

“Last Christmas...

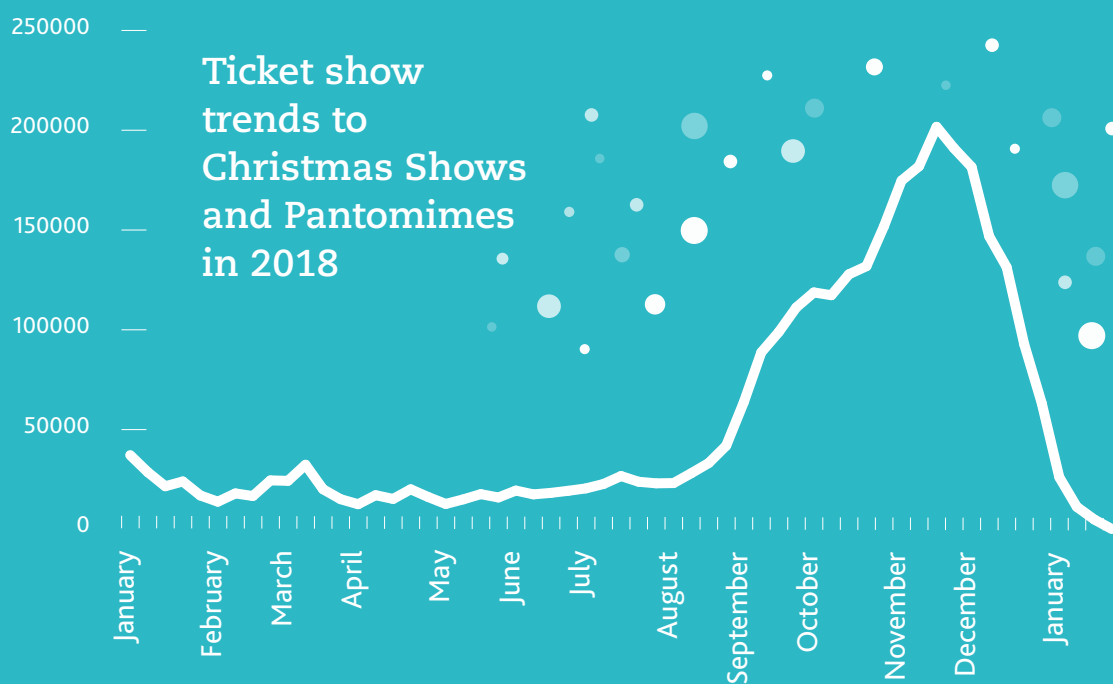
We paused to reflect, but the very next day sales started again. This year, now December is here, let's see how the facts have settled...

25%

of tickets are sold in November...equal to January to August combined.

61%

of festive shows are performed between 10th and 30th December.



22% of all audiences book between 4 and 8 weeks before the performance. That said, whilst 47% of tickets are sold in November and December, sales begin climbing rapidly from September.

When do audiences book to see Christmas Shows?

On the day	5%
The day before	3%
2 weeks before	16%
4 weeks before	12%
1-3 months before	45%
4-6 months before	14%
7-12 months before	13%
1 year or more in advance	2%

	Christmas Shows	Pantomimes
Performances	3,830	4,710
Tickets Sold	900,000	2.5m
Income	£17m	£49m

The most performed Pantomime and Christmas Show of 2018...

Aladdin

12%

of pantomime tickets sold



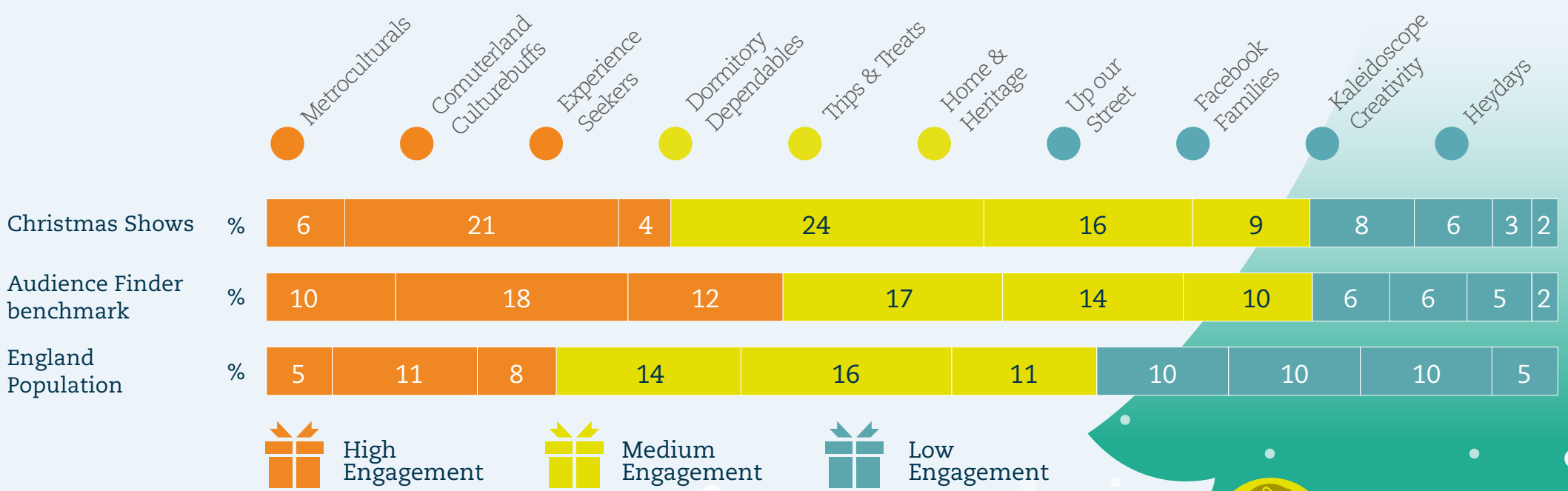
A Christmas Carol

12%

of Christmas Show tickets sold

During the 2108 Christmas Season, almost 1000 more performances of Pantomimes than Christmas shows were recorded in the Audience Finder data set.

Average ticket prices rose 16% for Christmas Shows since 2017 (to £18.90) but just 5% for pantomimes (to £19.60), though these tickets are still priced more highly overall.



audience spectrum

Audiences to Christmas Shows and Pantomimes are, unsurprisingly, more dominated by family-heavy groups, like Commuterland Culturebuffs and Dormitory Dependables than is typical across other forms of cultural consumption. The usually highly engaged Metroculturals and Experience Seekers on the other hand, are far less dominant in Christmas audiences.

24% Dormitory Dependables

21% Commuterland Culturebuffs

16% Trips & Treats

Scroll through the Audience Spectrum profiles to understand how to better engage these groups.

70%

of visitors to Christmastime shows have been to an event or production at the same venue on another occasion within the past 12 months.

65%

of Christmas audiences are family groups. of audiences to other kinds of theatre attend in adult only groups.

53%



of audiences for festive shows attend in groups of 4 people or more, whereas year around theatre attendance is overwhelmingly dominated by pairs.