

TRG's Arts and Culture Benchmark 2023 Year End Wrap Up Looking Back to Succeed Going Forward



March 7, 2024



League
of American
Orchestras



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TRG Arts



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League of American Orchestras

2023



2024

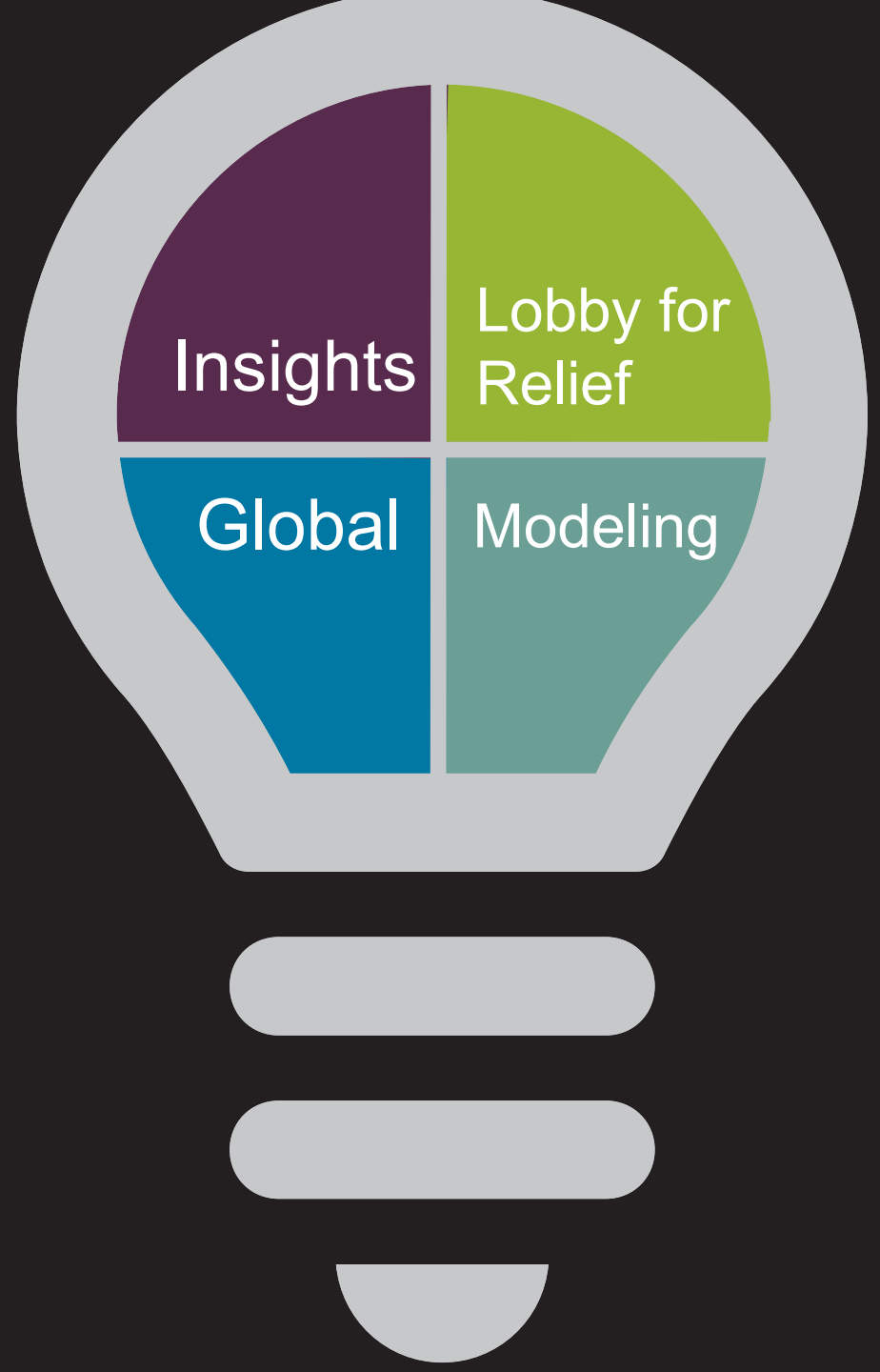


Agenda

- Welcome
- Data Dive: 2023 Engagement Review
- Questions & Conversation

- 1) Share powerful insights**
- 2) Fuel recovery**
- 3) Orchestra specific view**
- 4) Trend reports**

Goals of Partnership



Arts & Culture Benchmark
trgarts.com

- 1) 500 organizations in U.K., Ireland, U.S., and Canada**

- 2) 250 in the North America (NA)**
 - 42 Orchestras**

- 3) 400 Million Transactions**

Benchmark Details

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



This project is supported in part by the National Endowment for the Arts through our partnership with SMU DataArts.

statista

KEY METRICS Benchmark figures based on averages from 49 venues in the North America Music benchmark

North America
Music

- OPEN IN NEW TAB
- WHAT'S NEW
- KEY METRICS**
- LAST 30 DAYS
- YEAR TO DATE
- TYOLOGY
- ADVANCE
- SUBSCRIPTIONS
- DONATIONS
- SENTIMENT



LAST 30 DAYS **REVENUE** TICKETS YEAR TO DATE **REVENUE** TICKETS



Your Data **\$591,106** Revenue in the last 30 days

\$843,027 Same period in 2019 **-30%** vs 2019

\$584,912 Same period in 2023 **1%** vs 2023

The Benchmark **\$404,458** Average revenue in the last 30 days

\$458,202 Same period in 2019 **-12%** vs 2019

\$412,924 Same period in 2023 **-2%** vs 2023

Your Data vs The Benchmark **-18%** vs 2019 Benchmark

3% vs 2023 Benchmark

>0 = Better than the benchmark
<0 = Worse than the benchmark

LAST 30 DAYS DASHBOARD YEAR TO DATE DASHBOARD

Advance Revenue
Revenue for unmaturred performances over the next 12 months

\$3,167,609 Your data

\$1,831,497 Average of venues in the benchmark

73% Your data vs the benchmark

ADVANCE DASHBOARD

Subscription Revenue
Subscription revenue over the year to date

\$28,300 Your data

\$181,783 Average of venues in the benchmark

-84% Your data vs the benchmark

SUBSCRIPTION DASHBOARD

Customer Typology
New Customers is your largest active segment and makes up:

7,609 Patrons **38%** % patrons

3,693 Patrons **36%** % Patrons

TYOLOGY DASHBOARD

Donations:
Received income over the year to date

\$1,688,840 Your Data **\$779,315** Avg benchmark venue

Your data vs the benchmark **117%**

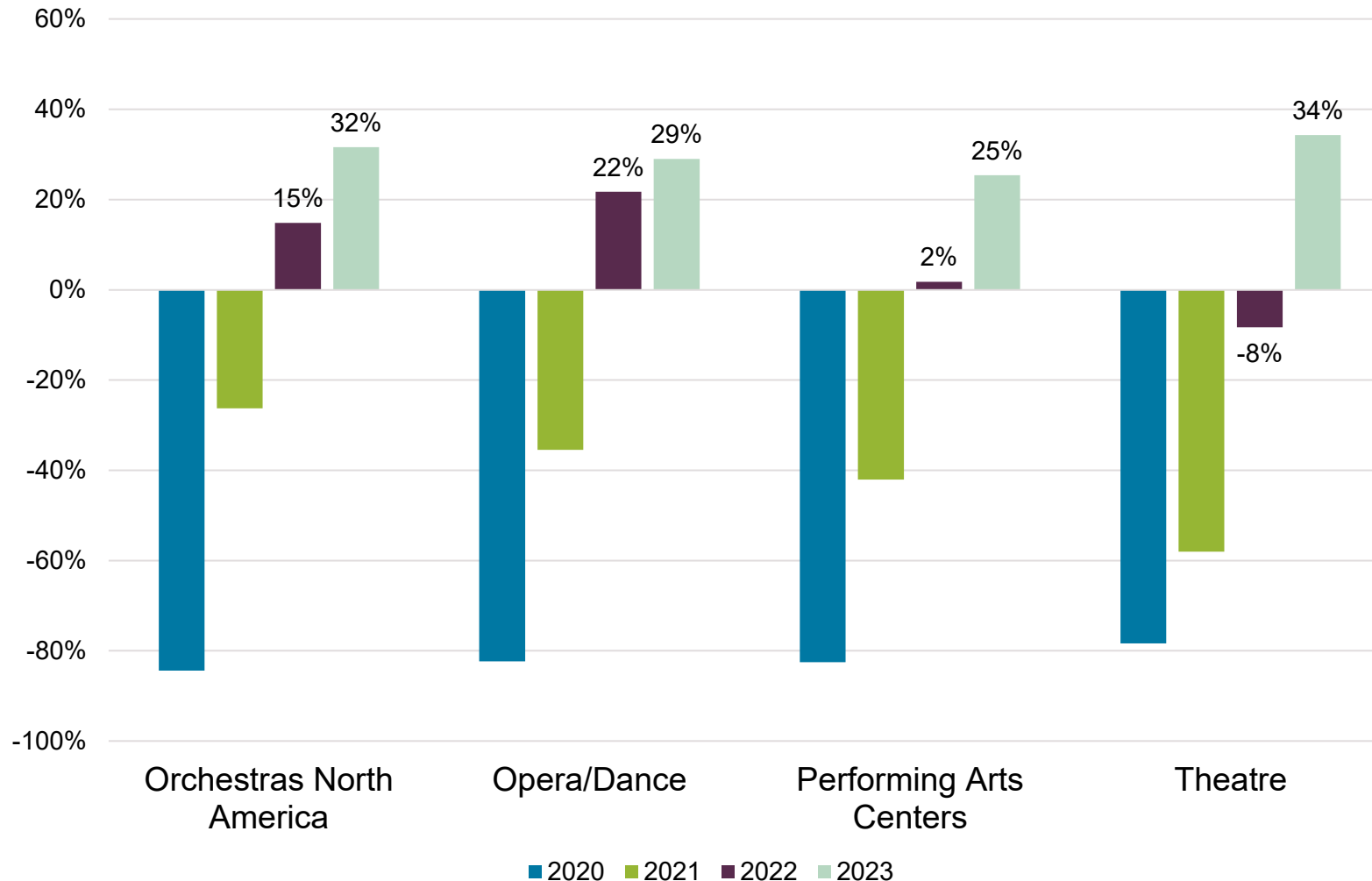
DONATION DASHBOARD



Performing Arts Sector
Wide View
2023 Wrap-Up

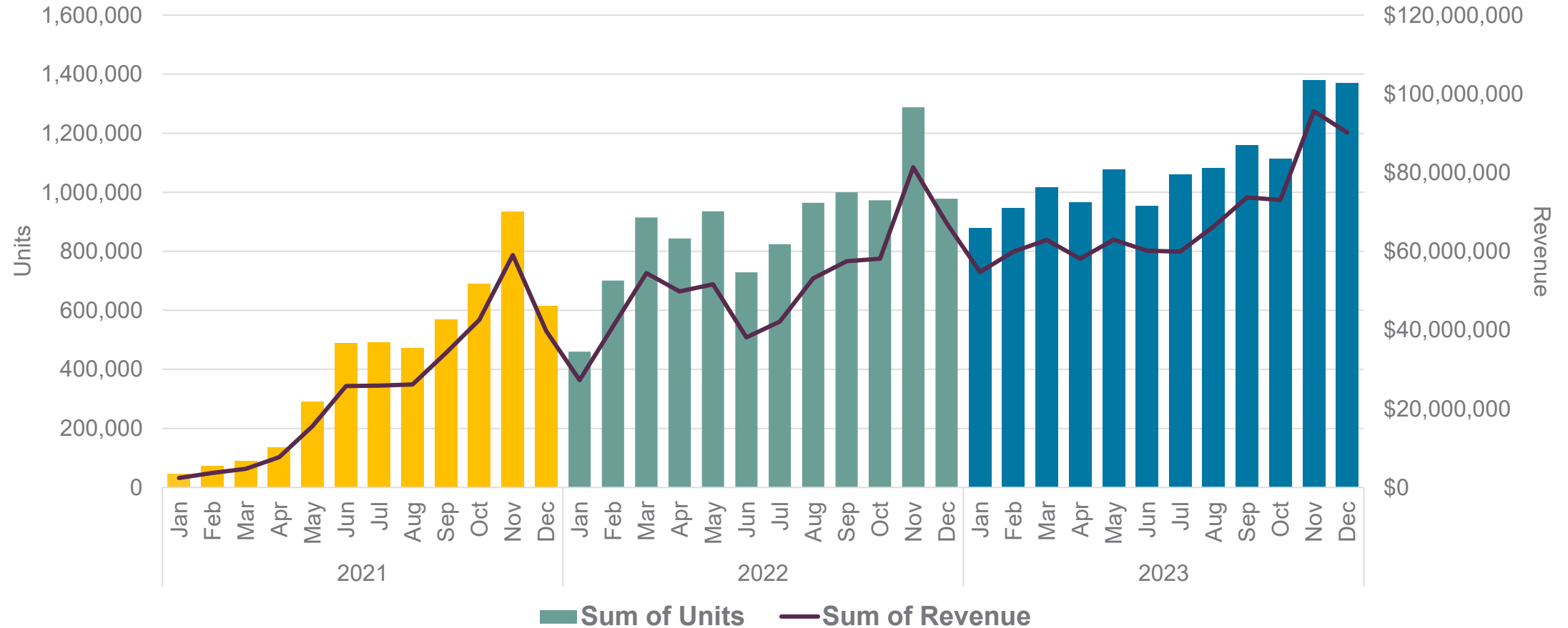
Ticket Revenue by Genre in NA v 2019

The Hills Were Alive With The Sound of Music



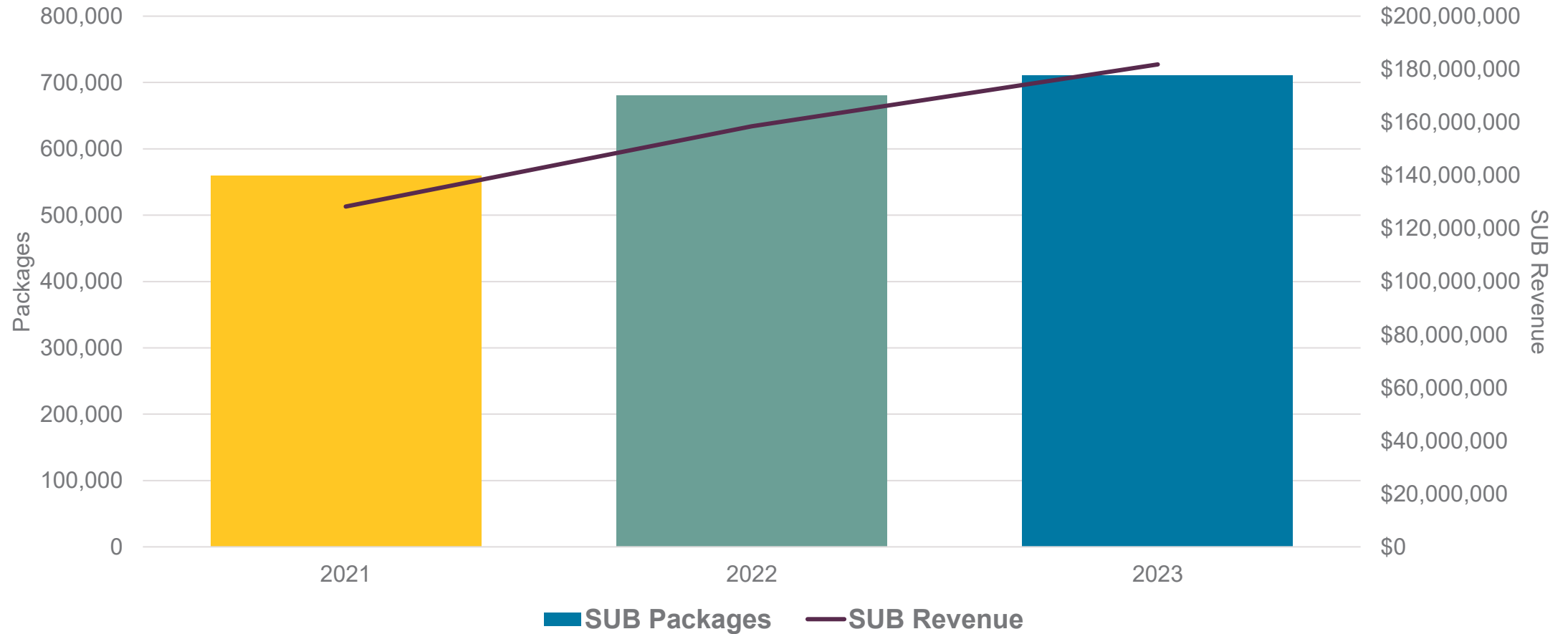
Single Ticket Summary: Total Benchmark 2021-23

Single Ticket Recovery Post Covid



Subscription Summary: Total Benchmark 2021-23

Subscriptions Recovery Post Covid



Customer Typology

Segment Definitions? Think **R(ecency)**, **F(requency)**, **M(onetary)**, **G(rowth)**

Acquisition

- **New Customer**

Current
Customers,
at least ONCE
within
past 18 months

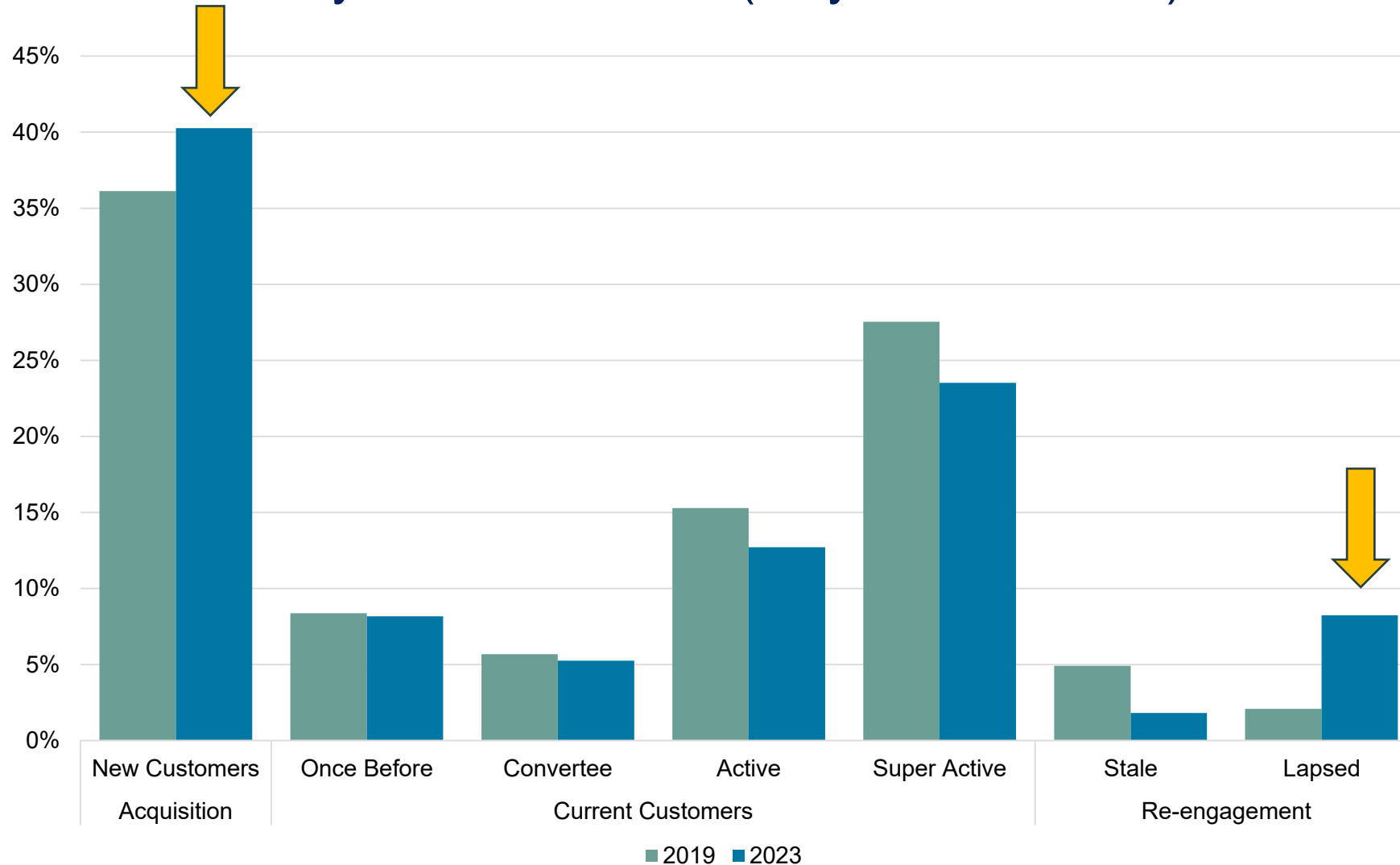
- **Once Before** – once before
- **Converttee** – twice before
- **Active** –3-9 times in their history
- **Super Active** –10+ times in their history

Re-Engaging,
BUT...

- **Stale** – last attendance prior to now? 18-36 months ago
- **Lapsed** – last attendance prior to now? 3 years or more ago

Ticket Buyers by Full Typology

Are Hold-Outs Ready to Come Back? (they've missed us)



North America

Music

OPEN IN NEW TAB

WHAT'S NEW

KEY METRICS

LAST 30 DAYS

YEAR TO DATE

TYOLOGY

ADVANCE

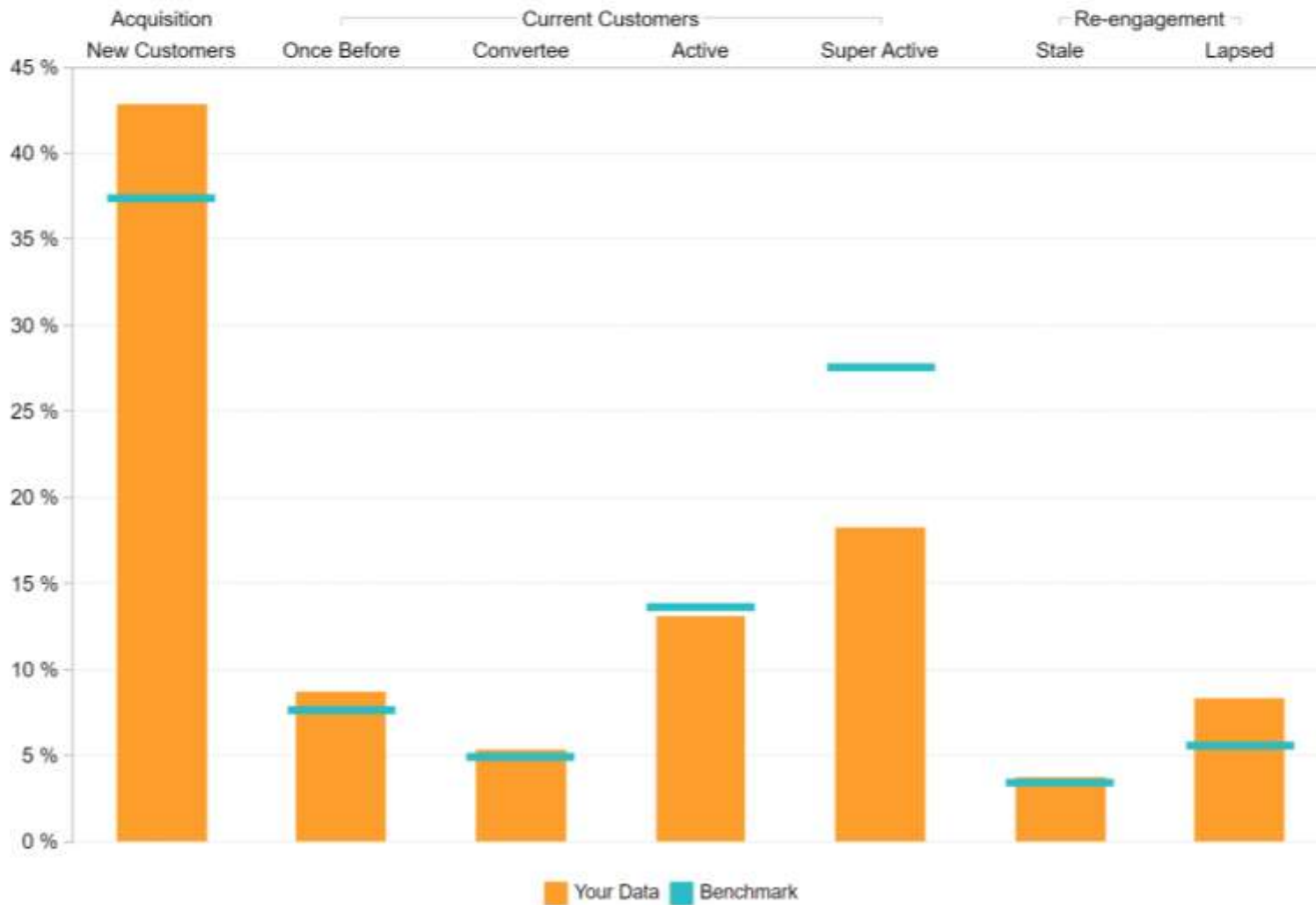
SUBSCRIPTIONS

DONATIONS

SENTIMENT

This chart shows the percentage of your bookers **excluding refunds** that fall into each segment, based on transactions over the last 30 days. Overlaid are the percentages of each segment who have booked within the benchmark over the same time period. Selecting a different year will show your data against the benchmark for that year

SEGMENT DEFINITIONS



Your Data

Over the last 30 days the most dominant patron segment was **New Customers**

As a % of the total ticket buyers, this segment accounted for **42.8%** of your total audience

Benchmark

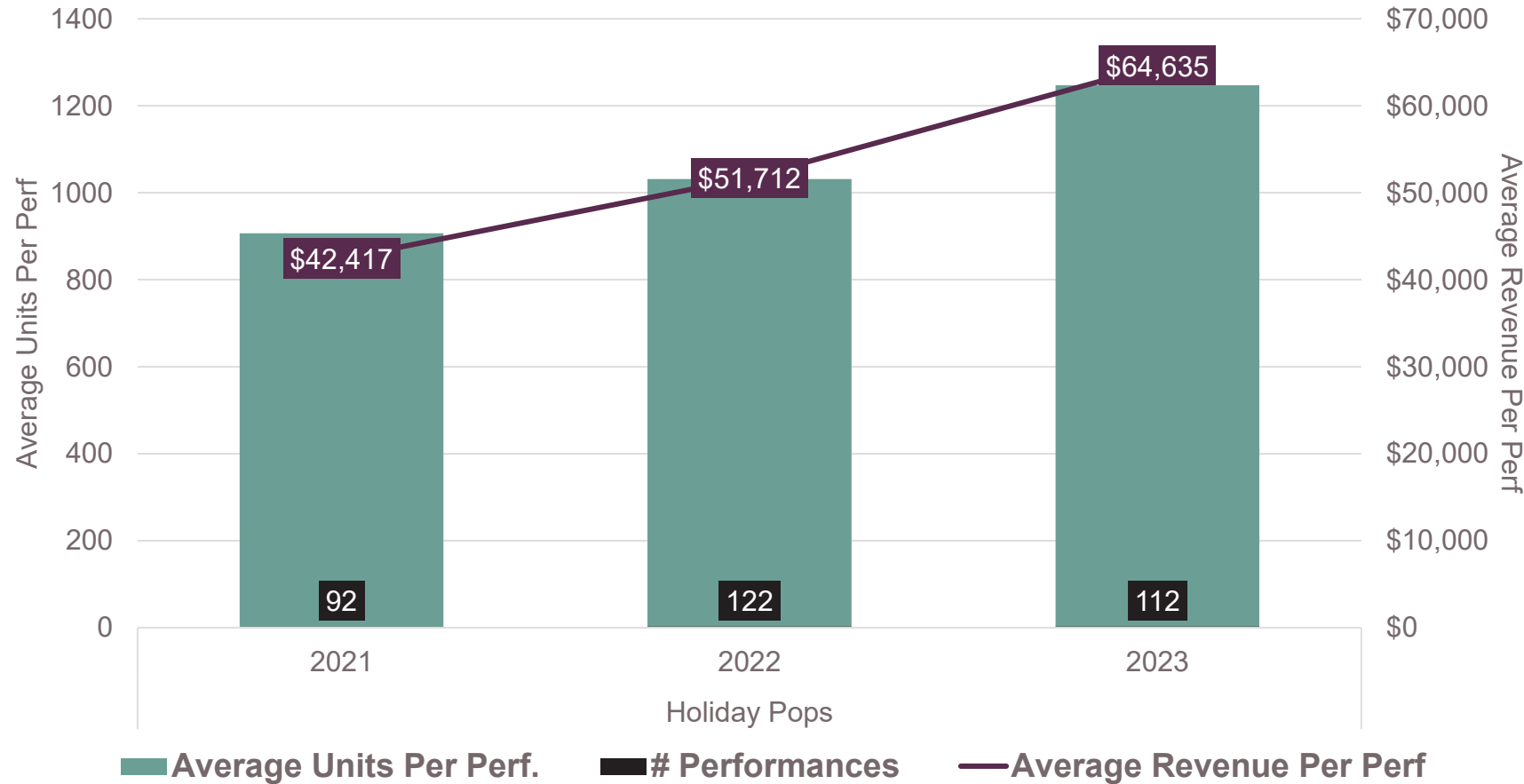
The most dominant segment in the benchmark for the same period was **New Customers**

Over the overall audience in the benchmark this segment accounted for **37.4%**

Holiday

Orchestras: Holiday

135 Events – 326 Performances



37%
Increase in
Avg Units

52%
Increase in
Avg Revenue

22%
Increase in
Perf

All Events Summary, Benchmark 2021-23

Calendar Year	Number of Performances	Average Ticket Price	Average Revenue Per Perf
2021	19,942	\$47.01	\$18,326
2022	32,588	\$46.44	\$21,317
2023	25,207	\$43.07	\$26,456
% Change	26%	-8%	44%

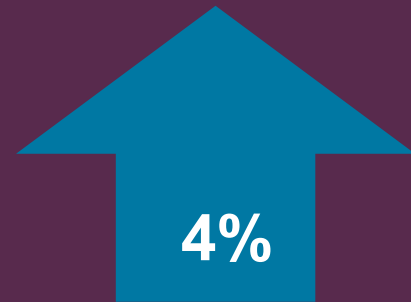
Ticket Sales

TRG Data Corner – Performing Arts Organizations

Ticket Sales – 2019 v 2023



Revenue

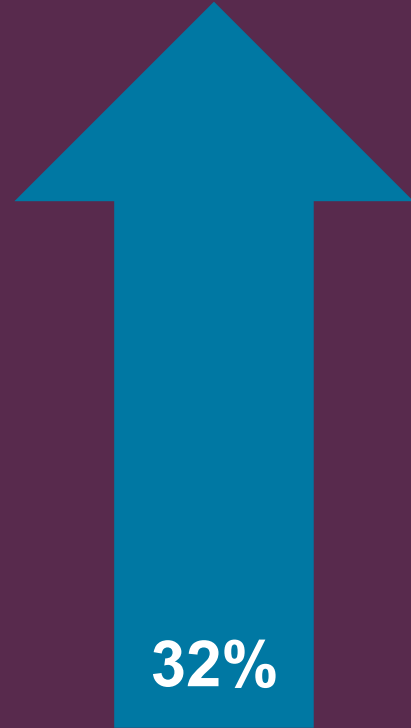


Units



TRG Data Corner – Orchestras

Ticket Sales – 2019 v 2023



Revenue

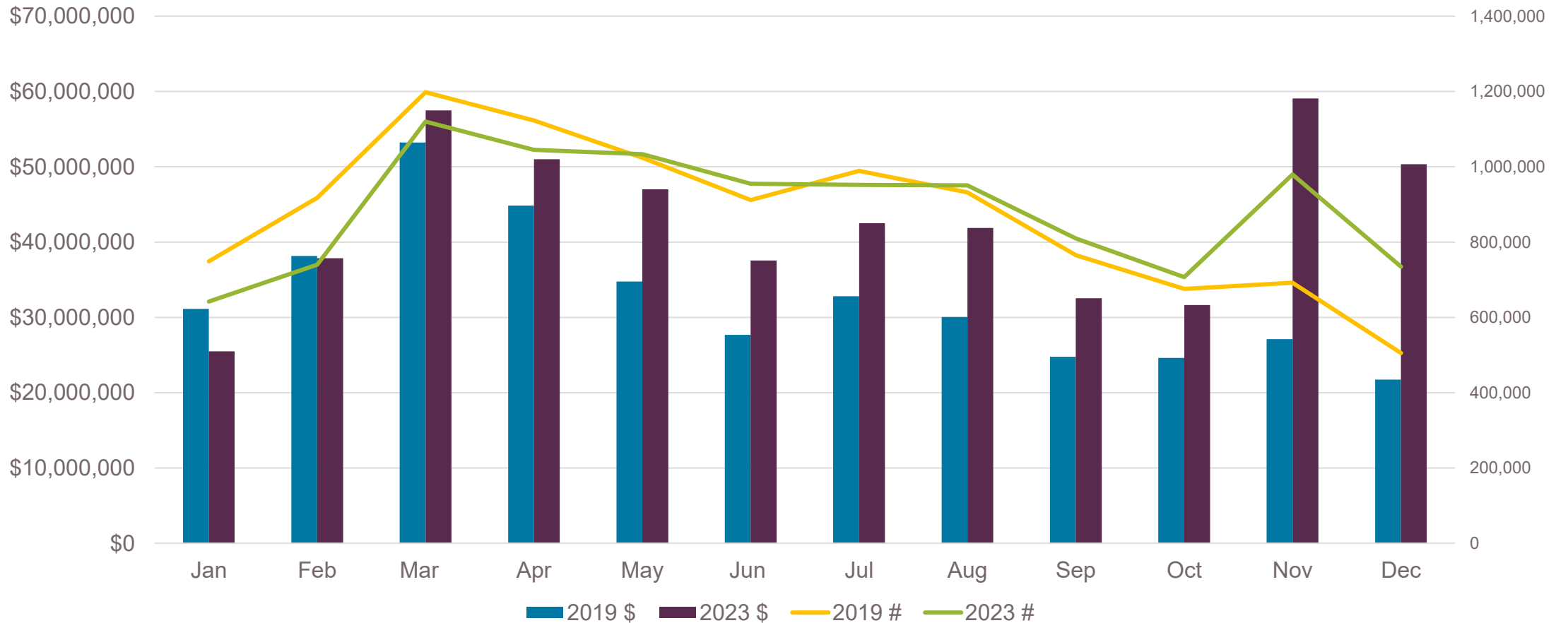


Units



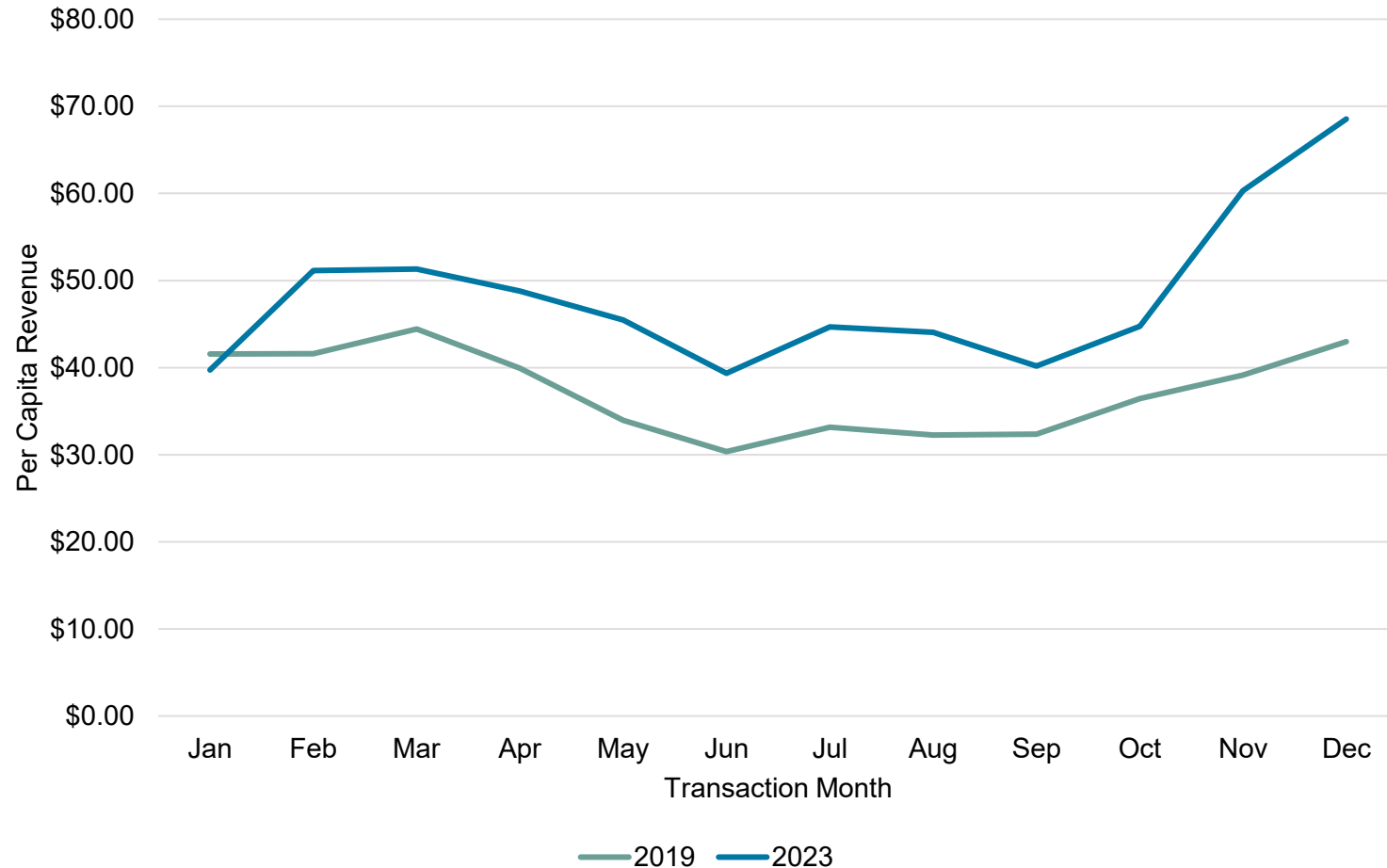
Monthly Ticket Sales – 2019 v 2023

Orchestras



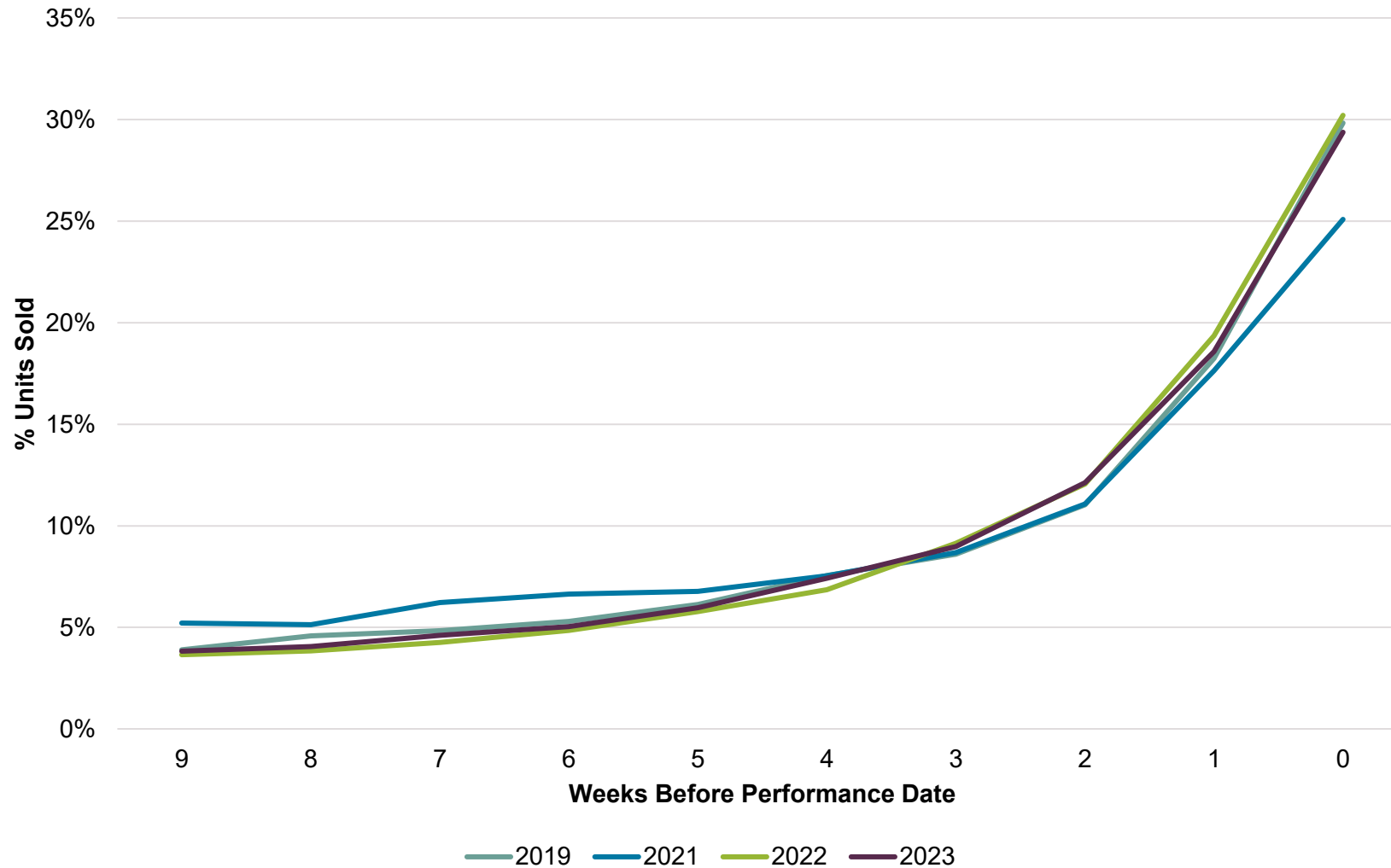
Ticket Sales: Per Capita Revenue

2019 v 2023 – Orchestras



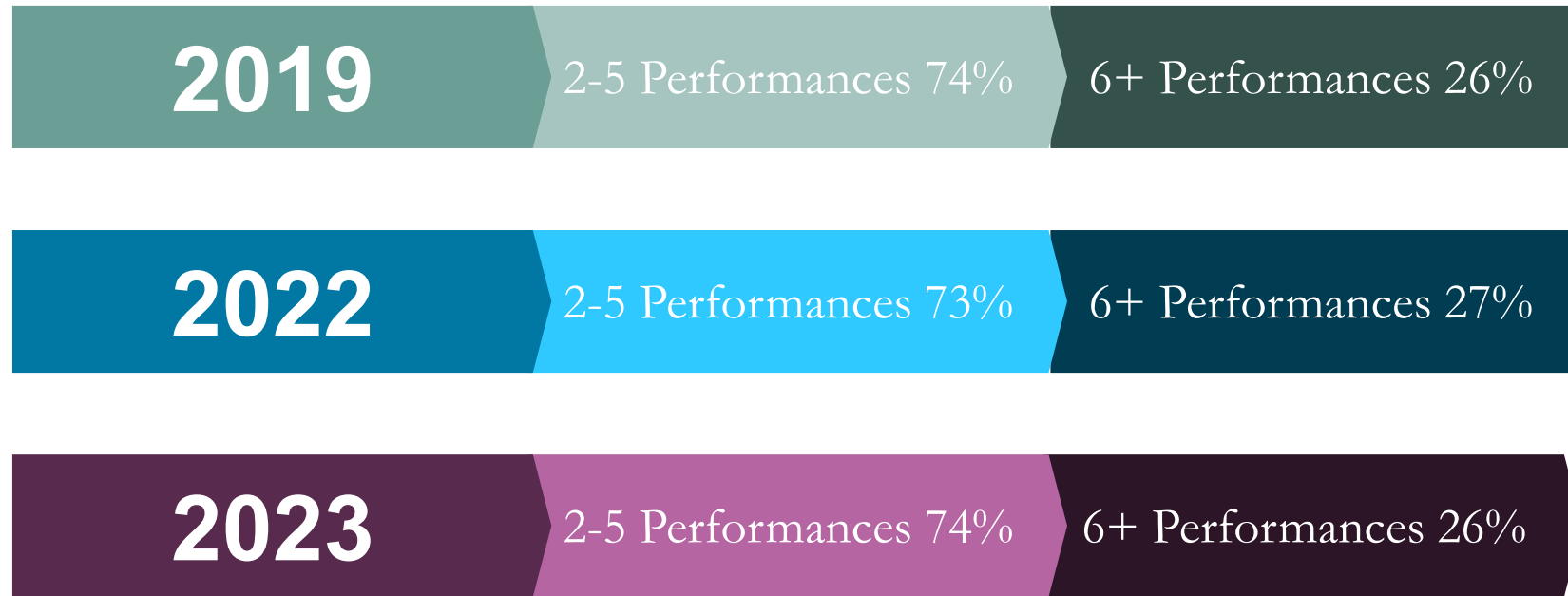
Average Purchase Pacing: 2019 v 2021 v 2022 v 2023

Orchestras



Average # of Performances per Subscription: Orchestras

2019 v 2022 v 2023

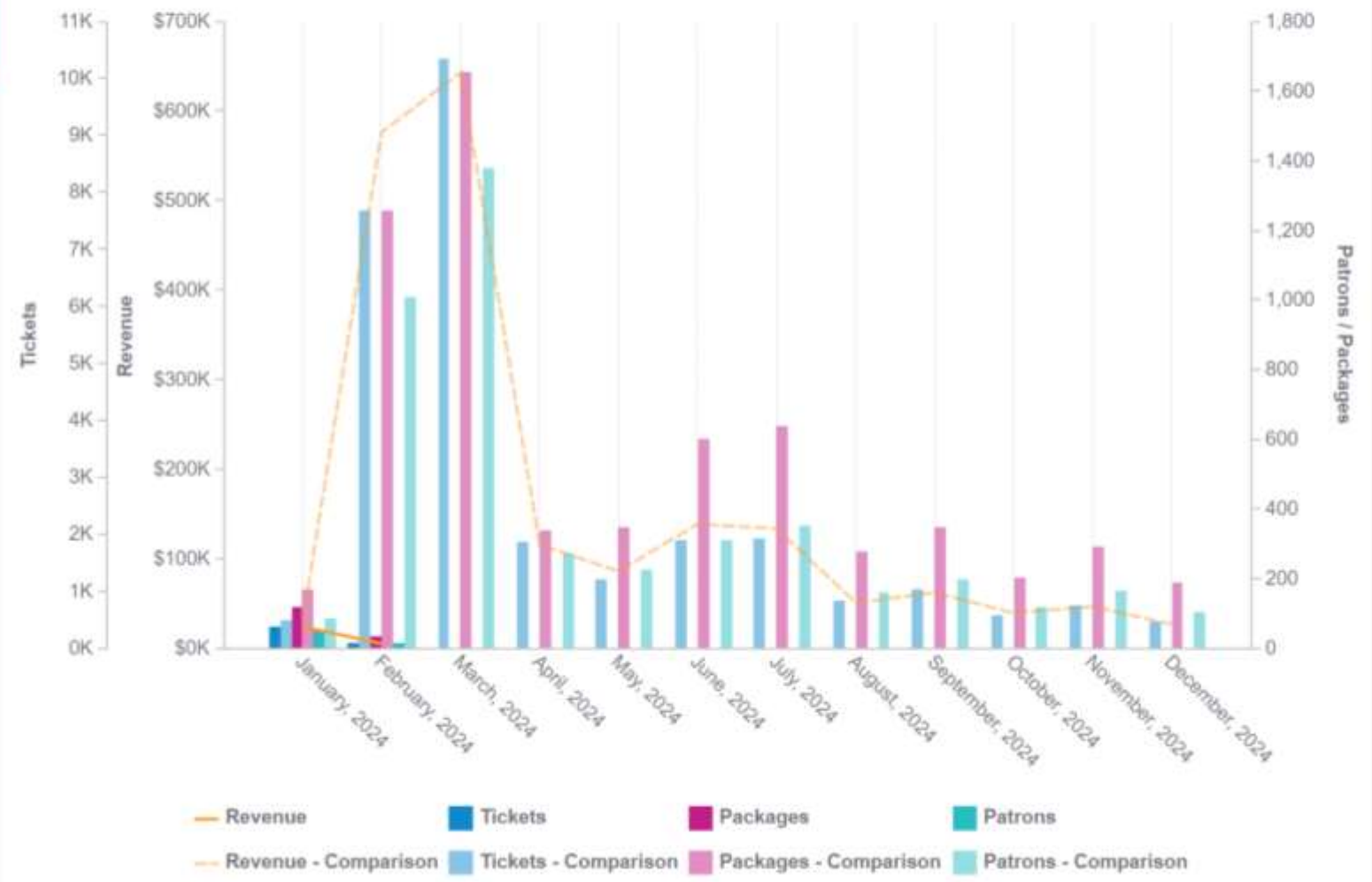


Geographic Location
North America
 Organization Type
Music

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This dashboard shows subscriptions revenue, tickets, packages and patrons over time and can be filtered by Season and New/Renew. You can also compare the proportion of revenue that comes from renewals with the benchmark.

RENEWAL STATUS: All SEASON: All DISPLAY: Reve... Tick... Packa... Patrons



RENEWAL STATUS

All

Your Data

Over the year to date
\$28,300
 In the same time period in 2019
\$239,263
 Comparing the year to date to the same period in 2019
-88%

The Benchmark

Over the year to date
\$181,783
 In the same time period in 2019
\$418,877
 Comparing the year to date to the same period in 2019
-57%

Your Data vs. The Benchmark

-32%
 >0 = Better than the benchmark
 <0 = Worse than the benchmark

Based on averages from 49 venues in the North America Music benchmark.

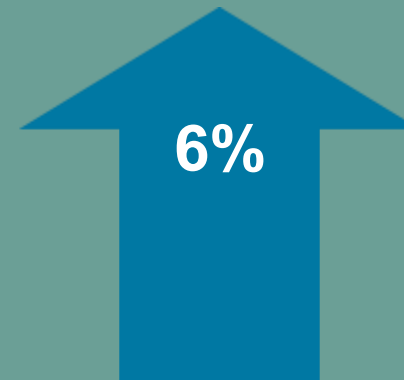
Individual Donations

TRG Data Corner – Performing Arts Organizations

Individual Donations - 2019 v 2023



Revenue



Units

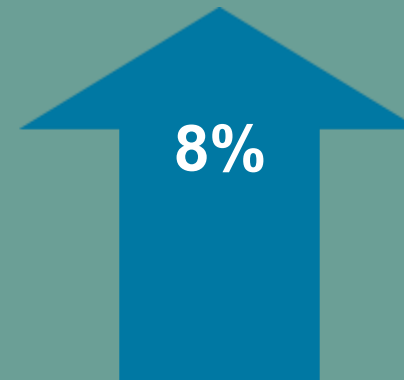


TRG Data Corner - Orchestras

Individual Donations – 2019 v 2023



Revenue

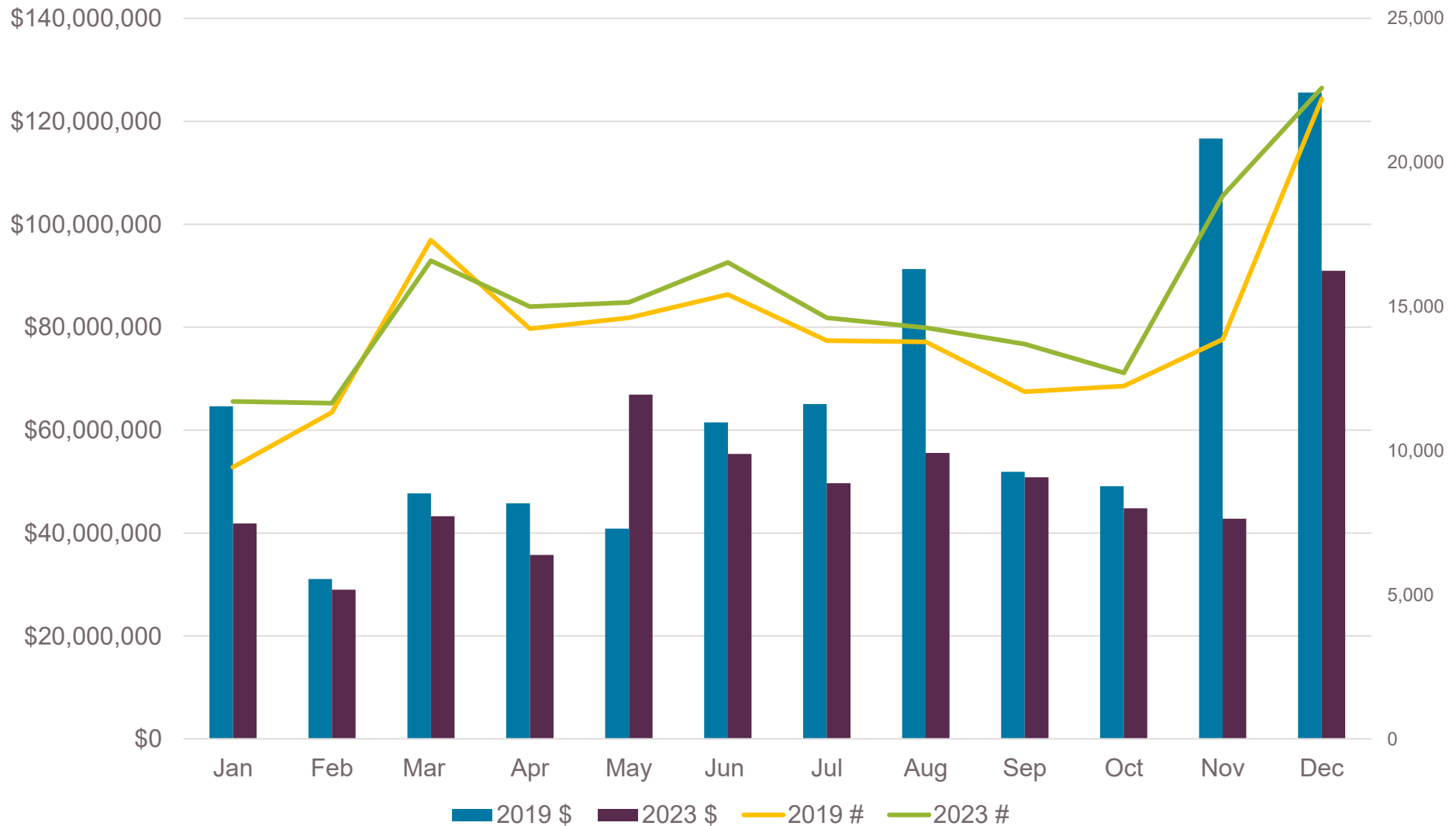


Units



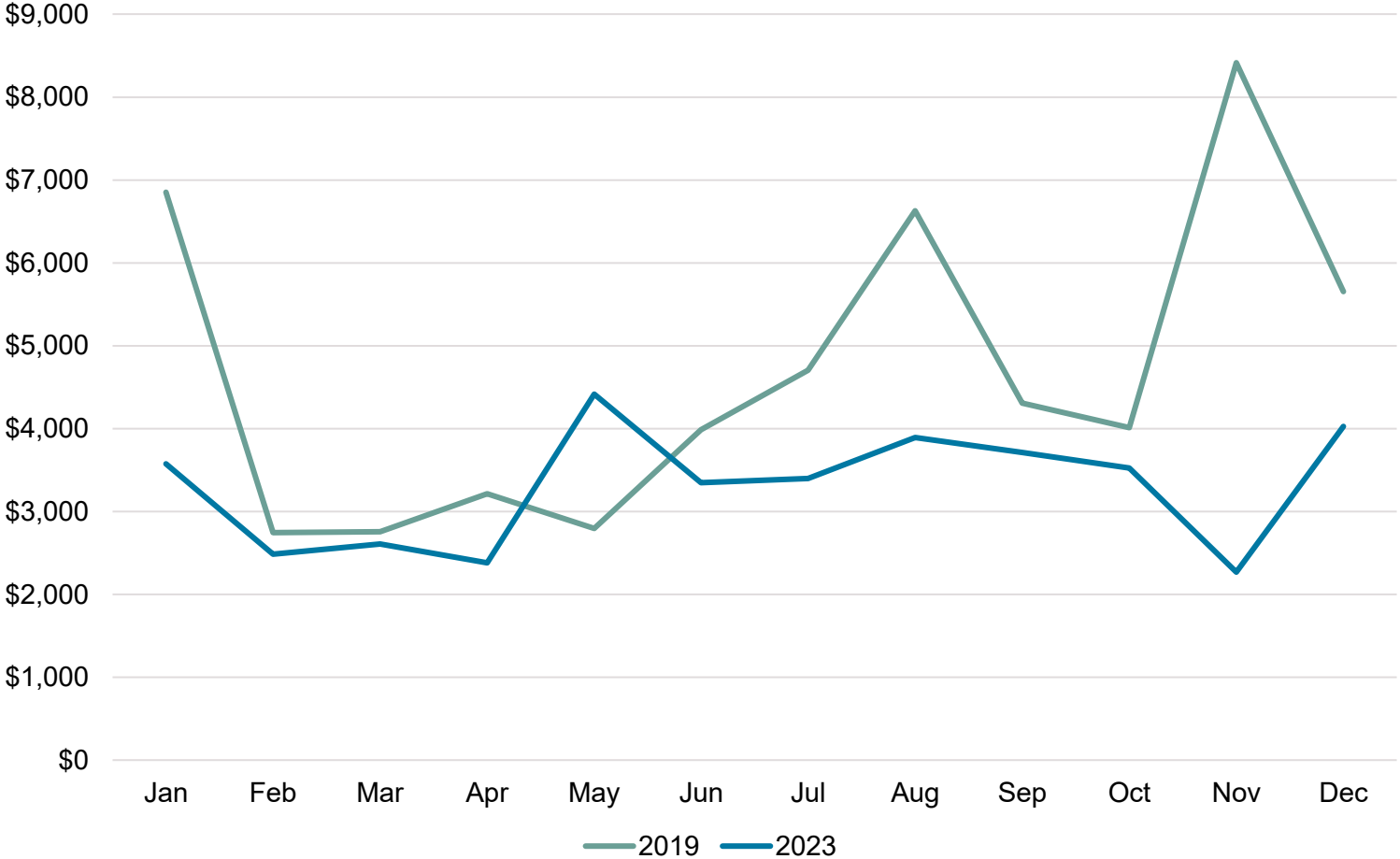
Monthly Donations – 2019 v 2023

Orchestras



Average Individual Donation Orchestras 2019 v 2023

Orchestras



North America

Music

TOTAL PATRONS

1,005
Year to date

503
Same period 2019

100%
vs 2019

TOTAL DONATIONS

1,068
Year to date

526
Same period 2019

103%
vs 2019

TOTAL RECEIVED

\$1,688,840
Year to date

\$1,057,883
Same period 2019

60%
vs 2019

AVERAGE GIFTS PER PATRON

1.1
Year to date

1.0
Same period 2019

2%
vs 2019

AVERAGE GIFT VALUE

\$1,581
Year to date

\$2,011
Same period 2019

-21%
vs 2019

OPEN IN NEW TAB

WHAT'S NEW

KEY METRICS

LAST 30 DAYS

YEAR TO DATE

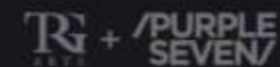
TYPOLGY

ADVANCE

SUBSCRIPTIONS

DONATIONS

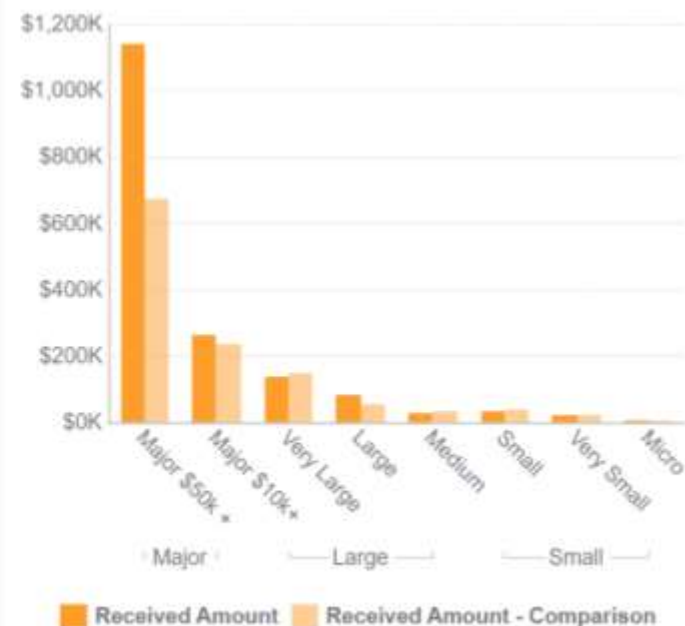
SENTIMENT



DONATIONS AND REVENUE BY MONTH



DONATIONS REVENUE BY GIFT SIZE



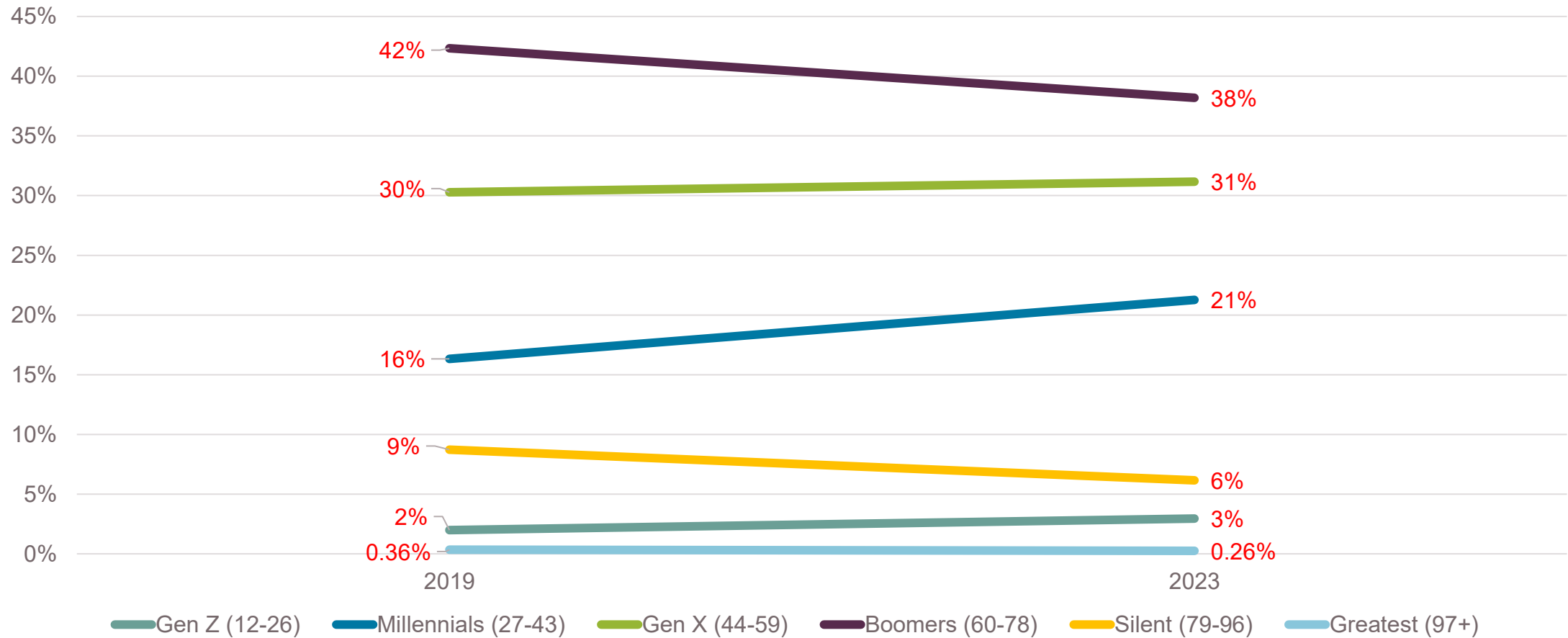
Demographic Trends

Audience and Donor

2019-2023

Proportion of Ticket Buyers by Generation

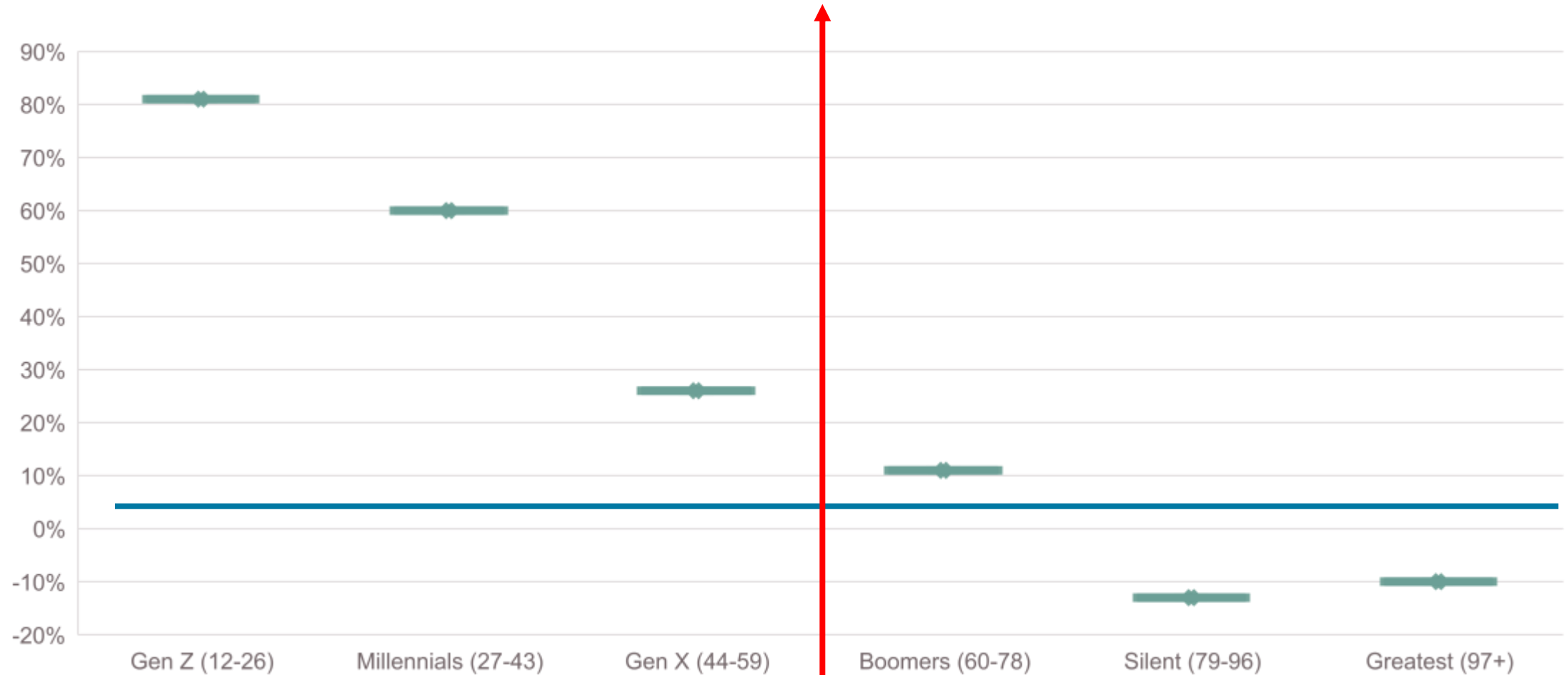
North American Performing Arts Orgs between 2019 and 2023



Ticket Buyers by Generation – NA Performing Arts Orgs

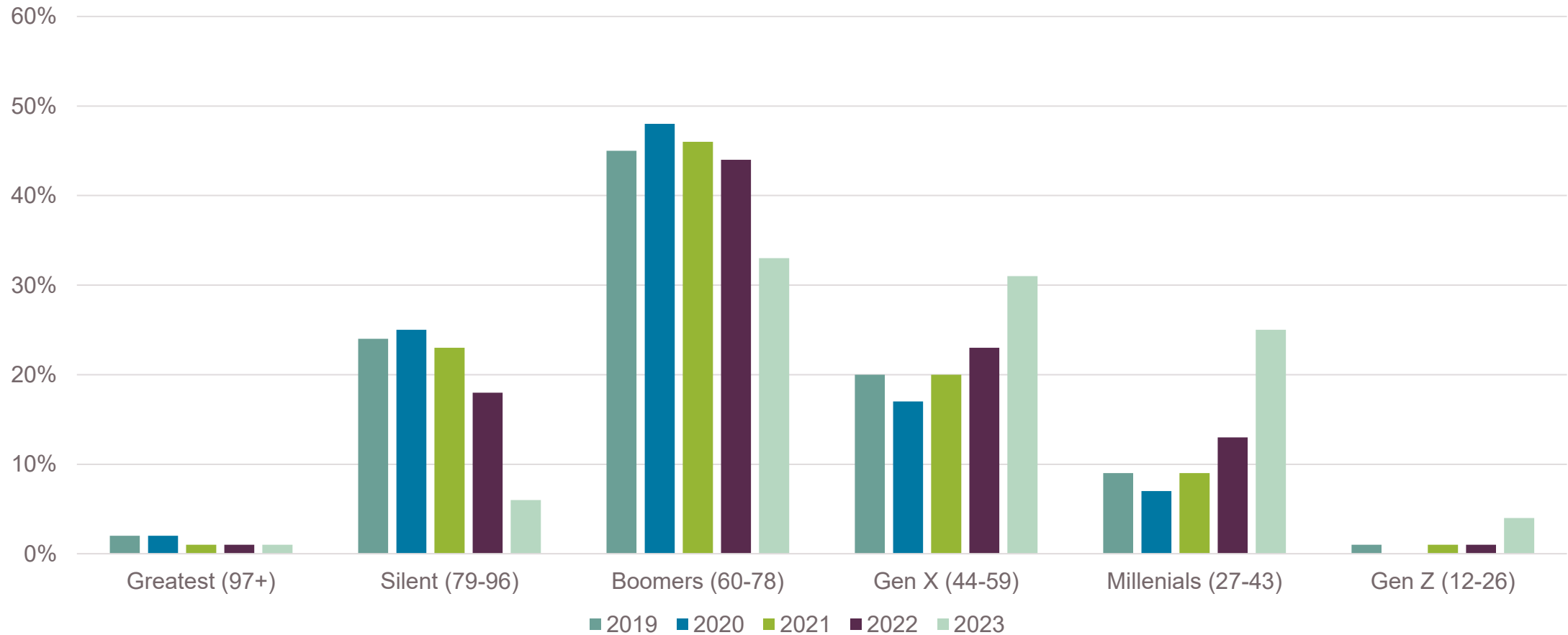
Change in the Number of Accounts in CRMs between 2019 and 2023

Audiences getting younger, more ticket buyers under 60



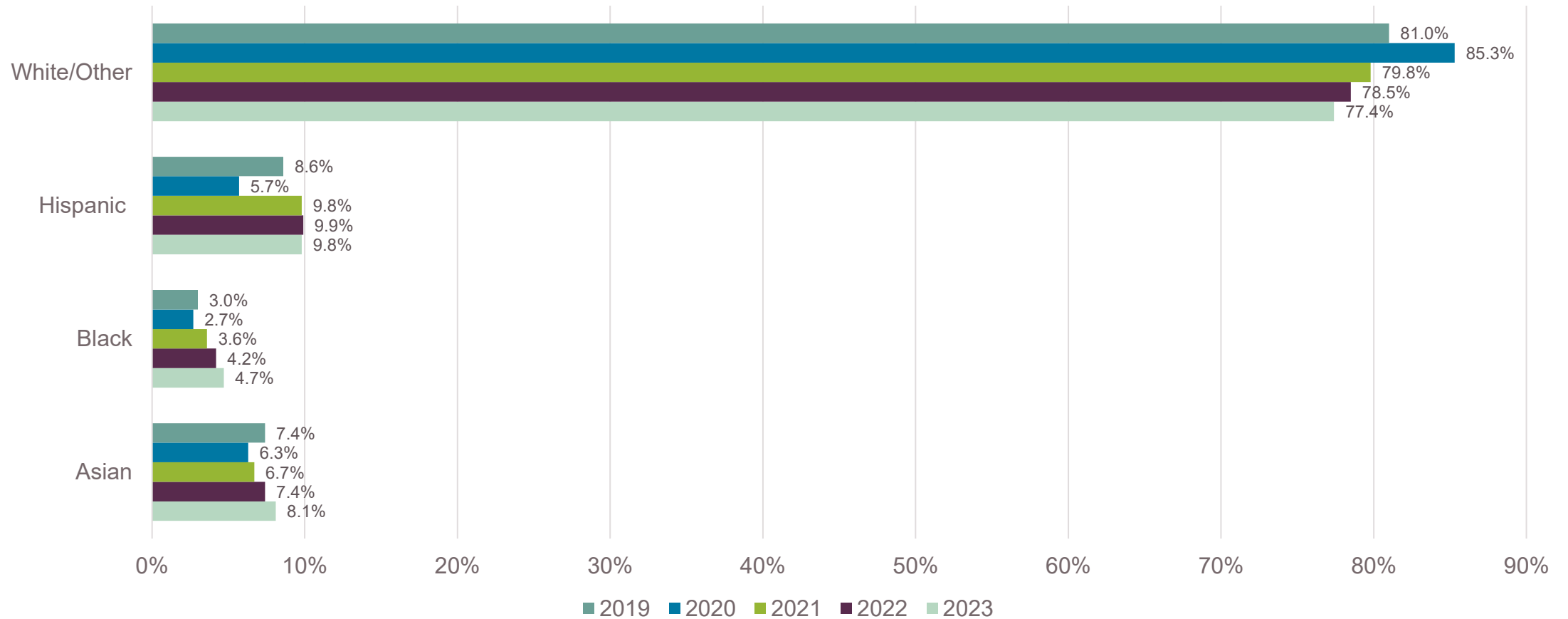
Ticket Sales by Generation – Orchestras

Audiences Continue to Get Younger



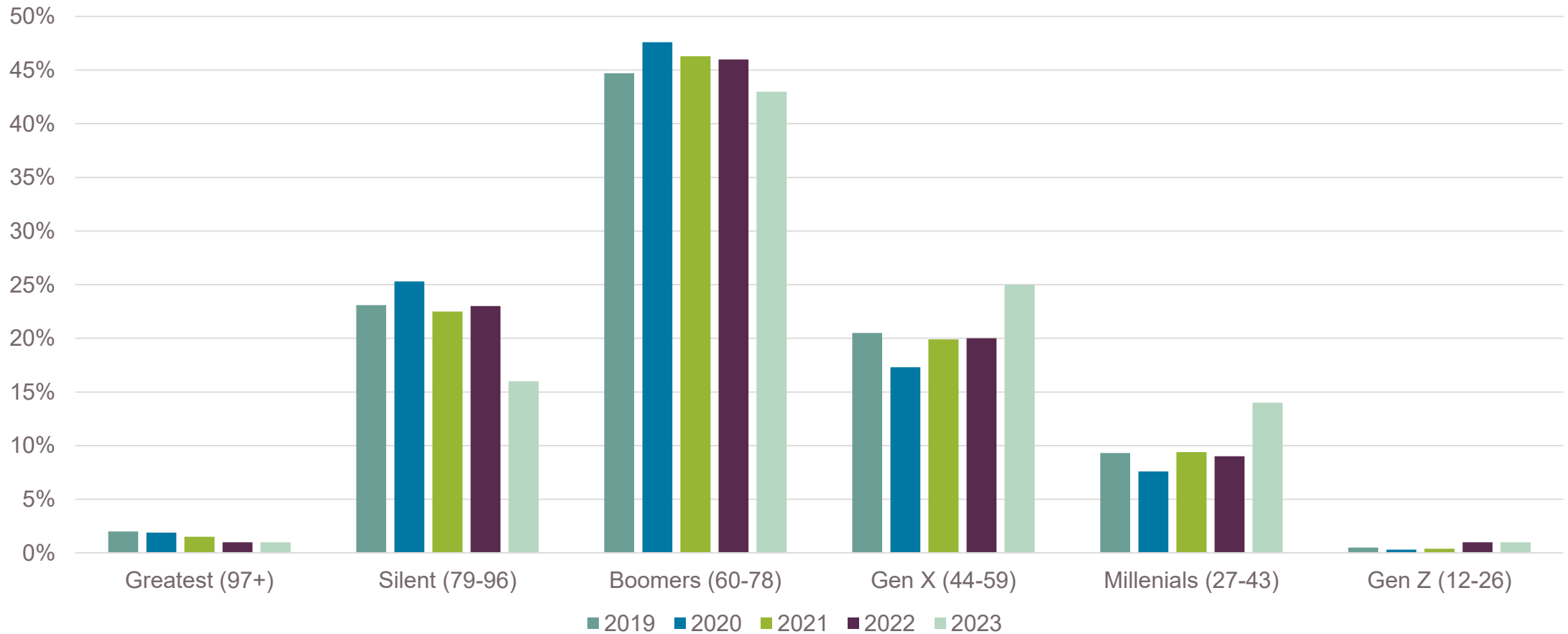
Ticket Sales by Ethnicity – Orchestras

Increased Proportion of Sales from Asian and Black Customers



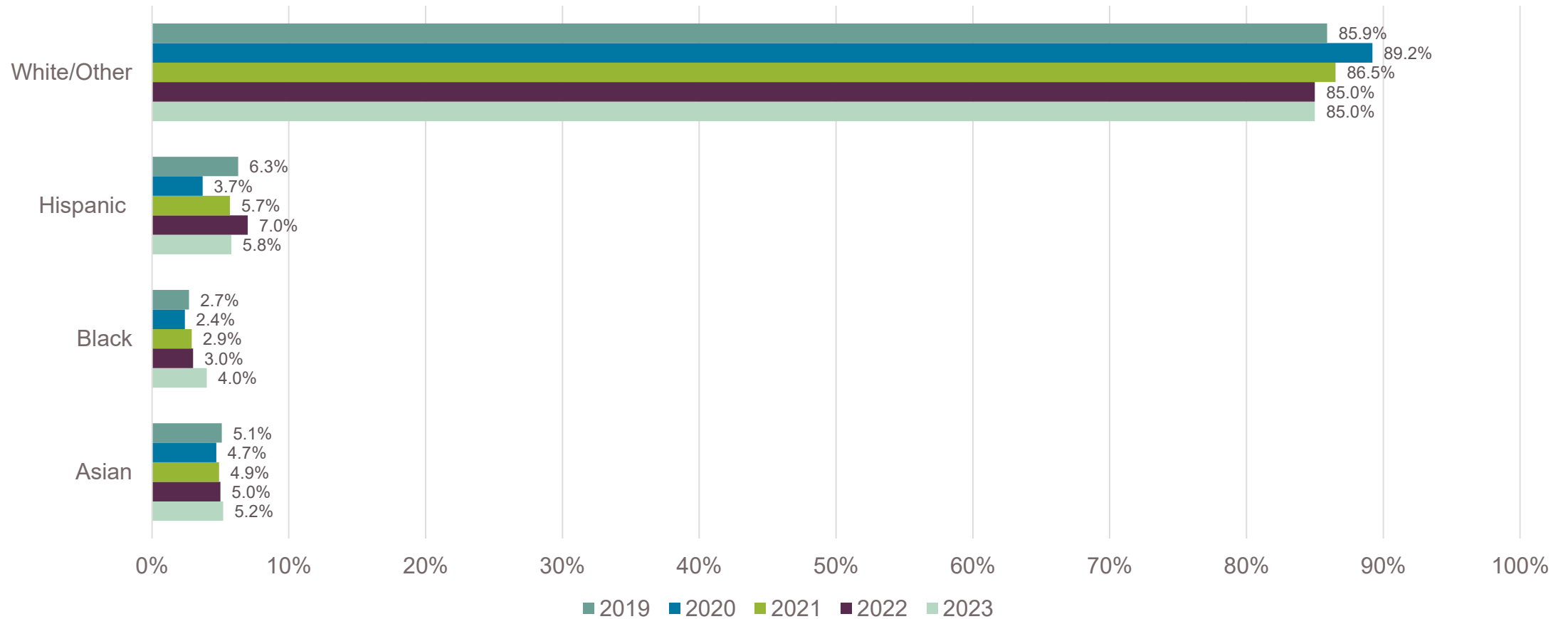
Donations by Generation – Orchestras

Donors Starting to Become Younger



Individual Donations by Ethnicity - Orchestras

Slight Variations In Donor Diversity







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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