

# *Benchmark Briefing:*

UK Arts Trends Shaping 2026



Presented 9 March 2026  
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# 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 the US, Canada, the UK, and Ireland.

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# Data Summary:

## **Total UK Orgs: 107**

- Medium Presenting: **48**
  - Medium Producing: **22**
  - Large Presenting: **20**
  - Large Producing: **16**
- 
- **Data shown in calendar years**
  - **All revenue data for 2018-2024 has been adjusted for inflation based on Dec 2025**
  - **Orgs must have data every year 2018 – 2025**
  - **Includes comps**
  - **Best efforts made to exclude non-event transactions**

# UK Benchmark Key Metrics



## **Be listening for & reflecting on...**

Confirmations

Challenges

Insecurity

Actions

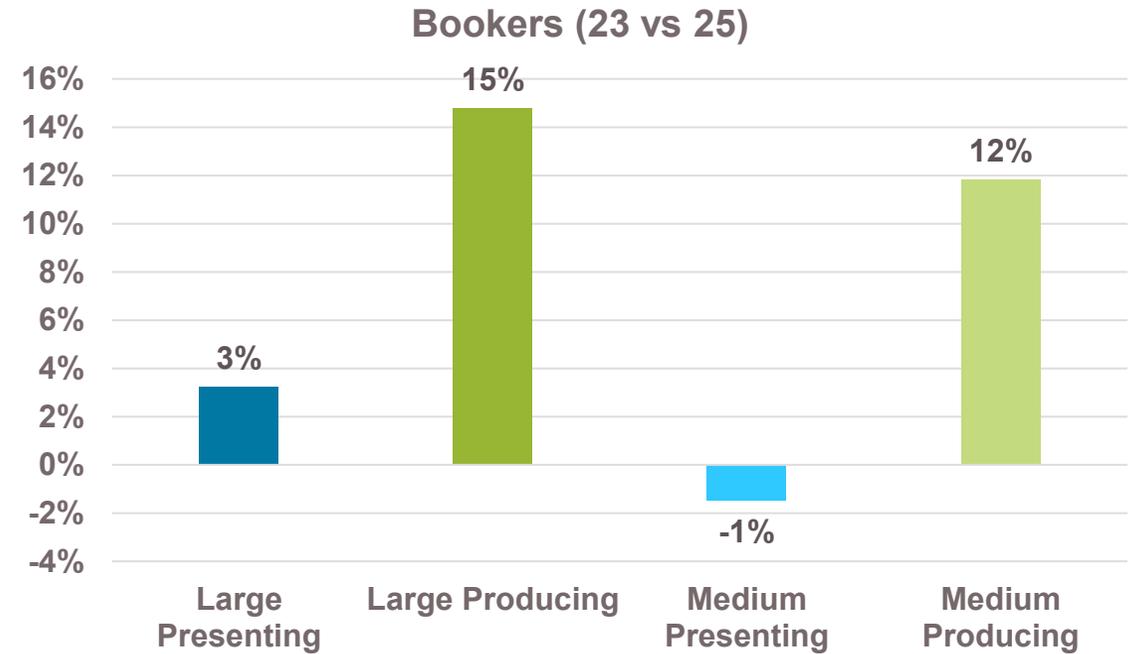
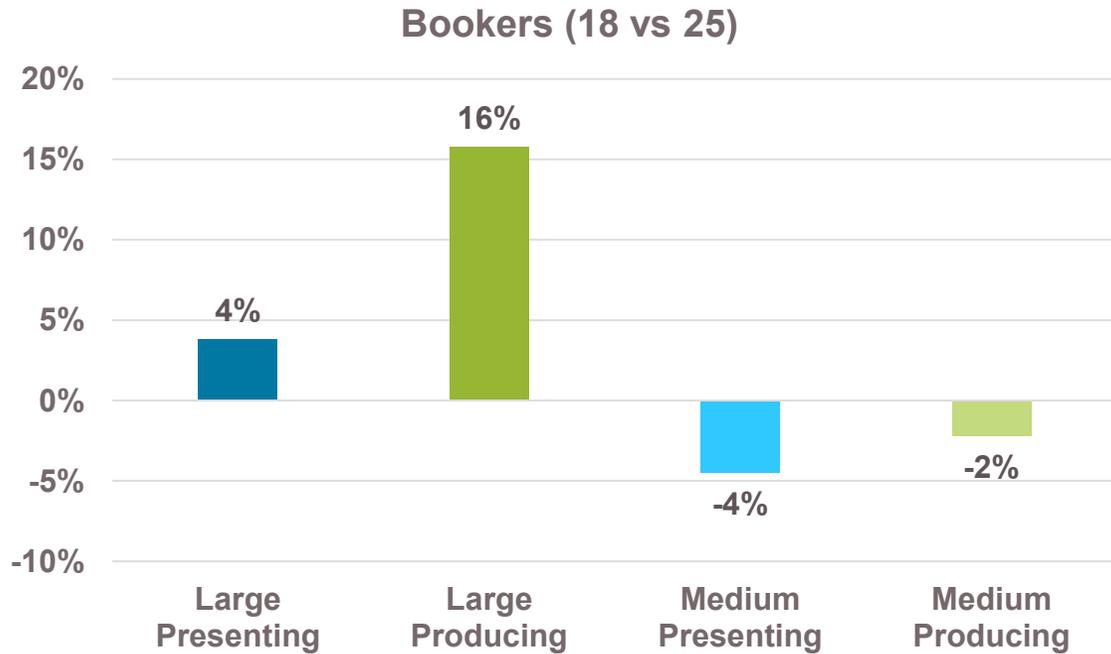
# Ticket Transactions

# Bookers & Orders Per Booker

Booker volume and average orders per year have exceeded pre-pandemic levels

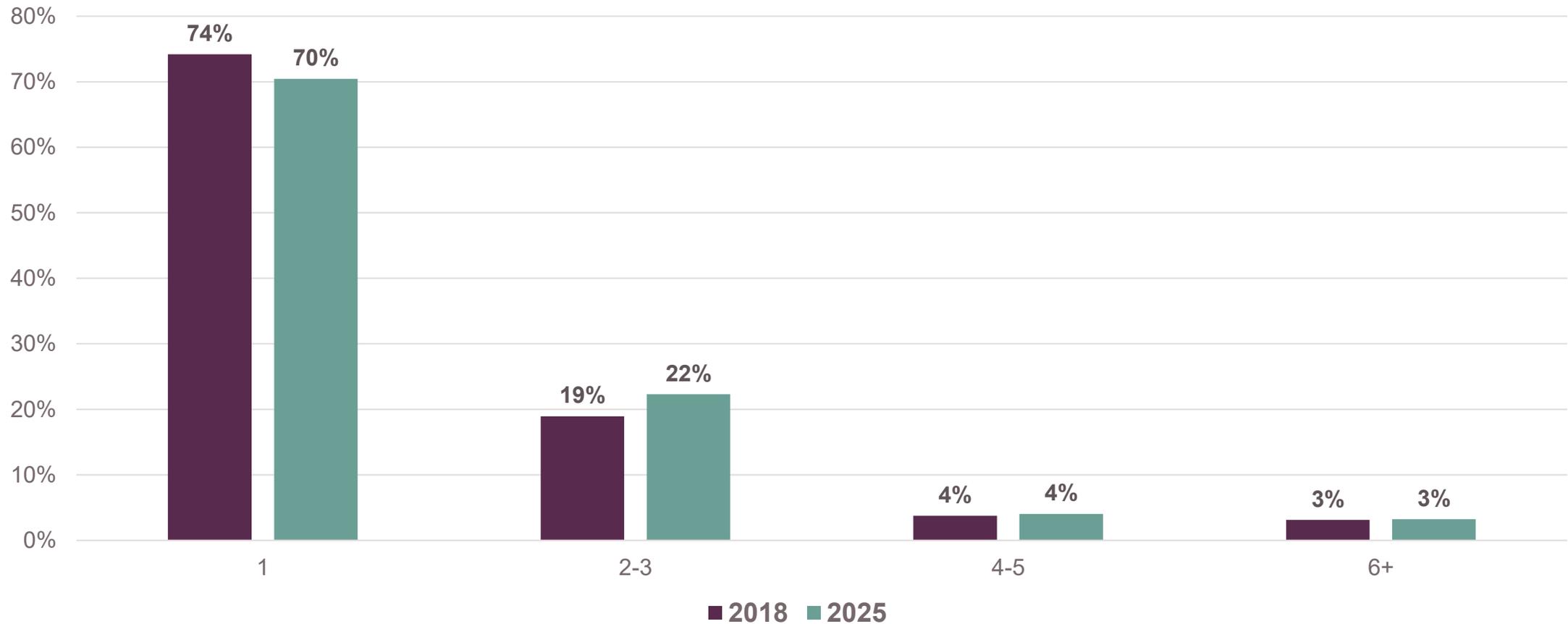


# Booker Change by Benchmark Cohort



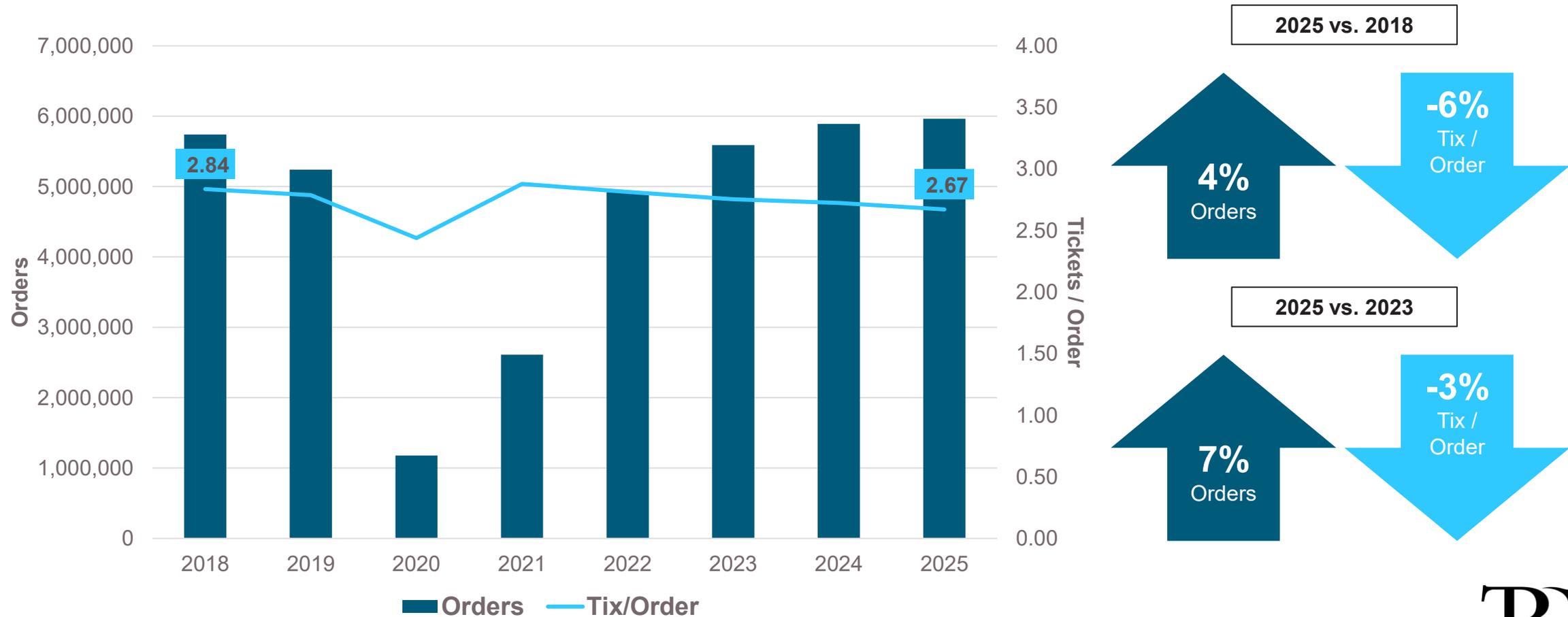
# Booker Frequency

+70% of bookers attend once per year, growth in bookers attending 2-3 times annually



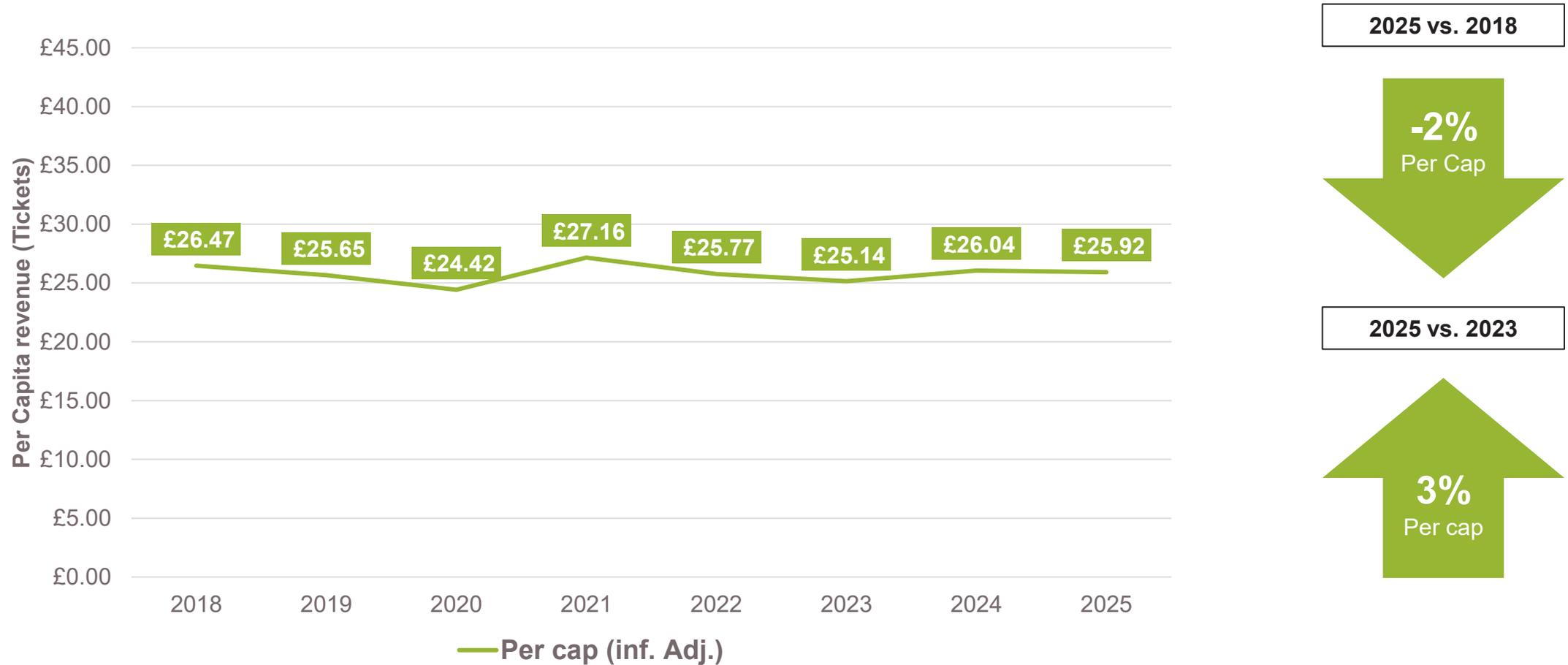
# Orders & Tickets Per Order

Order volume has grown, but average tickets per order has declined steadily



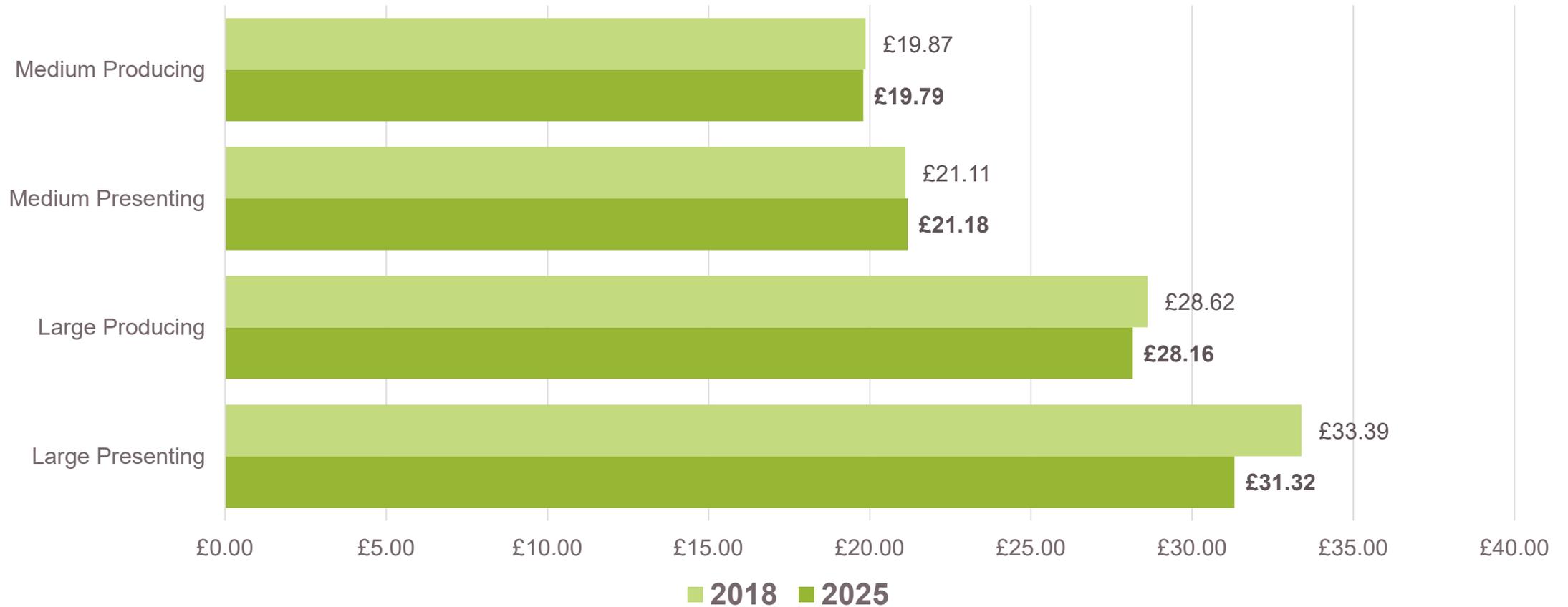
# Per Capita Revenue (Average Ticket Price Paid)

Per Capita revenue has not kept pace with inflation



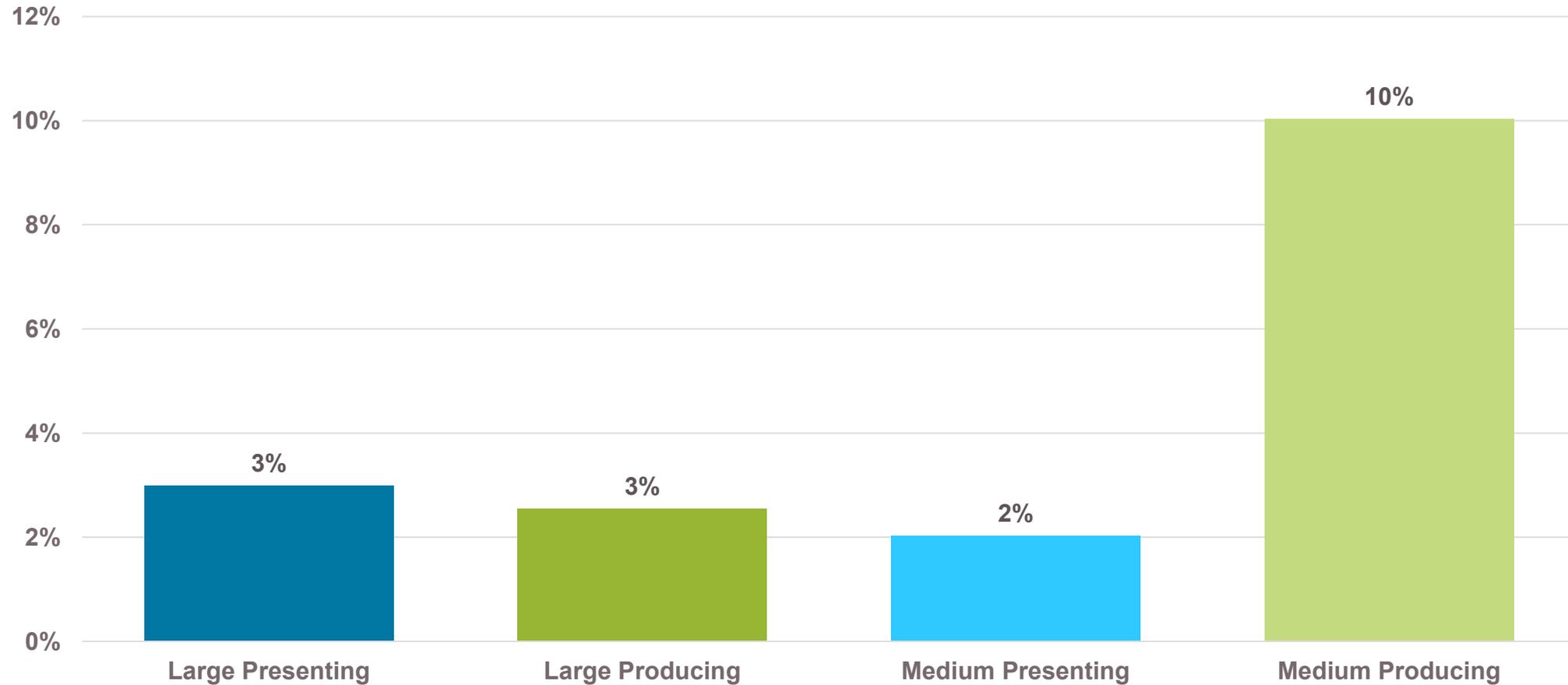
# Per Capita Revenue by Benchmark Cohort

Large orgs are the furthest behind inflation – their 2025 per caps lost value vs. 2018



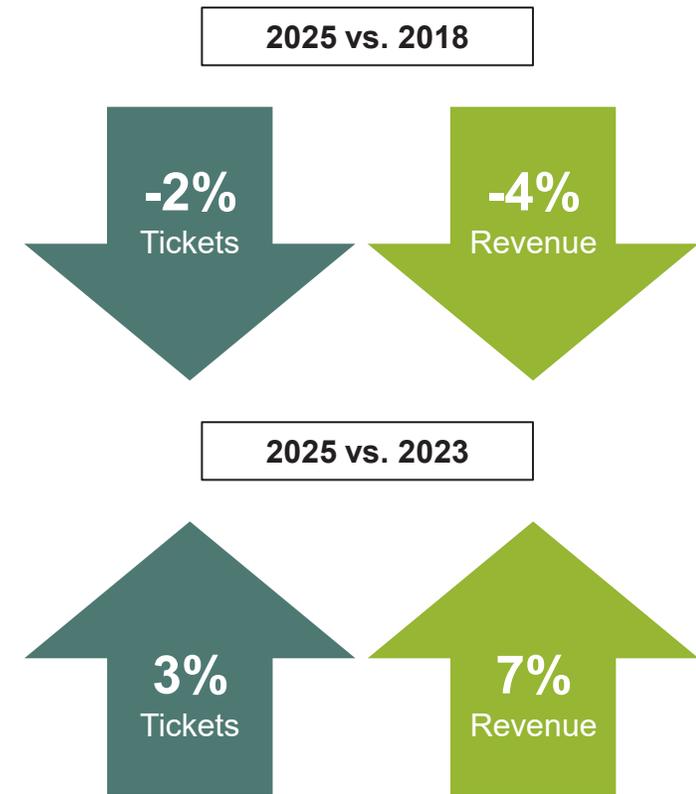
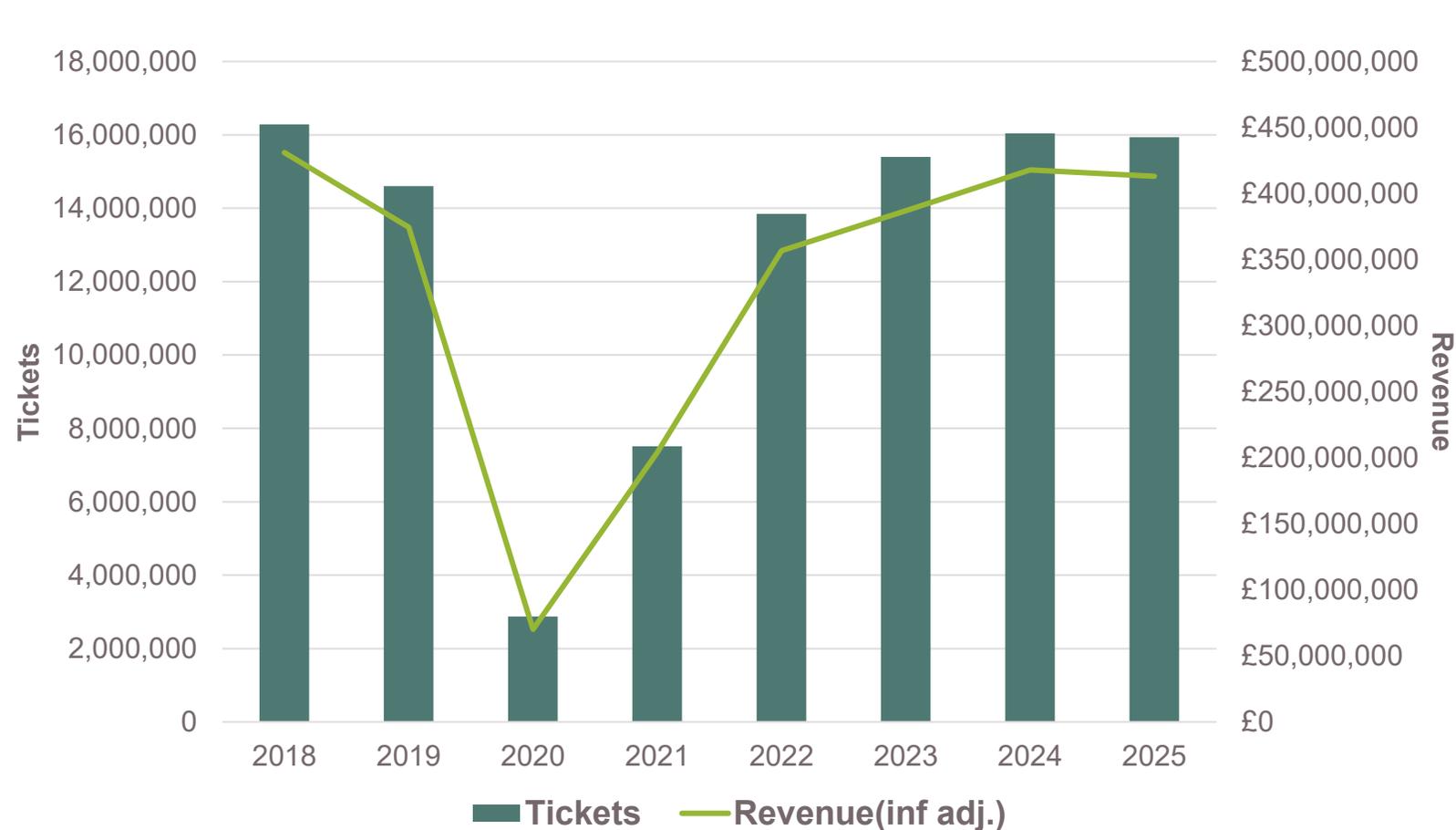
# Per Capita Revenue Change by Benchmark Cohort

2023 vs 2025 – adjusted for inflation

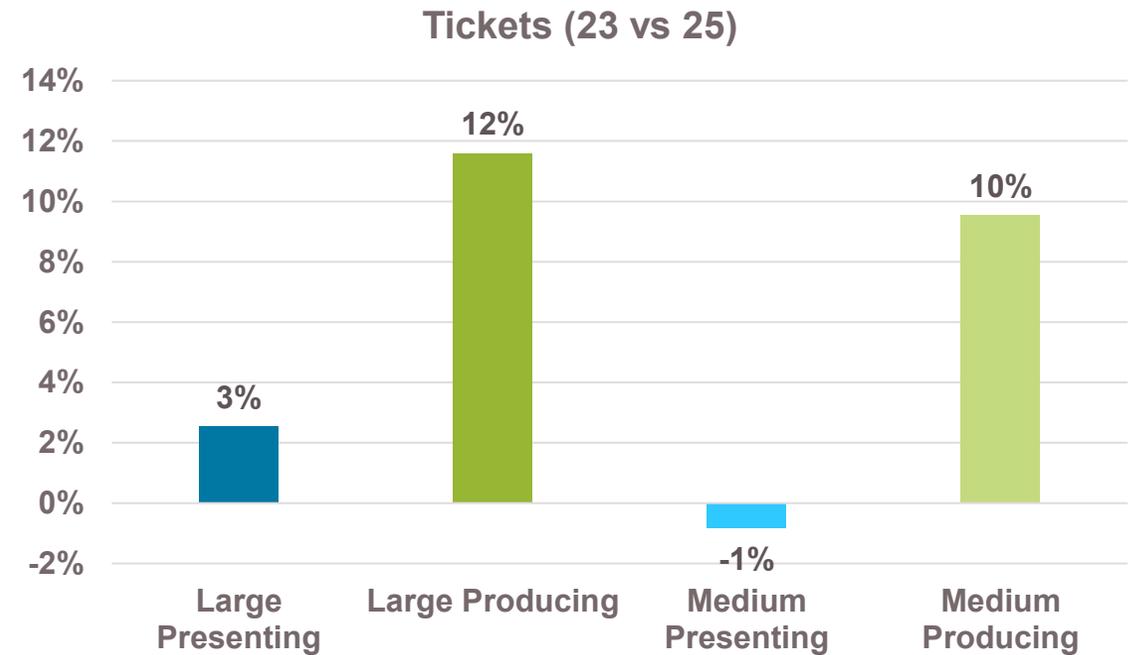
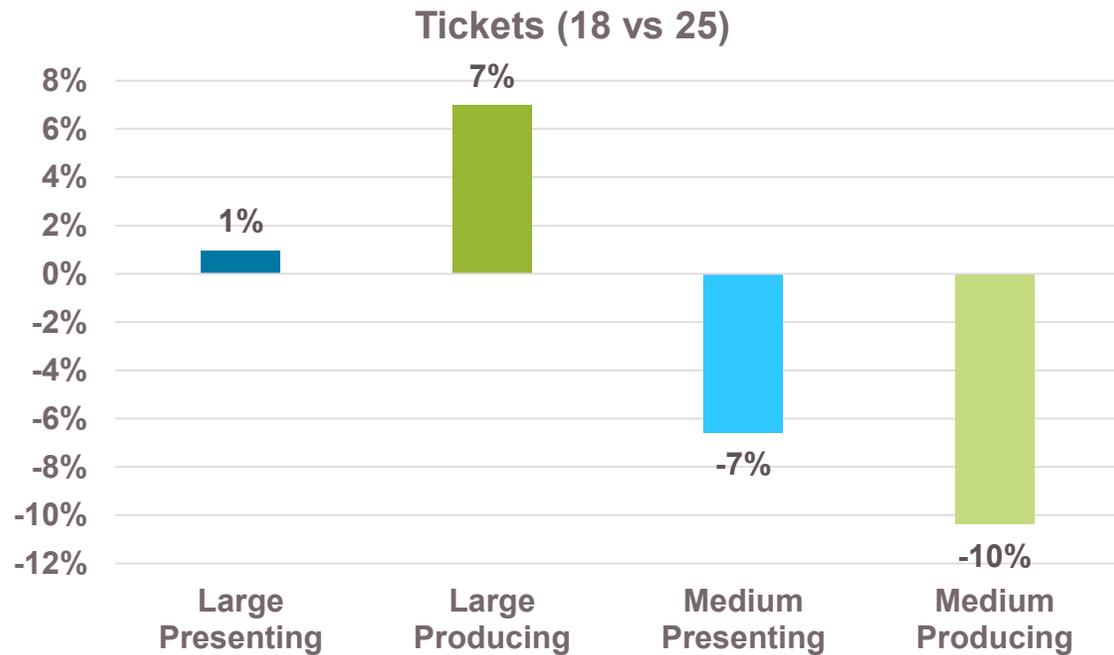


# Total Ticket & Revenue Summary

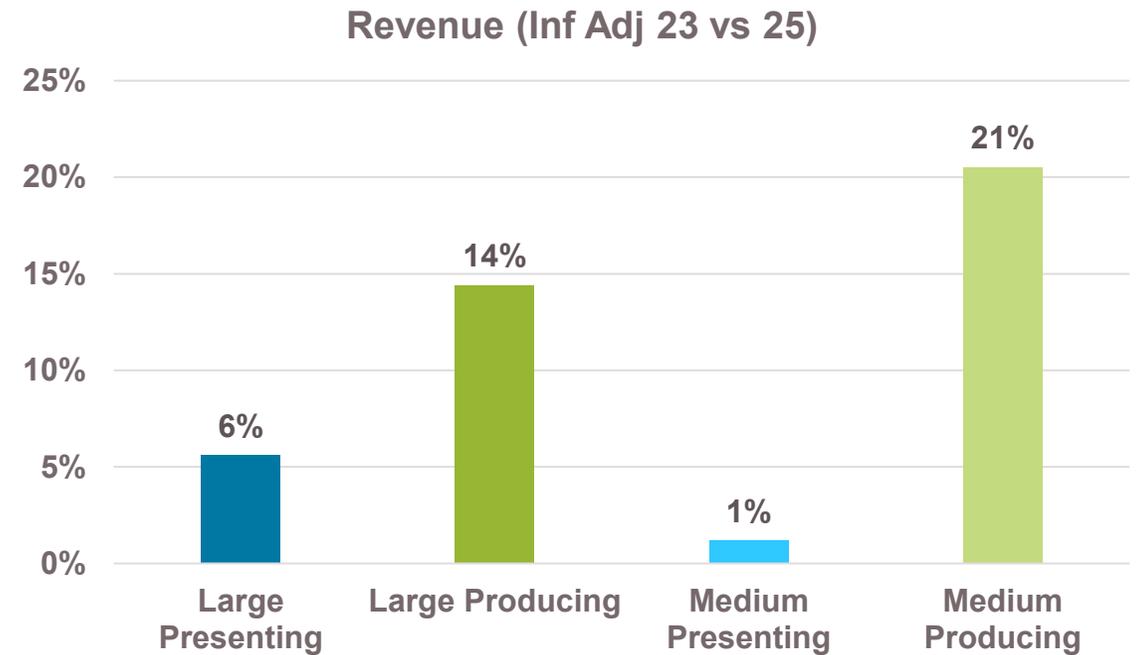
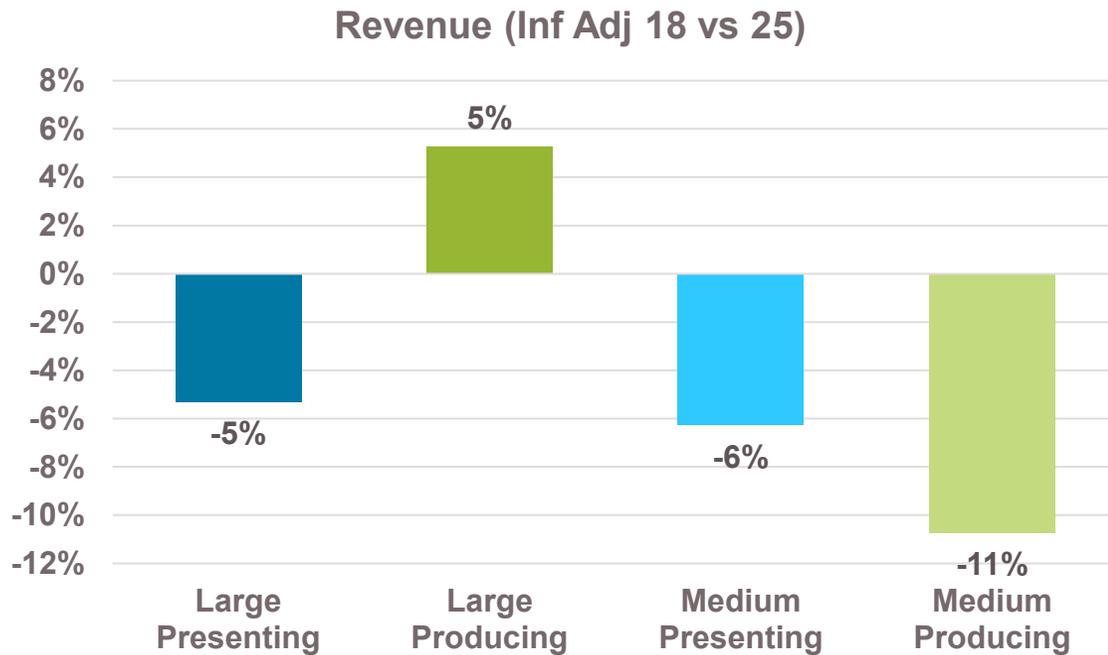
In aggregate, total ticket sales and revenues still lag pre-pandemic



# Ticket Volume Change by Benchmark Cohort



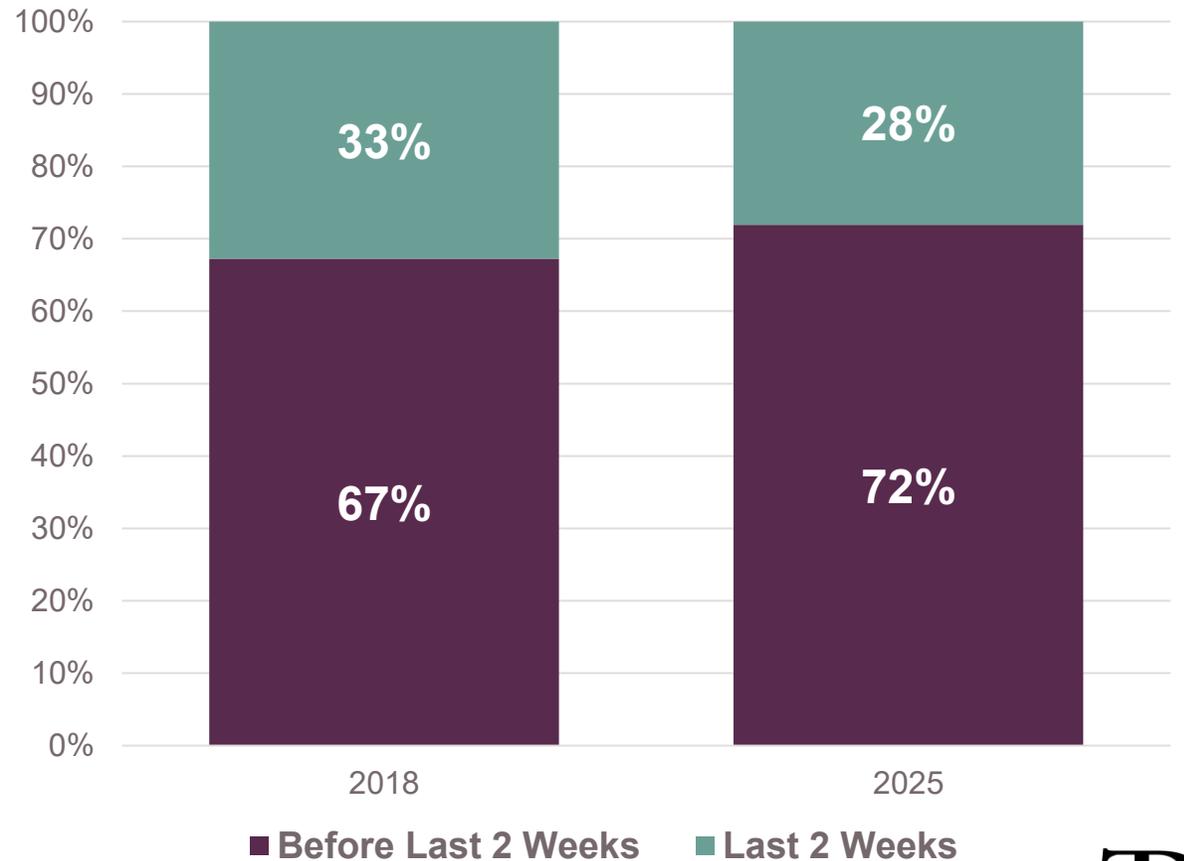
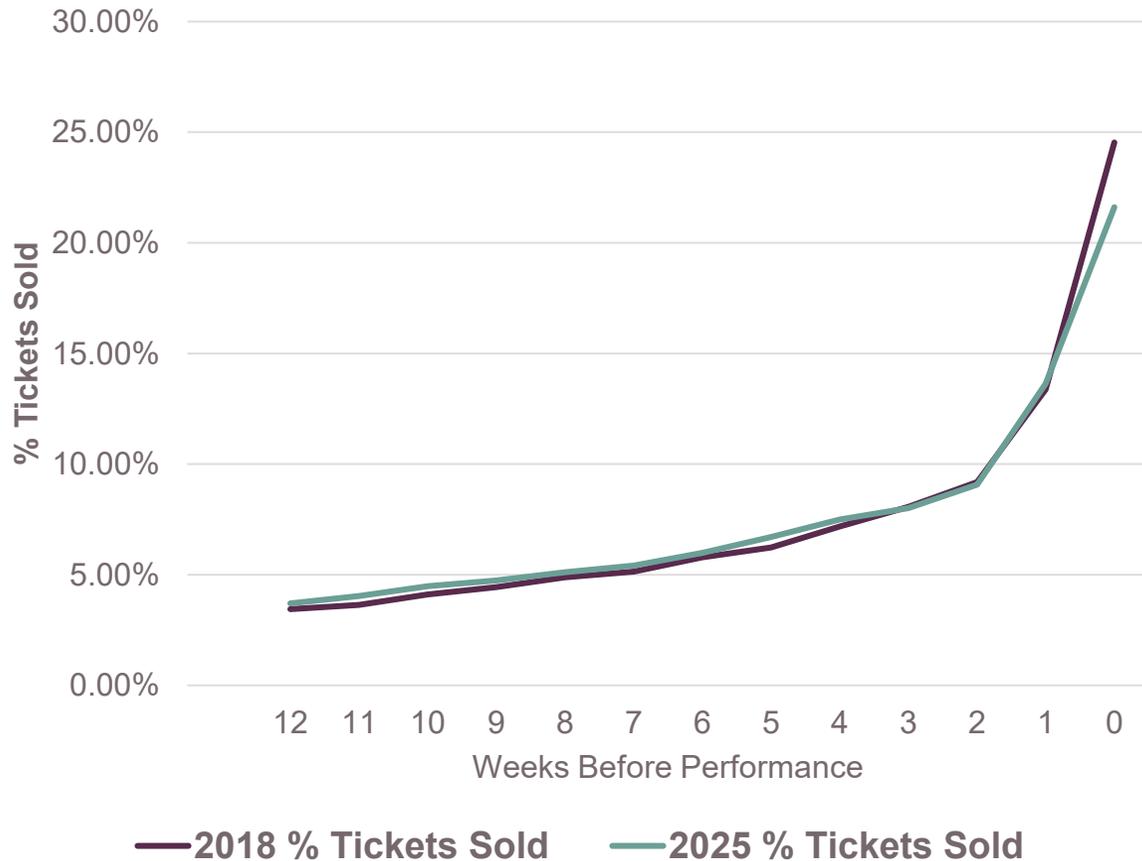
# Ticket Revenue Change by Benchmark Cohort



# Booker Behaviour

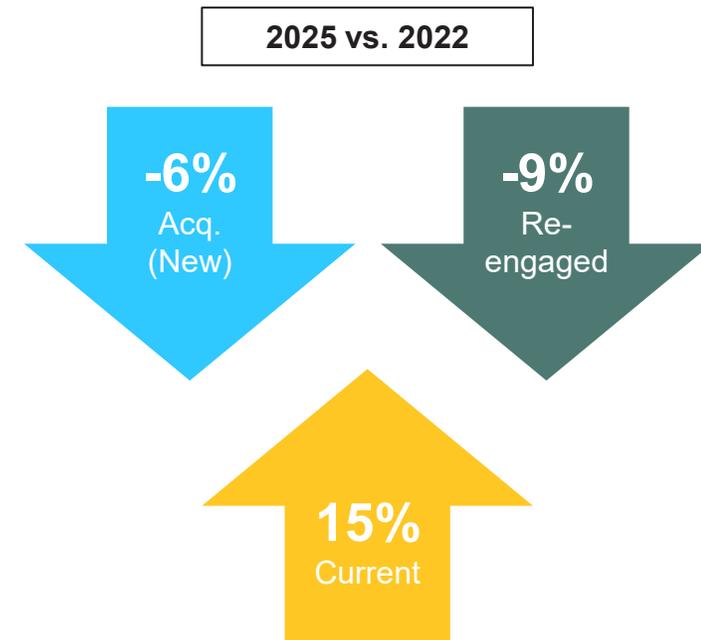
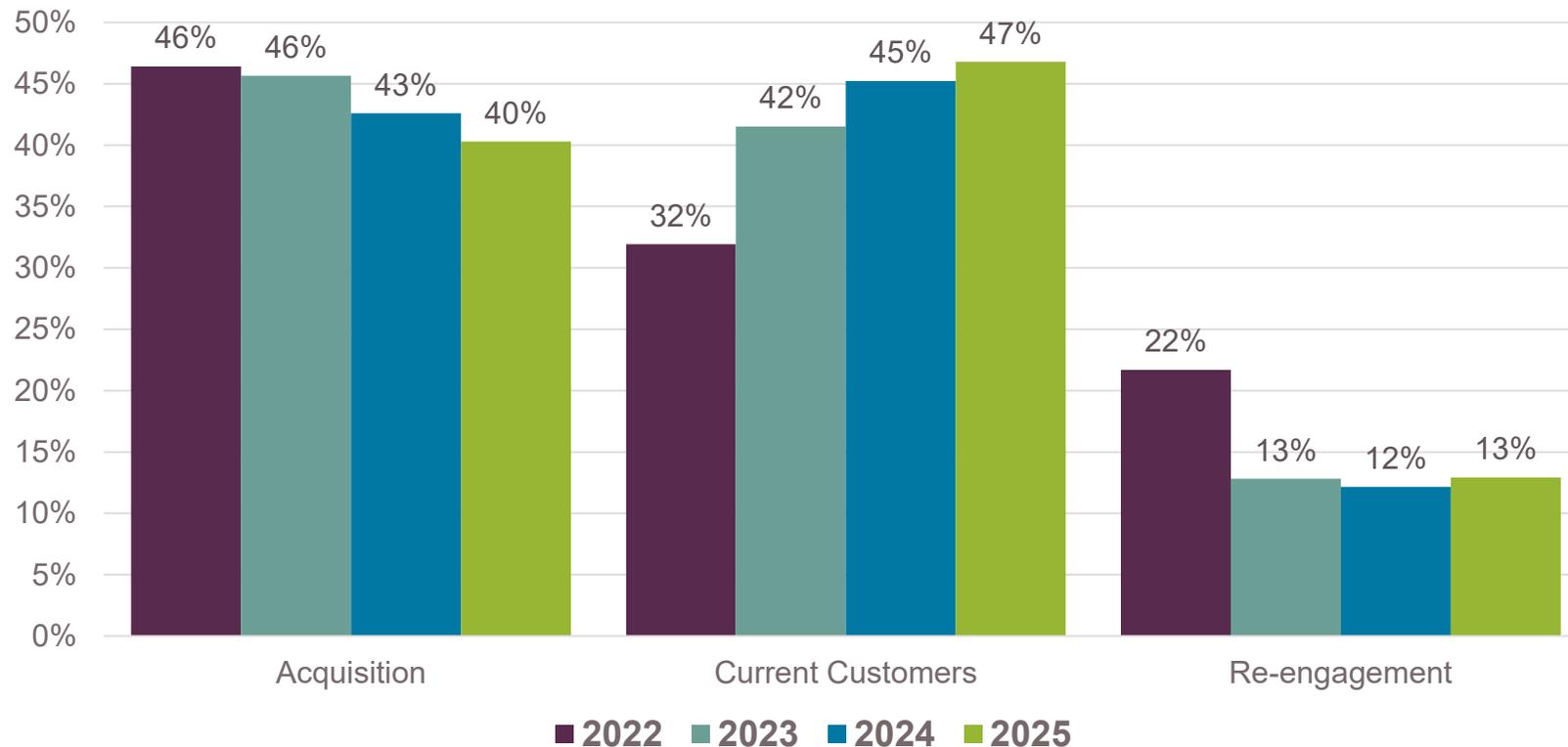
# Ticket Purchase Timing

Timing of 2025 bookings was mostly similar to 2018



# Behavioural Segmentation

Proportion of new bookers has declined in recent years

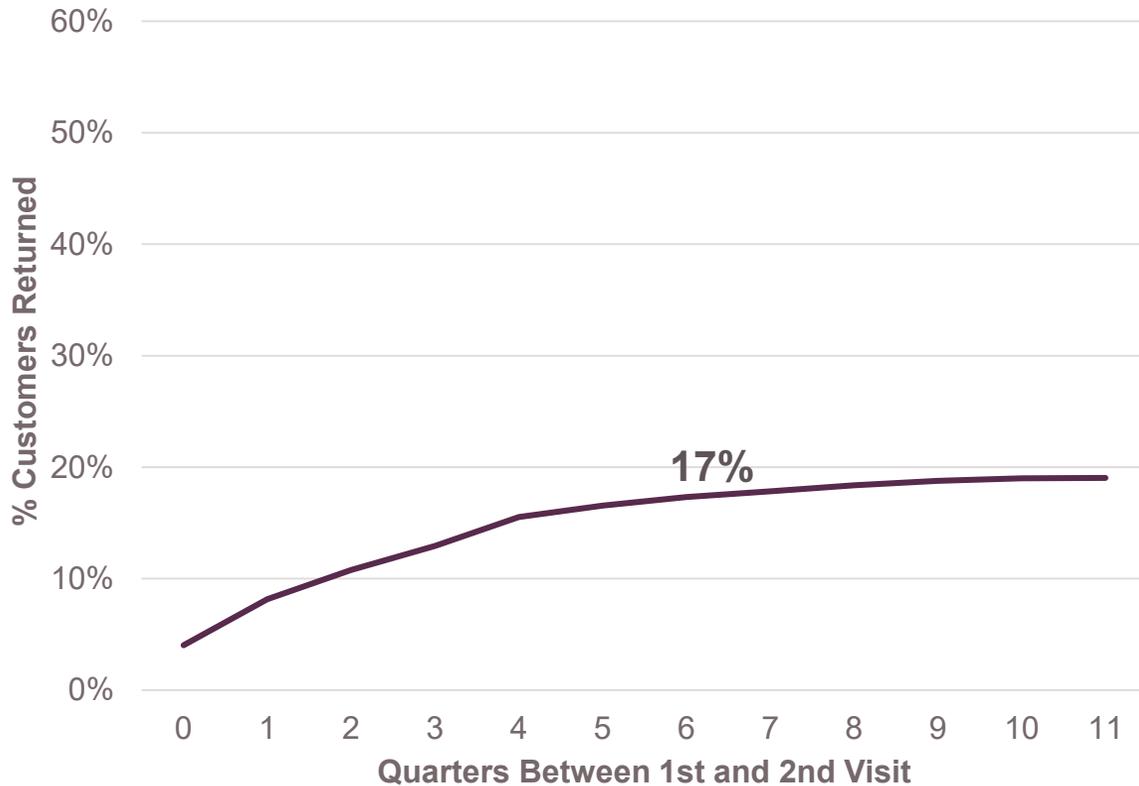


- **Acquisition** bookers are making their first purchase (as best we can tell)
- **Current** customers have another booking within 18 months
- **Re-engaged** (reactivated) bookers last booked > 18 months ago

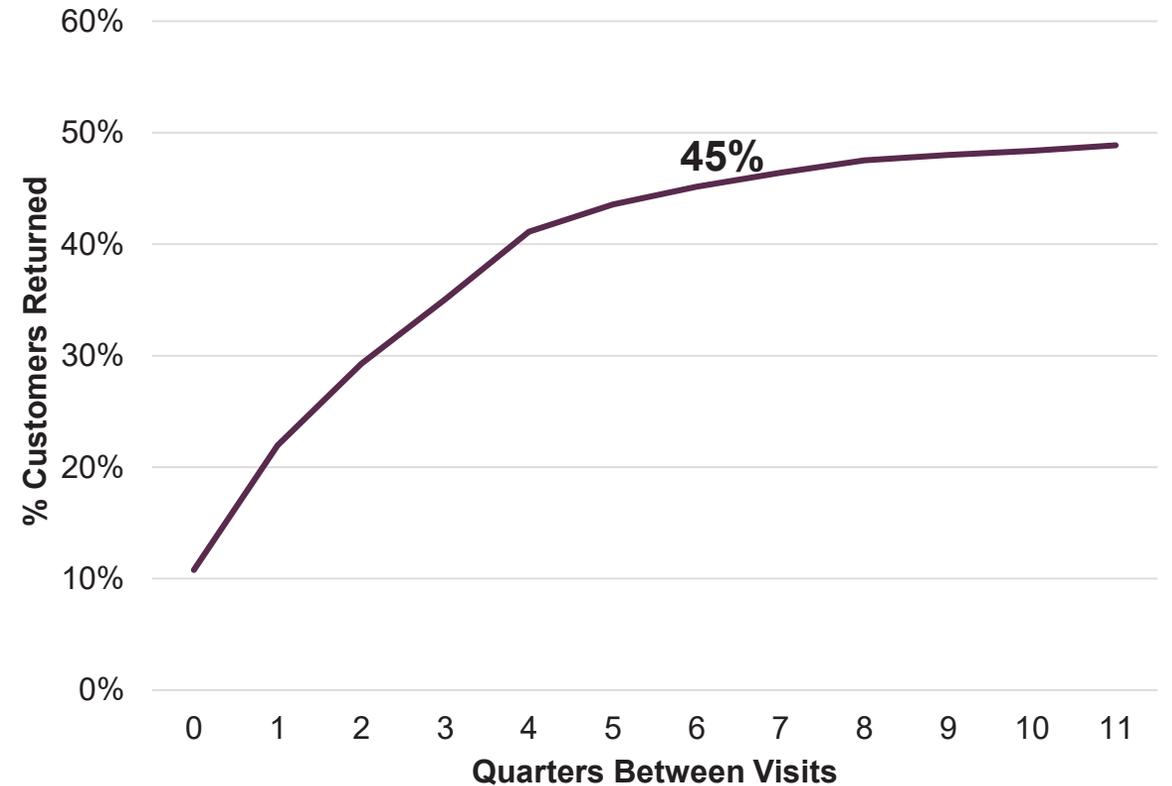
# Rates of Return by Segment

Existing bookers are almost 3x as likely to return within 18 months

Acquisition (New) Quarters Between 1st and 2nd Visit



Existing Bookers: Quarters Between Visits



# Philanthropy

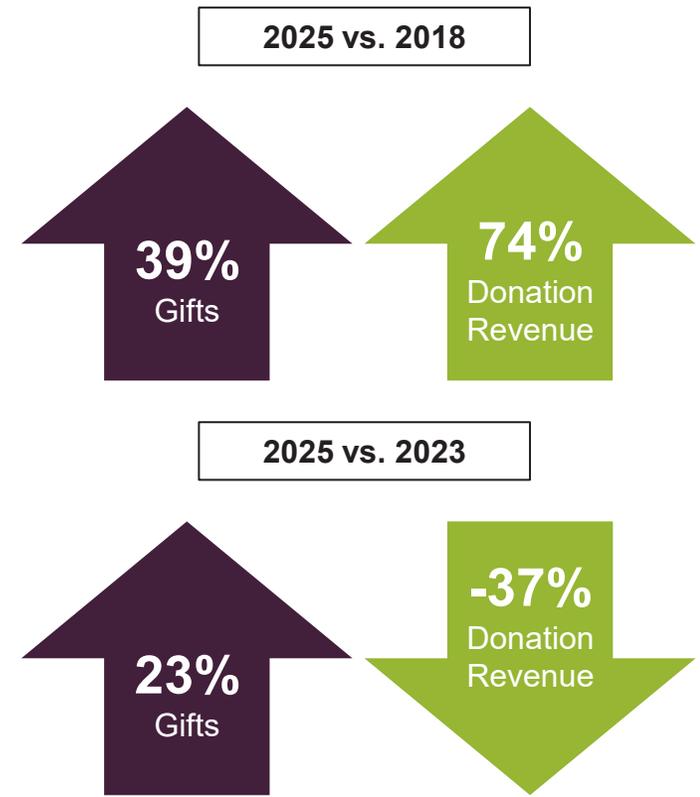
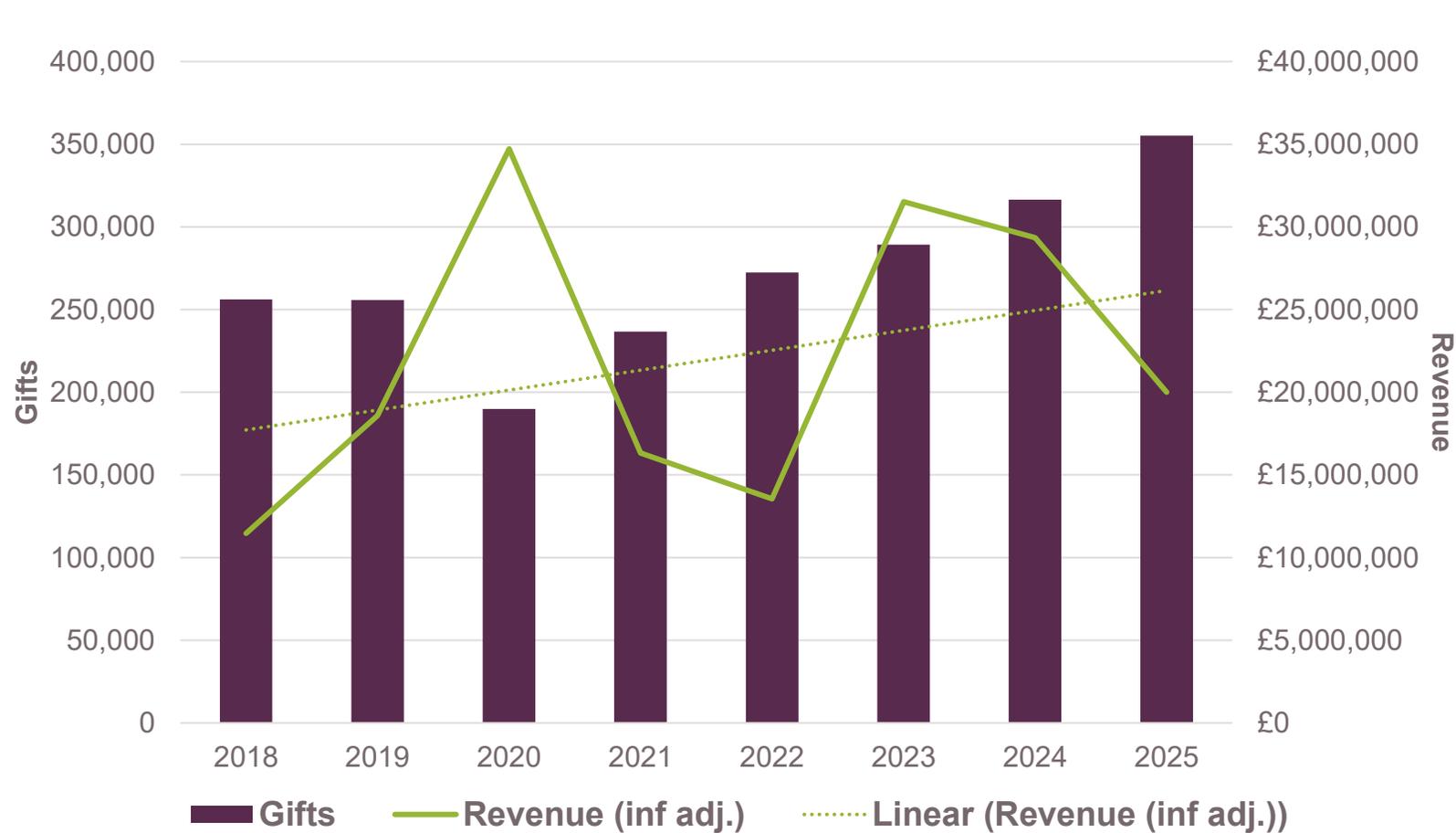
# Donors & Average Gift Size

Donor volume has grown; gift sizes fluctuate but the 8-year trend is mostly flat



# Gifts & Donation Revenue

Donation revenue is growing with gifts, but revenue dips in '24 and '25 raises concern



# UK Benchmark Headlines

Relationships are growing, but recent revenues are lagging pre-pandemic years



## CHEERS!

- Orgs in the benchmark are engaging with more people and doing so more frequently than pre-pandemic years.
- Donation data coming through the benchmark is growing significantly.
- Many orgs have been able to adjust ticket per caps to keep pace with inflation.



## FEARS...

- Smaller order sizes are erasing gains made by attracting and engaging more bookers more frequently.
- In aggregate, per capita revenue barely keeps pace with inflation. This is putting a strain on revenue growth compared to expense growth in the same period.
- Vast majority of bookers are only coming once per year.



## **Be listening for & reflecting on...**

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NEW  
NORMAL