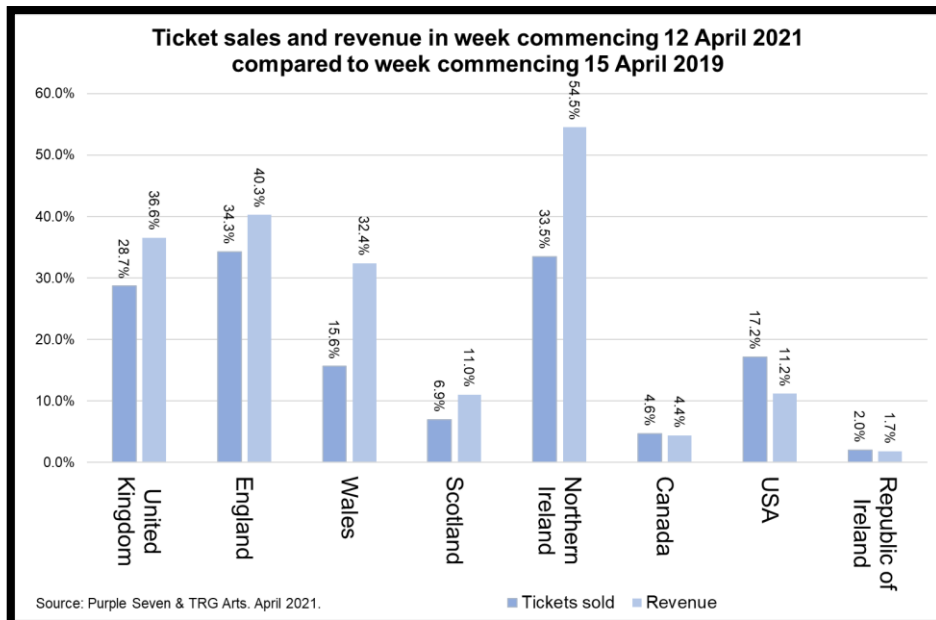
- New England: An older, highly vaccinated population had more comfort going on-sale for summer and fall performances.
- Southwest: Arizona and Texas are the drivers here, and both states have reduced masking and distancing rules earlier than other states.
- Southeast: Florida and the Carolinas are likely the drivers here with masking and distancing similar to the Southwest.
- West: California is just starting to ease distancing regulations hence planning and on sale lag vs. the Southwest/Southeast zones.

Box Office Revenue

April 2021 v. April 2019 – US Regions



Ticket sales in England (excluding London) for the week of April 12, 2021 achieved 38% of 2019 levels and revenues were almost half (49%). England accounted for 91% of all revenue achieved in the U.K. during that week. A substantial proportion of the revival in sales in England is due to successful on-sales of long running shows in London, but there were also signs of the start of a strong recovery in the regions.



In the same week, Northern Ireland accounted for just 3% of the sales and revenues recorded in the U.K., with just two venues accounting for 87% of revenues. Of the 17 venues in the study, 14 recorded revenues of 20% or less compared to the same week in 2019 and seven sold no tickets at all.



The U.K.'s stronger sales during this same week appear to be part of a trend that commenced in late March 2021. Prior to this, the U.K.'s weekly sales revenues were consistently at least 85% down from 2019.

There is no evidence of an upward trend in revenues reported from Canada or the Republic of Ireland.

“Despite these early data results, we’re seeing great enthusiasm and interest wherever performing arts organizations have plans to open,” said [TRG Chief Executive Officer Jill Robinson](#). “People are eager to come back to live performances, so now is the time for art lovers to support local venues by booking tickets for as many and varied future performances as they can.”

The data from 349 performing arts organizations (94 in the U.S., 226 in the U.K., 12 in Canada and 17 from the Republic of Ireland) come from the [COVID-19 Sector Benchmark](#), an initiative led by TRG Arts and Purple Seven, which has grown into the largest global arts and cultural consumer dataset in the industry. It captures near real-time data from box office feeds of all scales. The majority of the sample are theaters, but there is also a representation of arts centers and orchestras. COVID-19 Sector Benchmark tracks sales on a daily basis from the box offices of arts organizations. These include both funded charities and commercial arts organizations.

“If there is light at the end of this incredibly long tunnel, it seems to be burning far more brightly in some parts of the U.S. and U.K. than others,” commented Purple Seven Managing Director David Brownlee. “The more cautious the approach to re-opening, the lower the sales and revenue compared to 2019. There are clearly still challenging times ahead and a need for continued active support from both audiences and governments all around the U.K., Canada and the U.S.”

TRG Arts and Purple Seven have published a number of studies on the impact of COVID-19 pandemic on the arts and culture sector:

- February 2021, “COVID-19 and Philanthropy – Giving in 2020” https://go.trgarts.com/BenchmarkInsights_Jan2021.
- November 2020, “Ticket Sales & Philanthropy” <https://trgarts.com/blog/benchmark-insights-nov-2020.html>
- October 2020, “Who is Giving?” https://go.trgarts.com/InsightReport_Oct20
- September 2020, “COVID-19 and the Performing Arts – Six Months After Closure” <https://trgarts.com/blog/insights-report-sep-2020.html>
- August 2020, “Who is booking now? Changes in ticket buyer demographics post COVID-19” https://go.trgarts.com/InsightReport_Aug20
- June 2020, “Individual Donations – Is New Philanthropic Income Replacing Lost Ticket Income?” https://go.trgarts.com/InsightReport_July20



- May 2020, “Tracking the Initial Impact of COVID-19 on the Performing Arts in the UK and North America” <https://go.trgarts.com/InsightReportMay2020>

TRG Arts offers a range of free resources for cultural and arts professionals throughout the U.S., Canada, the U.K. and the EU to ensure the field of arts and culture thrives now and after the COVID-19 crisis:

- [TRG 30](https://go.trgarts.com/TRG30), a weekly 30-minute webinar series of crisis counsel and best practices that attracts hundreds of executives globally each week: <https://go.trgarts.com/TRG30>.
- [TRG blog](https://go.trgarts.com/Blog) for the latest on COVID-19 related topics: <https://go.trgarts.com/Blog>

About the COVID-19 Benchmark Dashboard

Purple Seven and TRG Arts continue to offer free access to the free COVID-19 Benchmark Dashboard to organizations in the U.S., Canada, the U.K. and the Republic of Ireland. To register visit <https://go.trgarts.com/benchmark>.

Expansion of the COVID-19 Benchmark Dashboard is supported in part by a grant from the [National Endowment for the Arts](#) (NEA) to [SMU DataArts](#), a national center for arts research and TRG Arts’ long-time partner in advancing the arts and culture sector.

About TRG Arts

TRG Arts (The Results Group for the Arts) is an international, data-driven change agency consulting with arts and cultural executive leaders, marketers and fundraisers on a patron loyalty-based approach to increasing sustainable revenue. Experts in the arts sector for 25 years, TRG Arts has earned a reputation unsurpassed for achieving results and building successful business models for non-profit and commercial arts and cultural organizations. TRG Arts is an industry pioneer in areas including audience loyalty development, membership and the subscription model, and dynamic pricing. TRG Arts believes in the transformative power of arts and culture, and that positive, profound change in the business model of arts organizations can lead to artistic innovation and the ability to inspire entire communities. Visit www.trgarts.com.

About Purple Seven

Purple Seven has been working in the UK Arts sector for 16 years, analyzing audience behavior across hundreds of organizations. Purple Seven’s extensive knowledge and experience of audience trends allows them to offer an industry context to audience data that helps cultural organizations focus on the important, not just the interesting. Visit <https://purplesevenanalytics.com/>

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