

TRG's Arts and Culture Benchmark Reflections & Projections

A Data-Driven Look Ahead for 2025



February 6, 2025



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2024

2025



We want to hear from you!

Put in the chat:

What is one challenge you hope to address with the insights shared during this conversation?

Who are TRG Arts?

Through tailored consulting, teaching, and data-driven insights, we help organizations optimize their business models and audience engagement strategies.



Arts & Culture Benchmark

Real-time intelligence on the impact of our changing world. Understand how your ticketing data compares to an industry leading benchmark of over 400 organizations across North America, the UK, and Ireland.

Login Now to See Your Data

Join the Free Benchmark



- 1) 500 organizations in U.K., Ireland, U.S., and Canada**
- 2) 250 in the North America (NA)**
- 3) 400 Million Transactions**

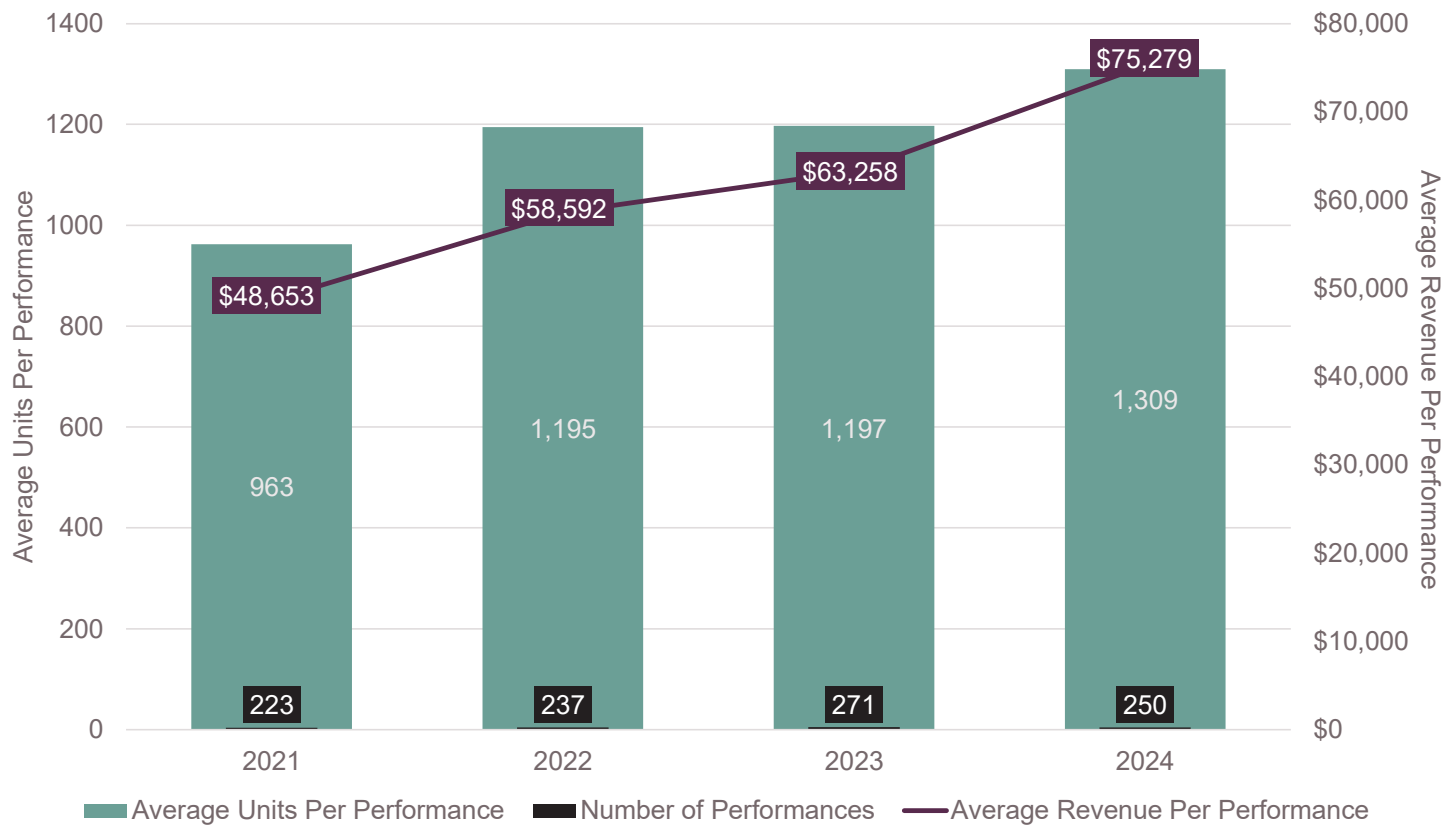
Benchmark Details

Holiday



US Orchestras: Holiday

2024: Late Thanksgiving = Less Possible Performance Dates



2024 vs 2023

9%

Increase in
Avg Units

19%

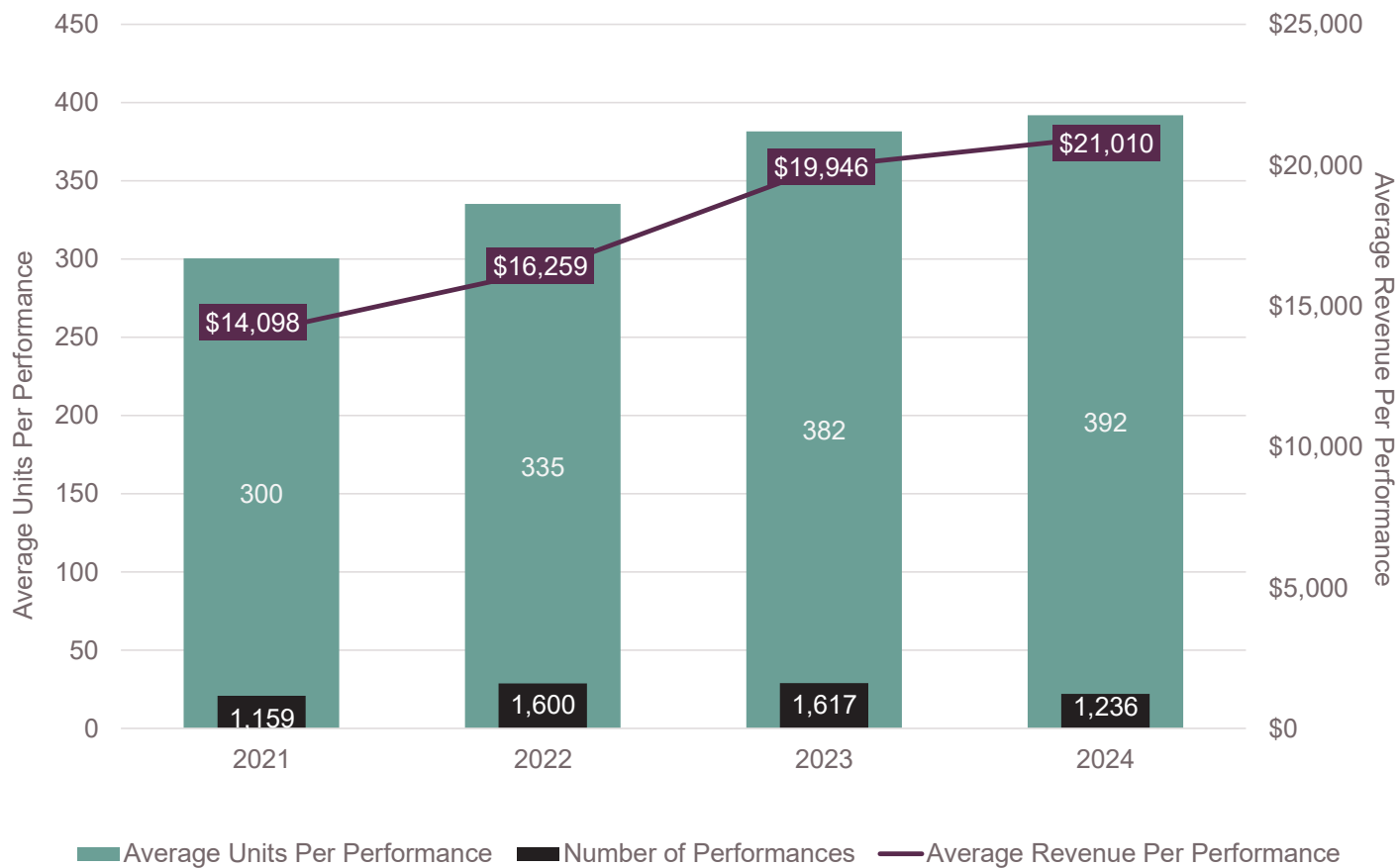
Increase in
Avg Revenue

-8%

Decrease in
Perf

US Theatres: Holiday

2024: Late Thanksgiving = Less Possible Performance Dates



2024 vs 2023

3%

Increase in
Avg Units

5%

Increase in
Avg Revenue

-23%

Decrease in
Perf

US Orchestras: Holiday

Average Ticket Price



2024 vs 2023

9%

**Increase in
Average Ticket
Price**

US Theatres: Holiday

Average Ticket Price



2024 vs 2023

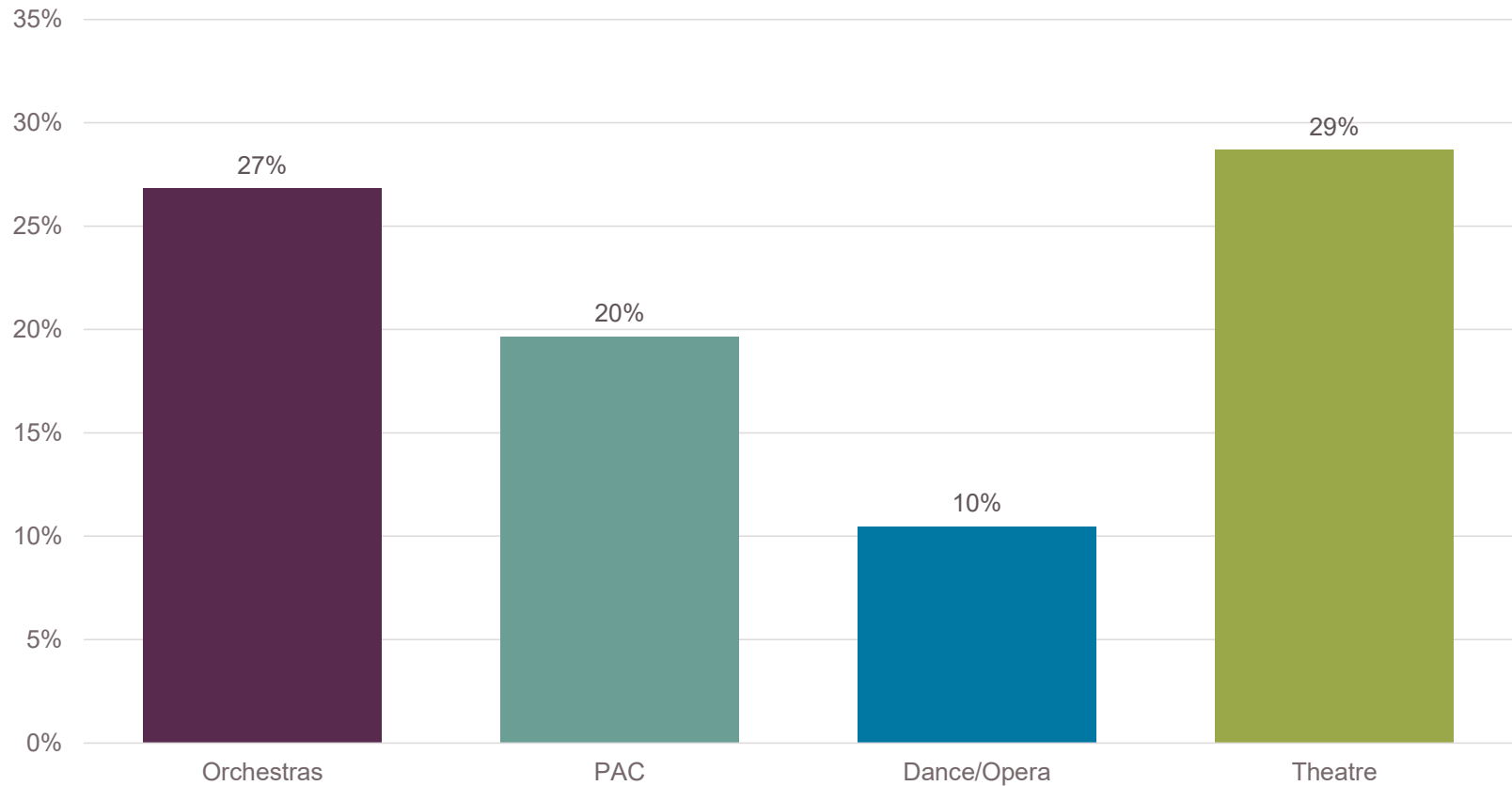
3%

Increase in
Average Ticket
Price

Performing Arts Sector Trends

Single Ticket Revenue Change: NA Performing Arts Orgs

Calendar Year 2019 vs 2024



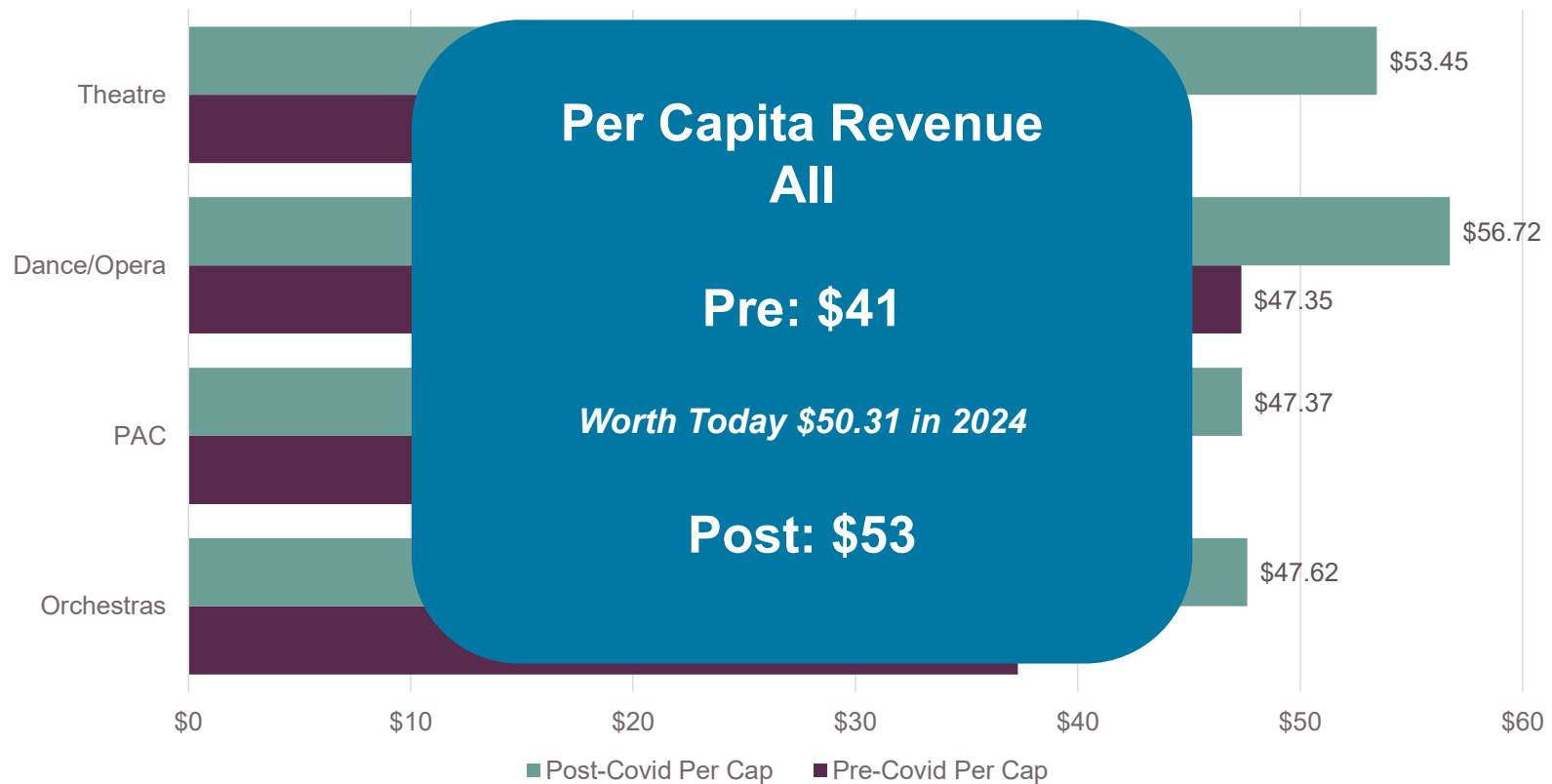
Single Ticket Per Capita Rev: NA Performing Arts Orgs

2019 vs 2024



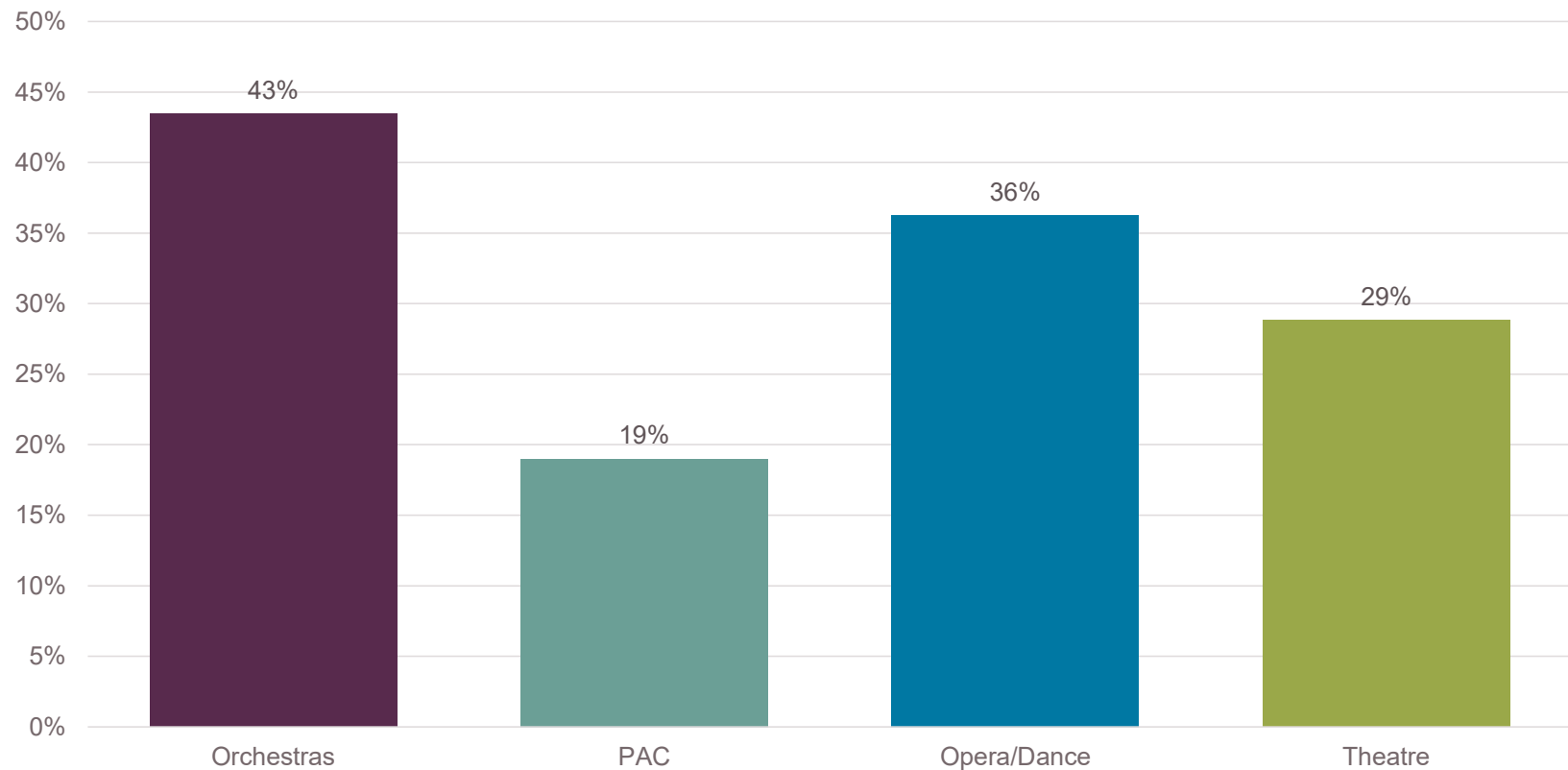
Single Ticket Per Capita Rev: NA Performing Arts Orgs

2019 vs 2024



Subscription and Membership Revenue Change NA Performing Arts Orgs

Calendar Year 2019 vs 2024



What is Driving Subscription and Membership Resurgence?

Per Unit, Per Capita is up 24% for NA Performing Arts Organizations

Per Unit Per Cap

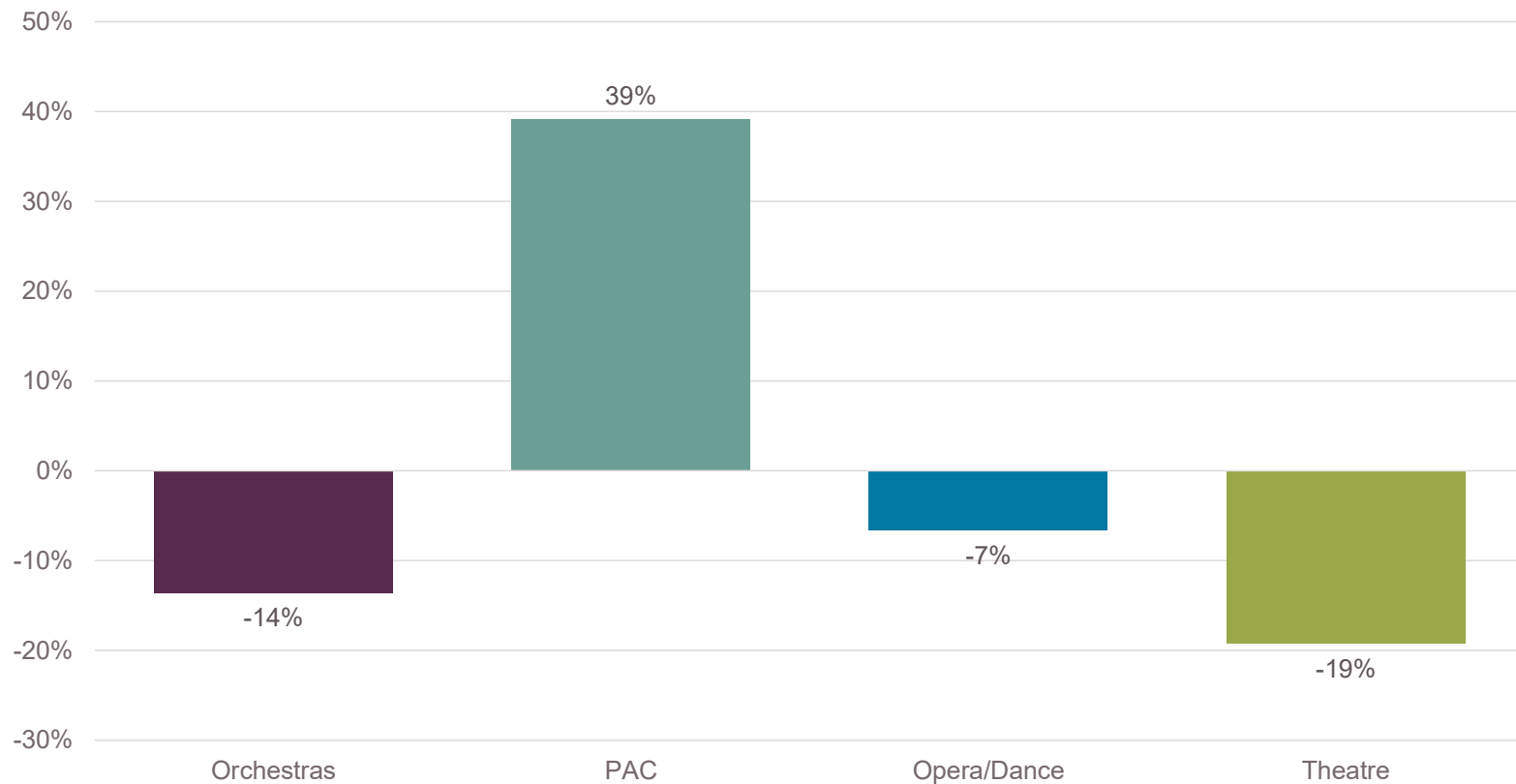
+24%

\$65 vs \$53

*(Adjusted for inflation,
\$53 in 2019 is \$65.03
in 2024)*

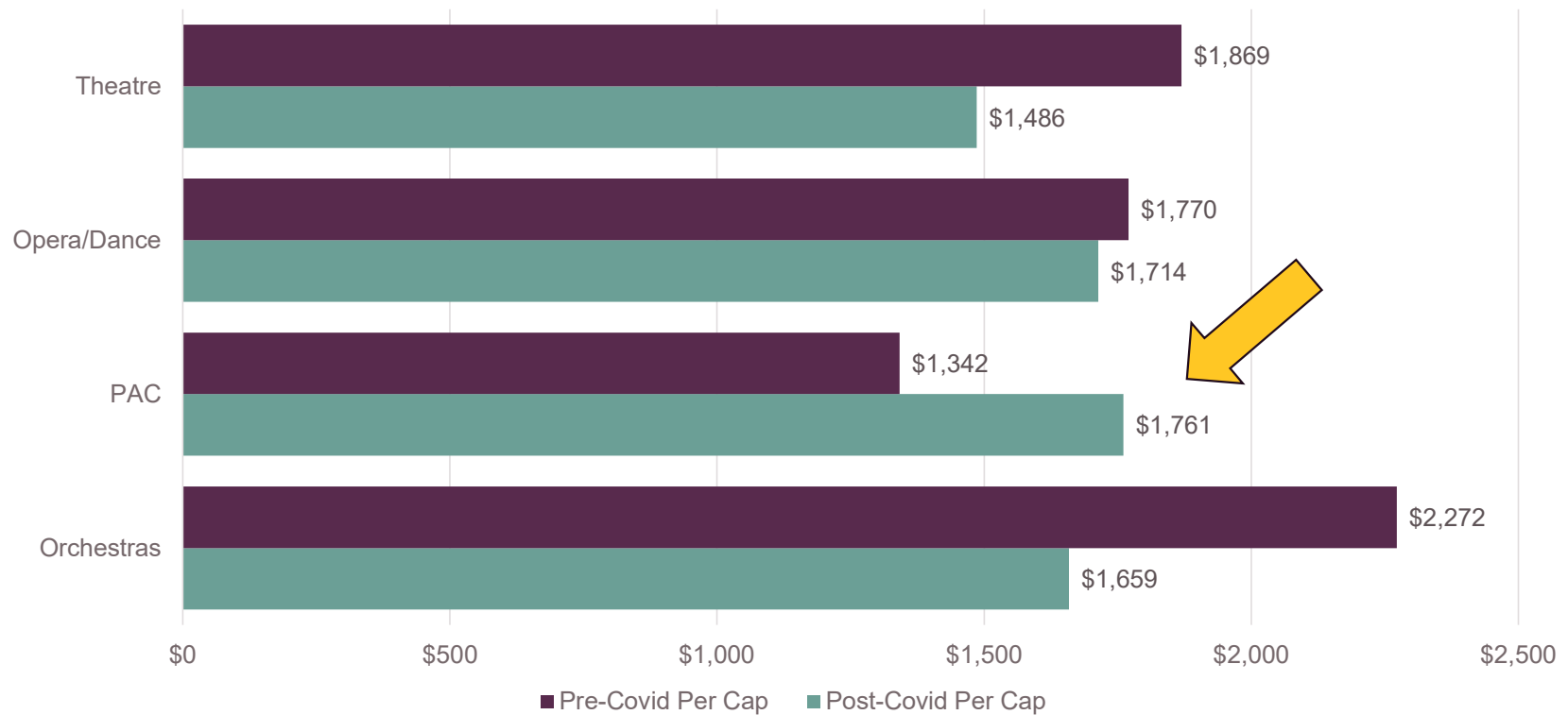
Donation Revenue Change: NA Performing Arts Orgs

Calendar Year 2019 vs 2024



Ave. Gift Revenue: NA Performing Arts Orgs

2019 vs 2024, PACs Recovering Fastest



Ave. Gift Revenue: NA Performing Arts Orgs

2019 vs 2024, PACs Recovering Fastest



Georgia Tech Researchers Reveal Phrases that Pay on Kickstarter

KICKSTARTER PHRASES THAT PAY (AND DON'T)

New Georgia Tech Study Finds Pitch Language Plays Major Role in Success of Crowdfunding Projects

Funded

- 1 also receive two
- 2 mention your
- 3 given the chance
- 4 your continued
- 5 we can afford

Non-Funded

- 1 not been able
- 2 even a dollar
- 3 later i
- 4 a blank
- 5 hope to get

What themes do you see in funded vs. non-funded projects?

Single Ticket Sales

Single Ticket Sales: NA Performing Arts Organizations

2019 vs 2024

Revenue
\$890M vs \$728M

Units
17.8M vs 16.9M

22%

Revenue

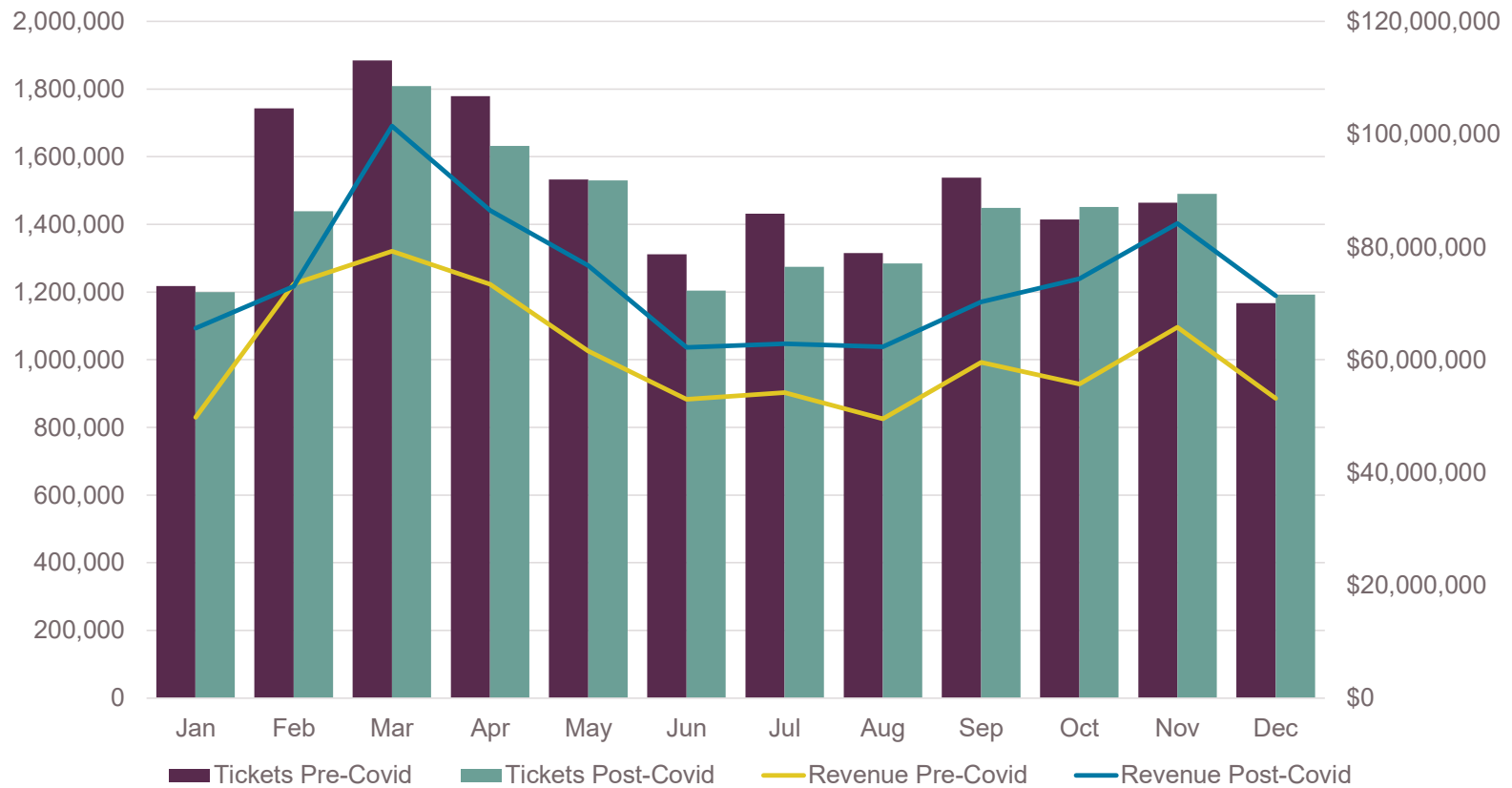
-5%

Units



Single Tickets: NA Performing Arts Organizations

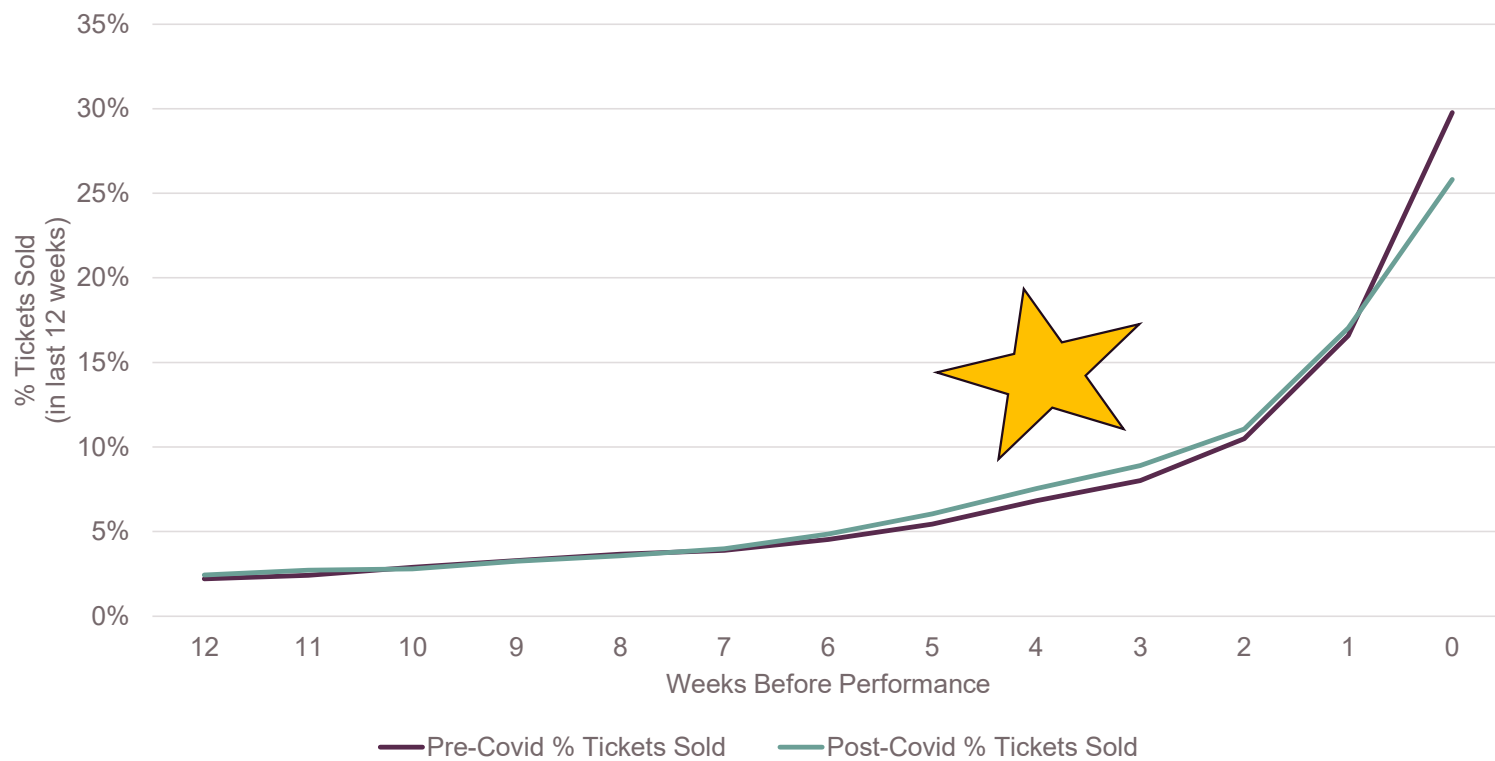
2019 vs 2024





Single Tickets: NA Performing Arts Organizations

Weeks Out - 2019 vs 2024



Subscription and Membership Sales: NA Performing Arts Organizations 2019 vs 2024

Revenue
\$161M vs \$118M

Units
2.48M vs 2.25M



Revenue

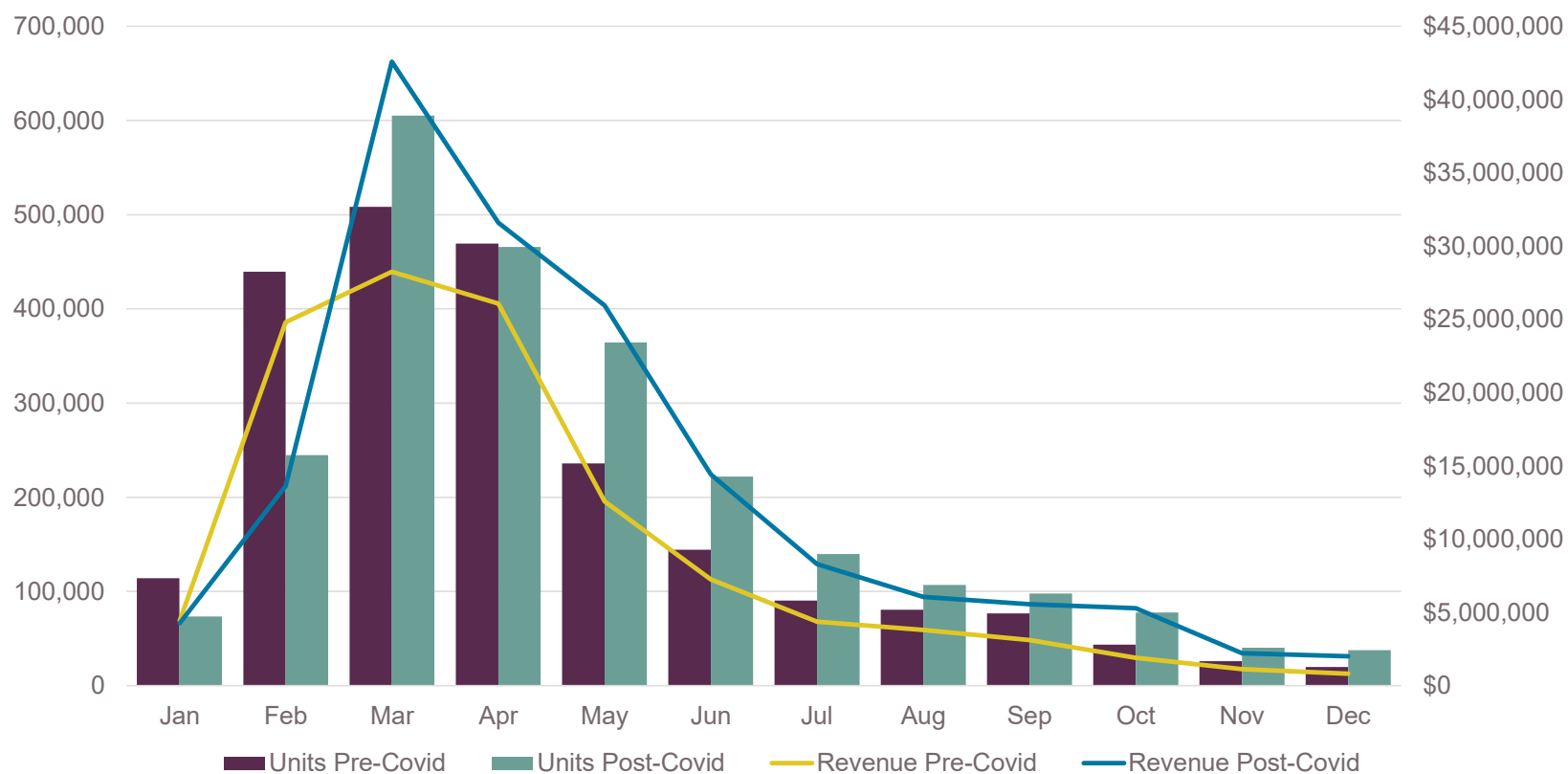


Units
(Not Packages)



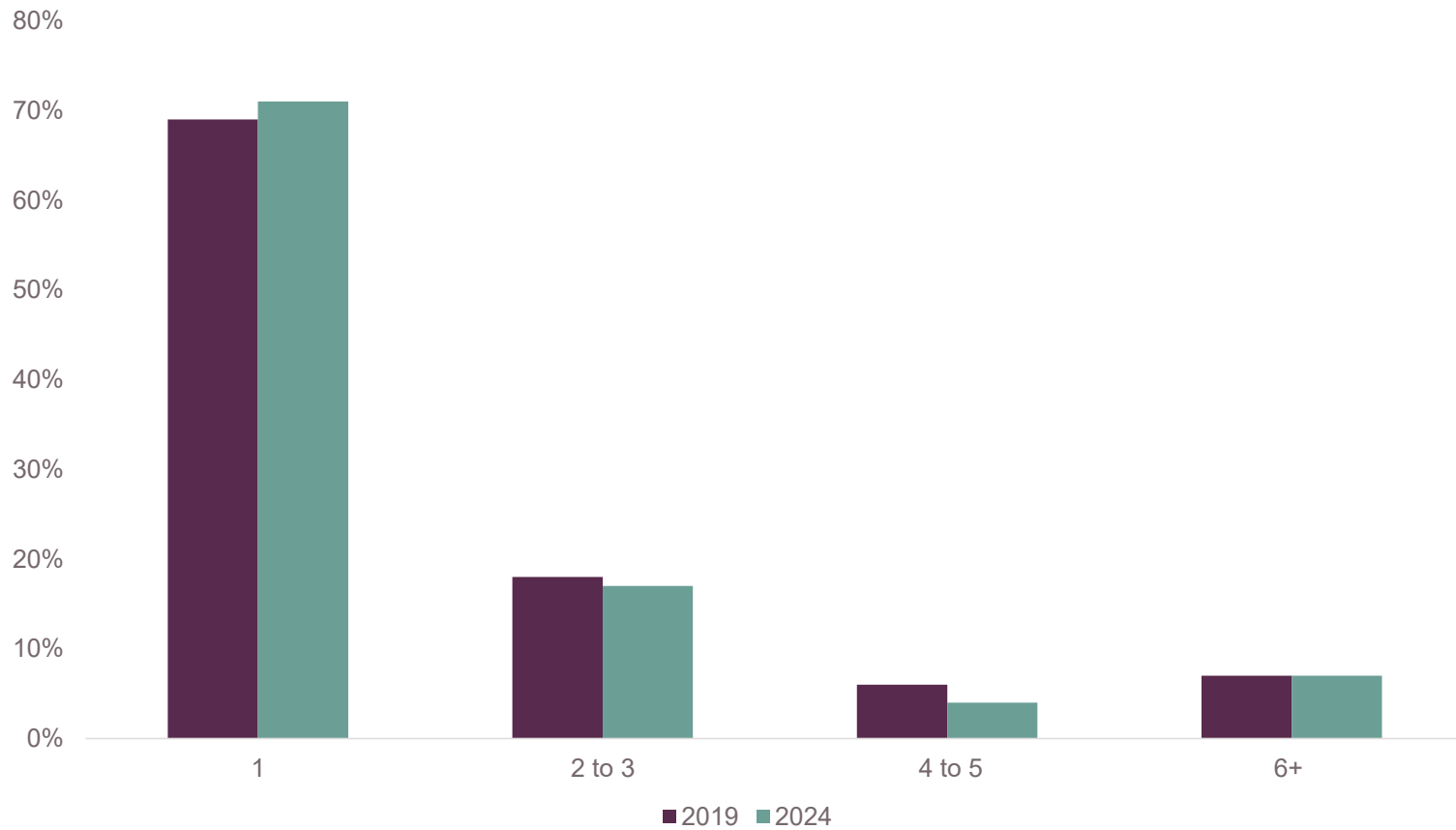
Subscription and Membership: NA Performing Arts Organizations

2019 vs 2024



What is Driving Subscription and Membership Resurgence?

How Often Customers Attending Each Season – NA Performing Arts Organizations



Subscription Service Model: How To Build A Profitable Business

Cheryl Robinson Contributor @

I focus on embracing the pivot during life's transitions.

Follow



Mar 8, 2024, 07:30am EST

Forbes

The global subscription economy market size is projected to be \$1.5 trillion in 2025, up from \$650 billion in 2020. An average US consumer spent \$273 monthly on subscription services in 2021 compared to \$237 monthly in 2018.

Software

Digital Magazine

Individual Donations

Donations: NA Performing Arts Organizations

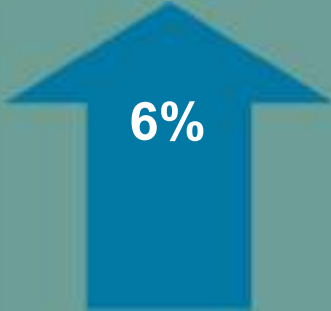
2019 vs 2024

Revenue
\$1B vs \$865M

Units
537K vs 505K



Revenue

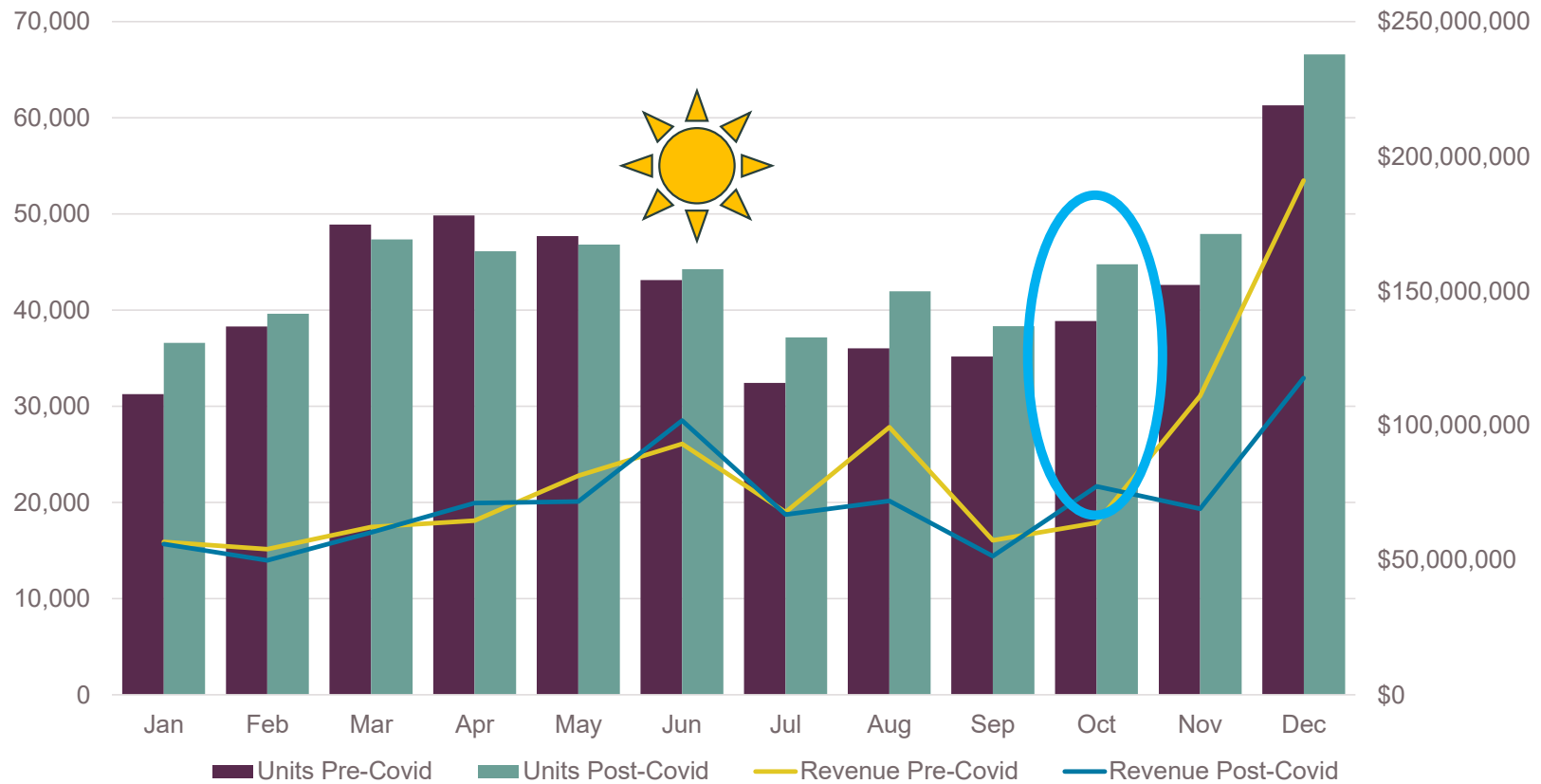


Units



Gifts by Month: NA Performing Arts Organizations

2019 vs 2024







R + D + P + D



Collaboration for Data Driven Season Selections!



Customers will purchase tickets earlier



Phones are encouraged at performing arts events!



Marketers will invest more in retention than acquisition!



Email is so 2024, the future is around other digital channels of communication



Membership, VIP, Loyalty is the KEY



SUSTAINED MEMBERSHIP MOMENTUM

Arkansas Symphony maintains a **steady membership growth rate above 2% monthly**, with revenue pacing 3% ahead of goal. Sold-out chamber series events and an 18% rise in member reservations for classical programming have driven a 37% year-to-date increase in single ticket sales for these performances, showcasing the lasting impact of their membership strategy.



Experimenting with the follow up offer

Arkansas Symphony



Thank You For Attending Our Concert With Kerson Leong!

We Would Love For You To Join Us Again To Enjoy Many Live ASO Concerts & Offer You...

29+ Concerts For Only \$9/Month!

Your Symphony On Your Schedule

When you sign up, your preferred payment method will be automatically charged, & you can reserve tickets & enjoy any concert in our main ASO series - Masterworks, Pops, River Rhapsodies!

BECOME A MEMBER TODAY!
KIDS ARE FREE WITH ENTERGY KIDS' TICKETS
ArkansasSymphony.org | 501-666-1761

COMING SOON... GUSTAV HOLST'S THE PLANETS APRIL 6-7, 2024 AT THE ROBINSON CENTER

ASO ARKANSAS SYMPHONY ORCHESTRA
P.O. Box 7328 • Little Rock, AR 72217

Non Profit Org. U.S. Postage **PAID** 1488 Rock, AR Permit No. 1837

Same-season new-to-file retention

FY2023: Standard "killer offer" of 50% off the next concert

9% retention rate

FY2024: Upgrade to membership, with a tag about next concert

11% retention rate



NEW REVENUE INSIGHTS IN 2025

AUDIENCE INTELLIGENCE

REVENUE: 1,500,000
ATTENDANCE: 15,000
AVERAGE TICKET PRICE: 100
MARKETING COST: 50,000
NET REVENUE: 1,450,000
GROSS PROFIT: 1,200,000
OPERATIONAL COSTS: 250,000
MARGINAL CONTRIBUTION: 950,000

TRG ARTS

Category	Q1	Q2	Q3	Q4
TICKET	24,000	28,000	31,000	37,000
1,500	6,000	7,500	8,000	9,500
3,000	0,000	0,000	0,000	0,000
0,000	0,000	0,000	0,000	0,000
0,000	0,000	0,000	0,000	0,000



TRG ARTS



Winterland
TICKET
TO THE CITY
TOUR'S

TRG
AUDIEMIXE
ARTS
TOOLS

If you are serious about closing your gap, book time with me to discuss how to do that.





Help
Spread The
Word

ARTS & CULTURE BENCHMARK

Real-time intelligence on the impact of our changing world. Understand how your ticketing data compares to an industry leading benchmark of over 400 organizations across North America, the UK, and Ireland.

trgarts.com/benchmark







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