

**PERFORMING
ARTS FORUM**

Audiences for the Performing Arts 2025

What we've learned – and what next

Heather Maitland
Katy Raines, Indigo

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[Something to watch](#)

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Audience Insights

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Audience Insights

- 12 Insights collected annually
- What member organisations asked for at the 2022 Cork Gathering
- 2024 compared with 2023, 2022 and 2019
- Box office data
- Ticket buyers who have paid at least €1 for at least 1 ticket
- Total attendance includes attenders at free events
- Your data is confidential



How?

How are these people behaving in relation to your organization, others or culture in general?

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What are we looking at?



1.1m



€25m



309,000



7,600

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2024 VS 2023



Seats put on sale

+12%

Tickets sold

+15%

% capacity

+2%

Gross ticket income

+31%

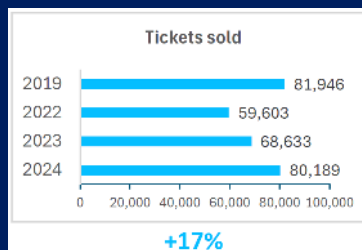
Average price paid

+10%

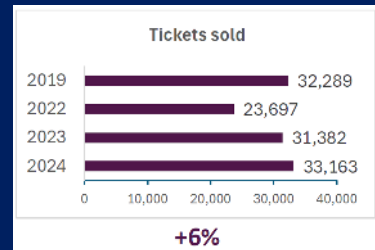
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Big differences

Large scale venues



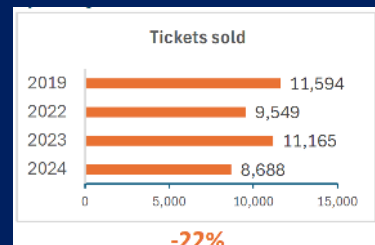
Under 500 seats – large urban



Under 500 seats – urban

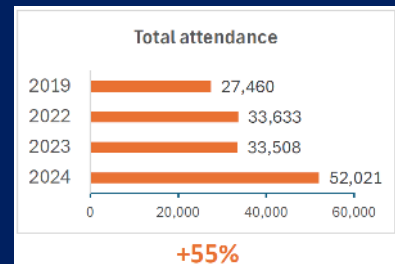
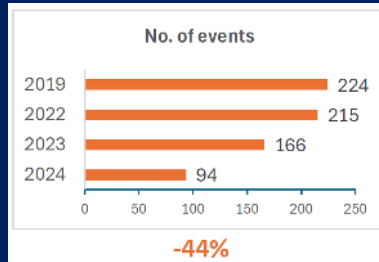
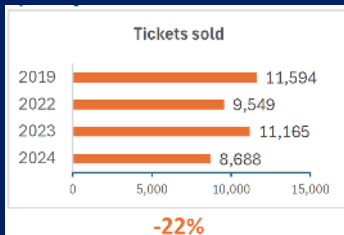


Festivals



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Big differences Festivals



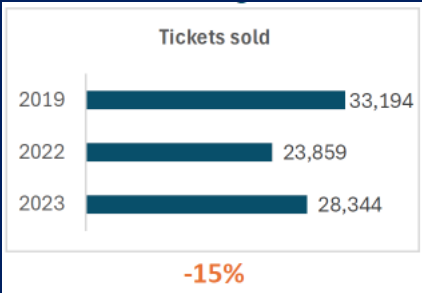
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2023
How?

Seats put on sale	+12%
Tickets sold	+15%
% capacity	+2%
Gross ticket income	+31%
Average price paid	+10%

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Audience engagement 2023 vs 2019



- First time ticket buyers **-3%**
- Kept from previous year **-5%**
- 2+ events **-4%**

Why?

- Not enough shows **-11%**
- Couldn't communicate **62%**

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- No. of events **+5%**
- Audience engagement**
- First time ticket buyers **-2%**
- Ticket buyers kept from 2023 **+11%**
- 2+ events **+5%**
- Marketing consent **+19%**

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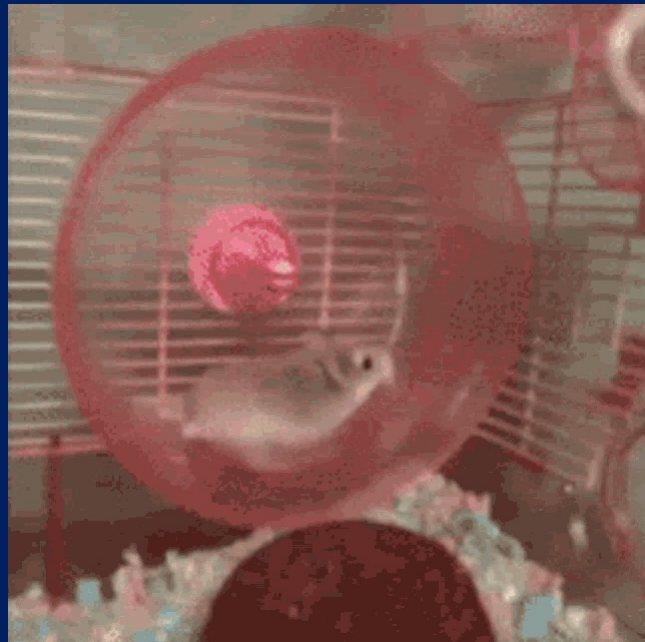
**163,202
first time
ticket
buyers**

**109,346
lost**



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**163,202
first time
ticket
buyers**



14

**163,202
first time
ticket
buyers**

- What are they like?
- Where do they live?
- Why did they come?
- Why don't they come back?
- How do they find out stuff?

**What do we need to
change?**

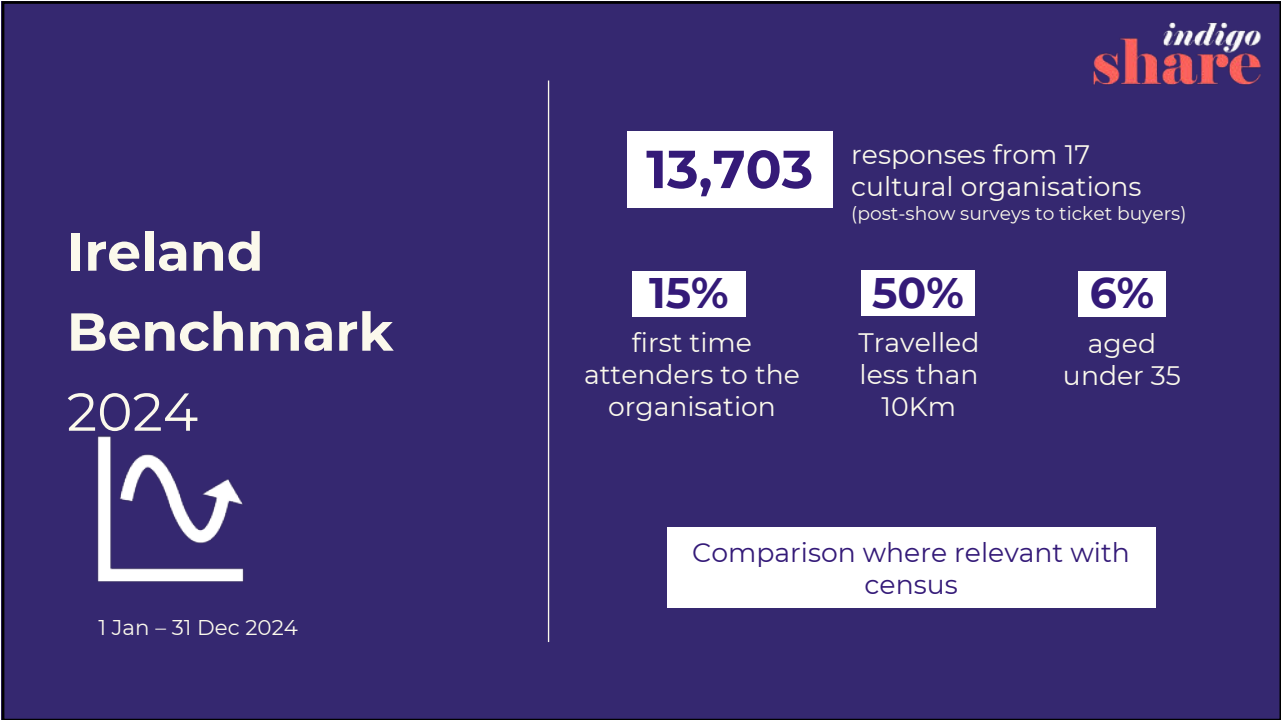
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indigo
share
ireland

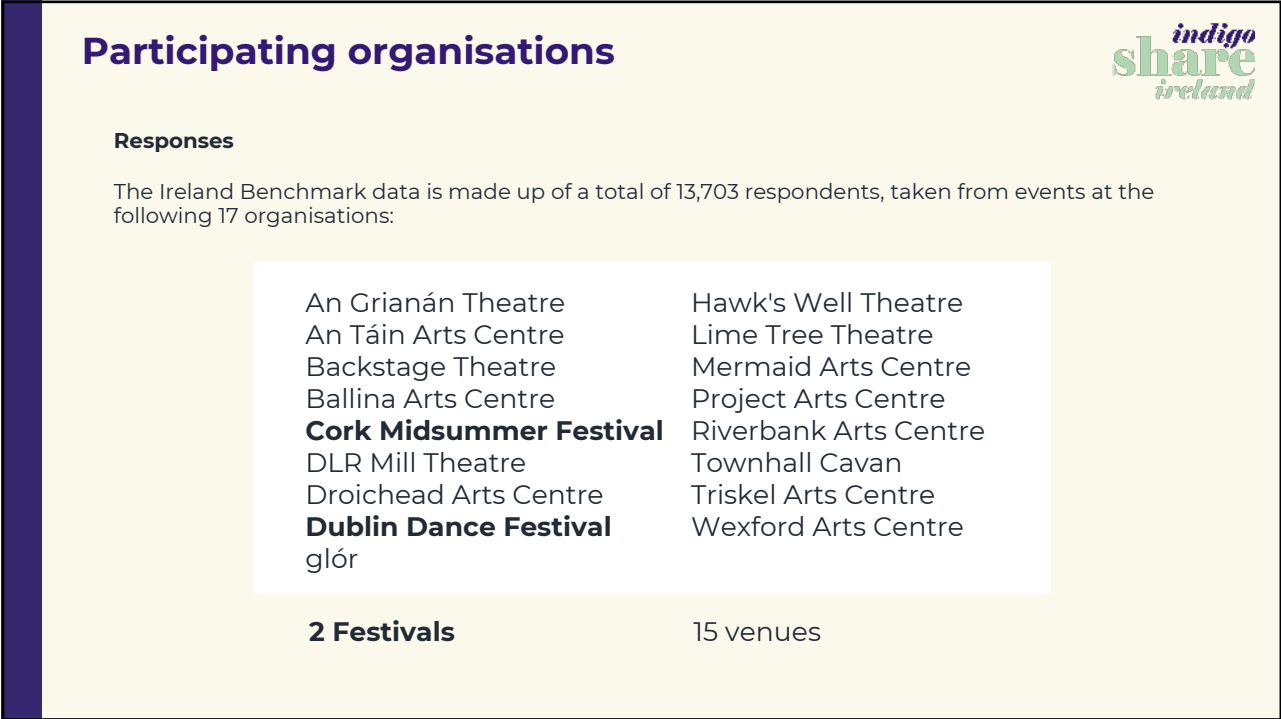
The collective approach to audience insight

indigo
share
ireland

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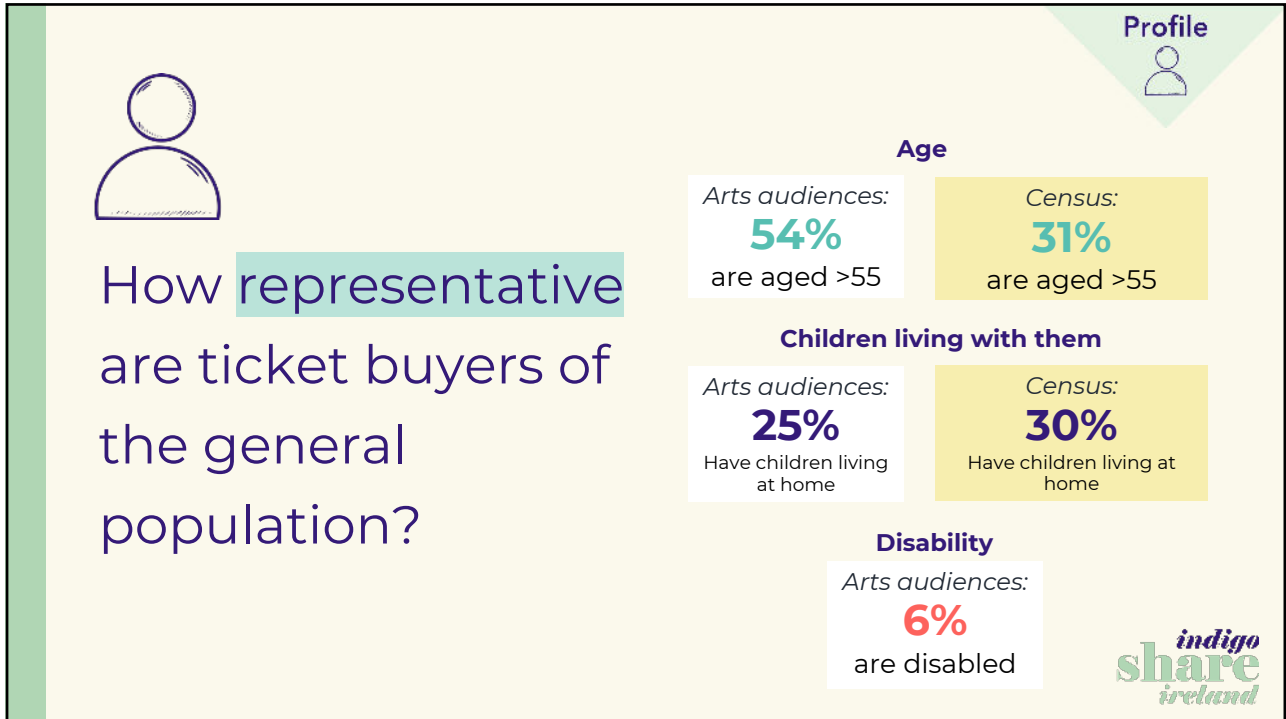
indigo share

Profile

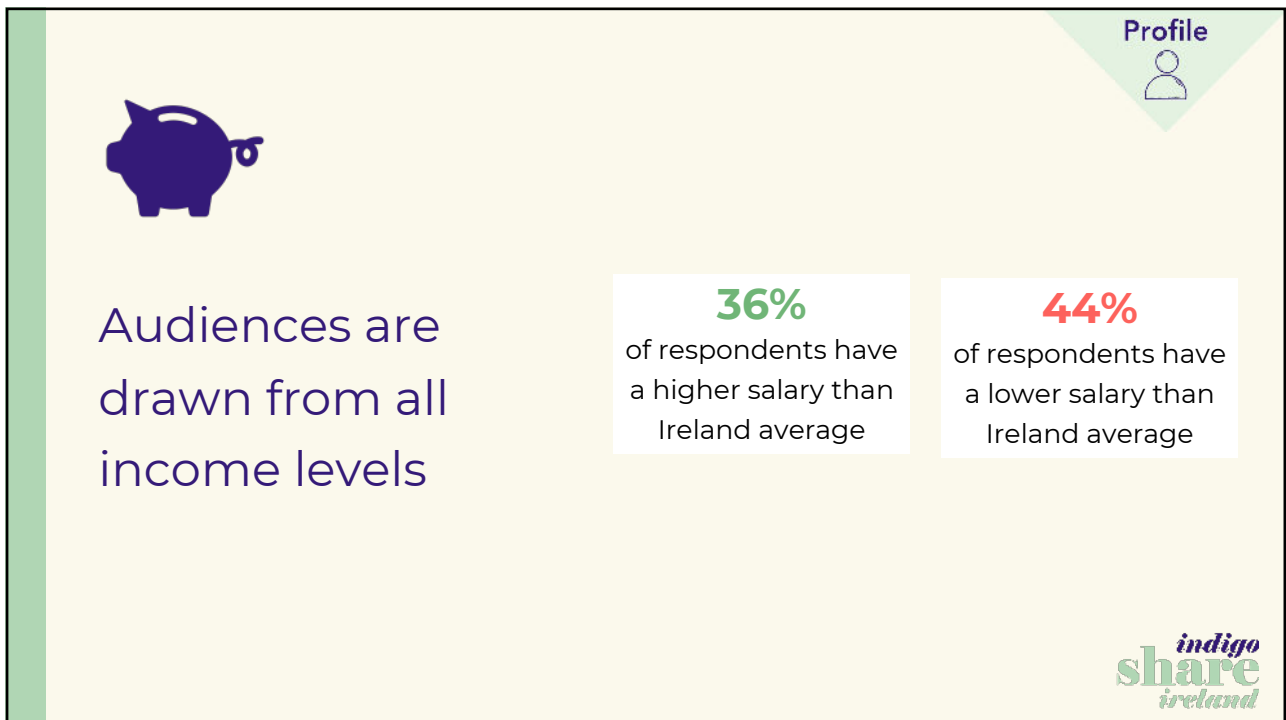
Who are our audiences?
How representative are they of the population?



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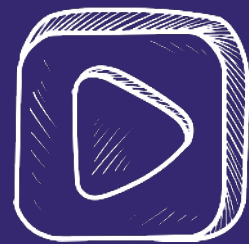
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Behaviour

How are audiences behaving in relation to cultural organisations and culture in general?



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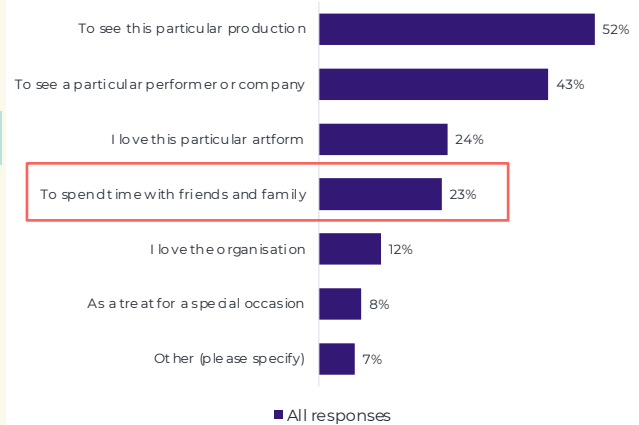


The production or performer is the main motivator but the social experience is also very important

Behaviour



What were your motivations for attending? (Select all that apply)



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Behaviour


Motivations for attending

All respondents (free text)

” Visiting from out of town:

Visiting from out of town and looking for a cultural experience

I was visiting the area and it was suggested that I attend the festival

Was on a mini break and googled something to do in the area on that day

” Supporting the arts:

To try something new for my children to support the arts.

Support good quality theatre

To support events in the local area

” Encouraging children:


To expose my child to drama and crafts through recycled material

To engage my daughter with the arts

To bring Grandchildren to pantomime




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Behaviour


Behaviour: Motivations for attending

First timers




First timers are less likely to attend for the production or the particular artform

They are more motivated by special occasions than returning visitors are

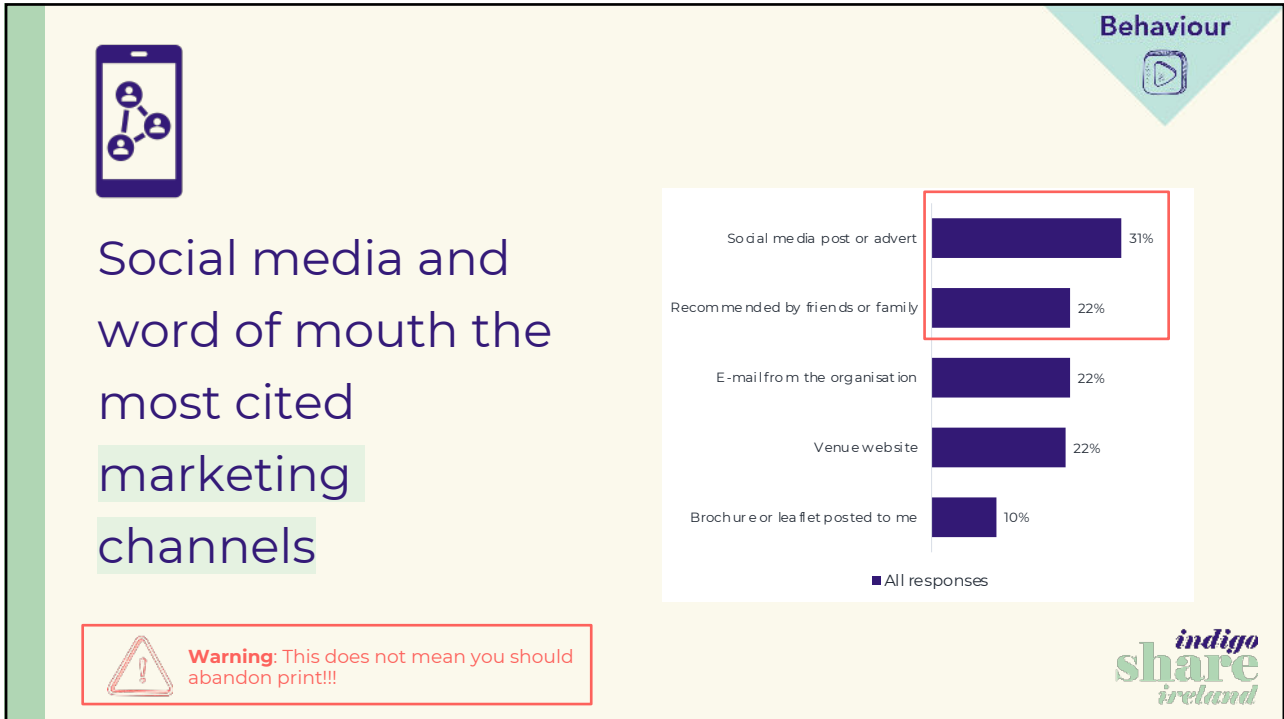
What were your motivations for attending? (Select all that apply)

Motivation	Returners	First timers
To see this particular production	53%	44%
To see a particular performer or company	43%	44%
I love this particular artform	26%	16%
To spend time with friends and family	24%	21%
I love the organisation	14%	2%
As a treat for a special occasion	7%	10%

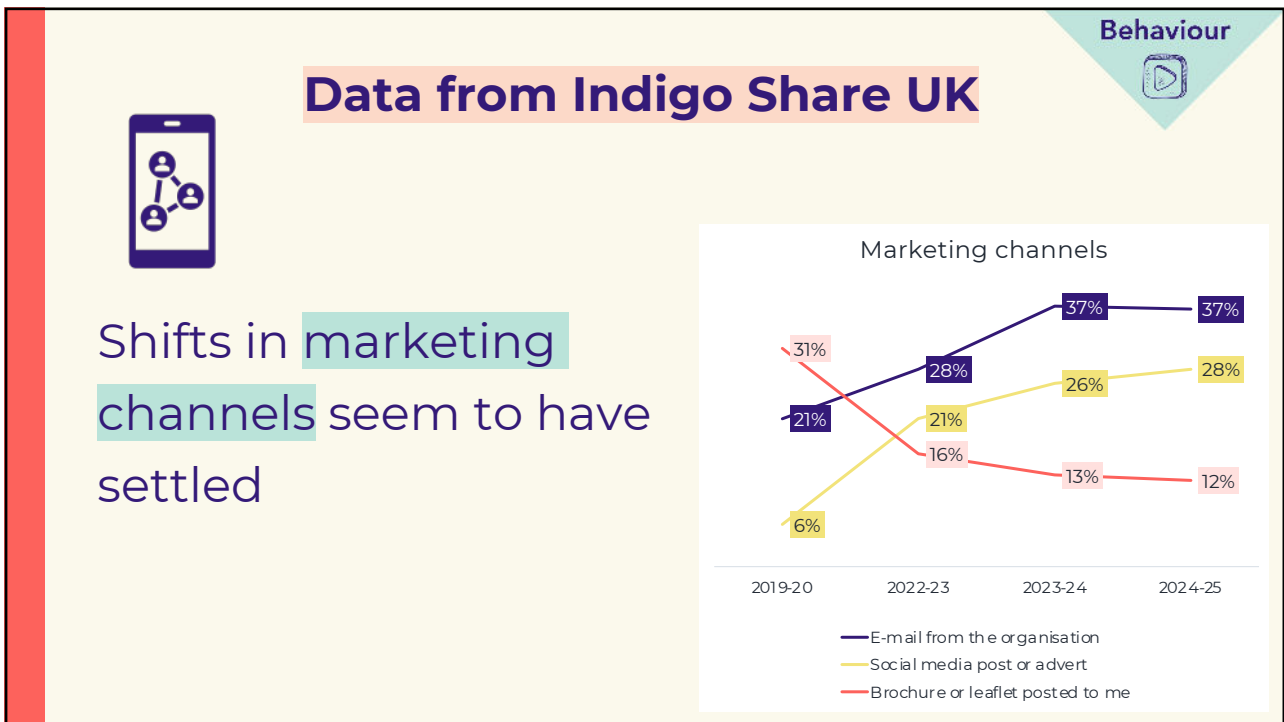
■ Returners
■ First timers



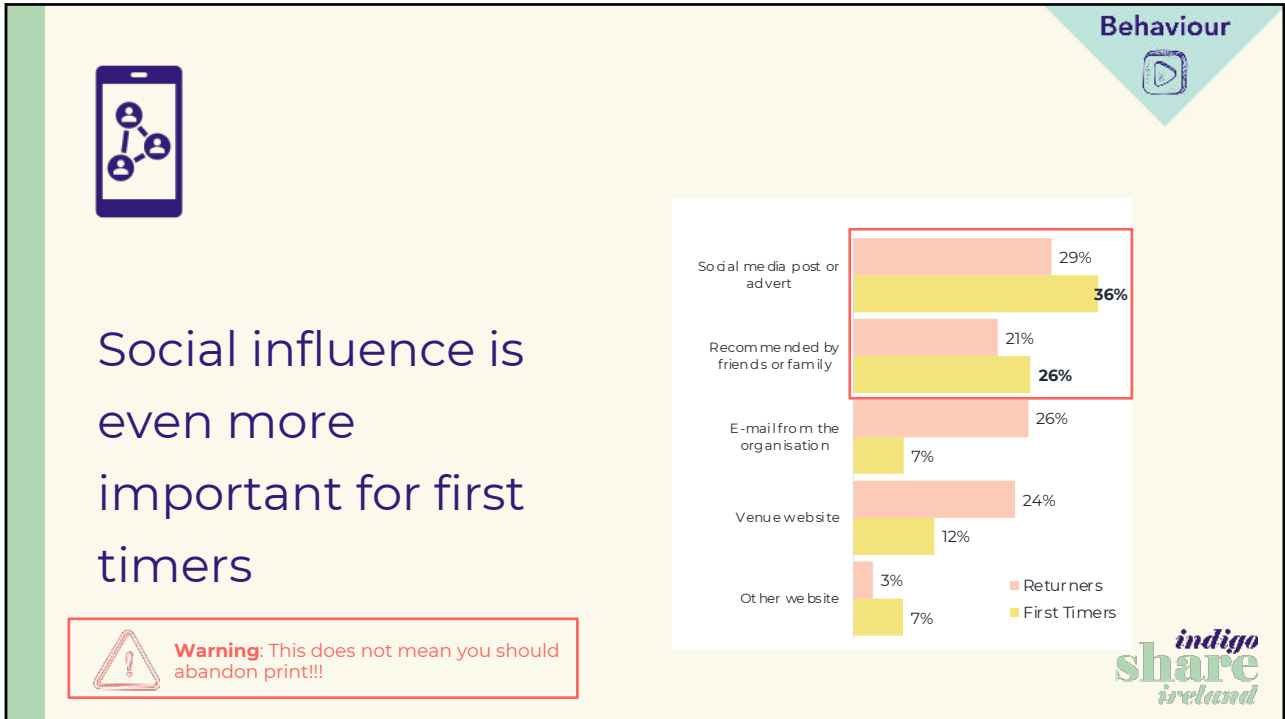
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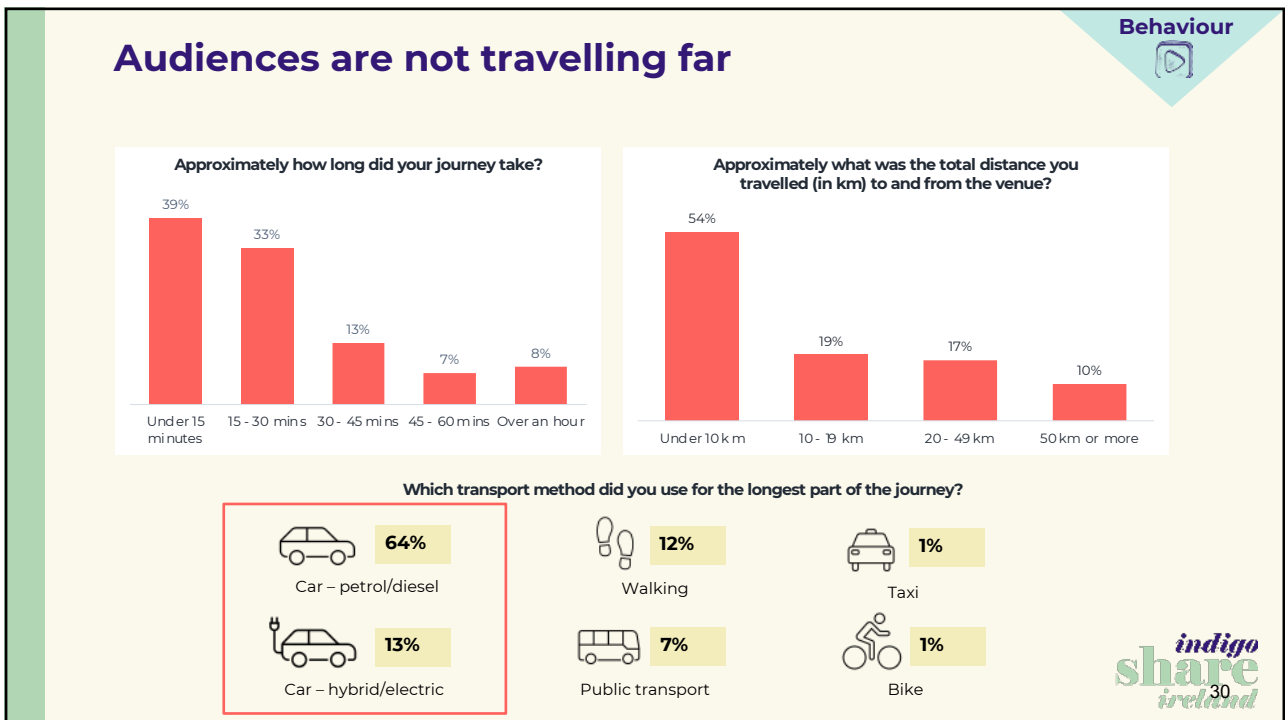
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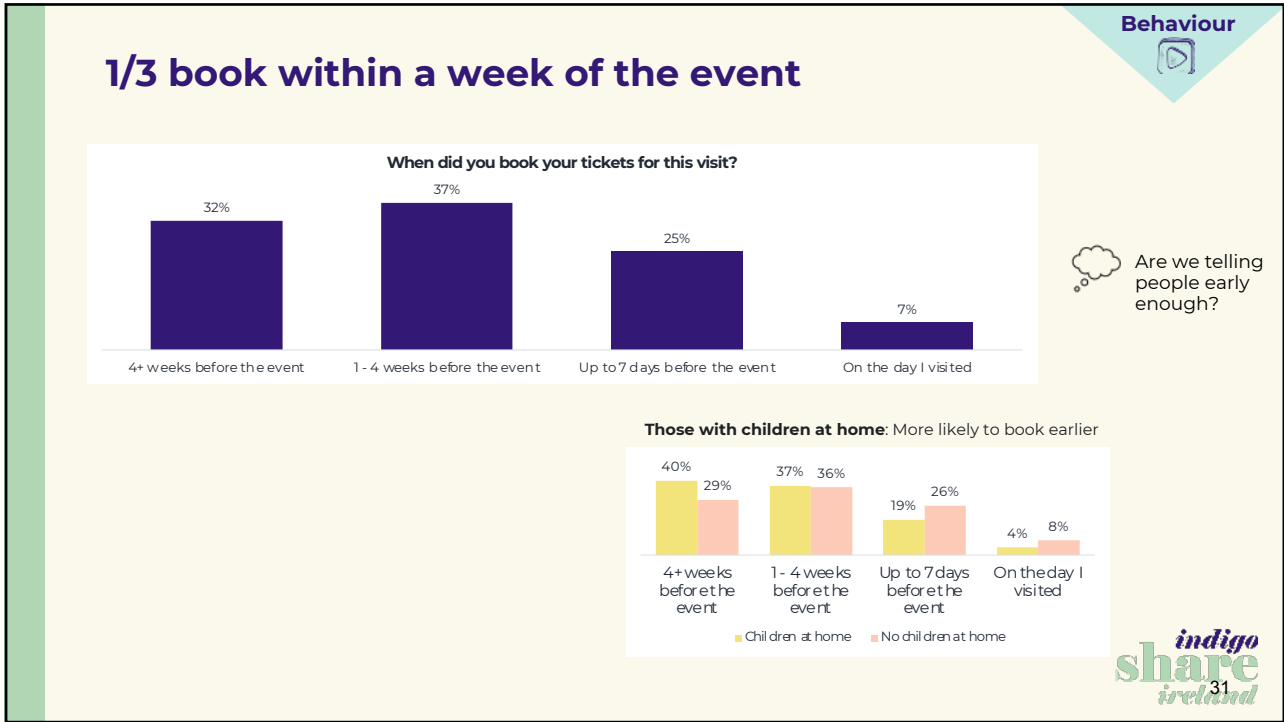
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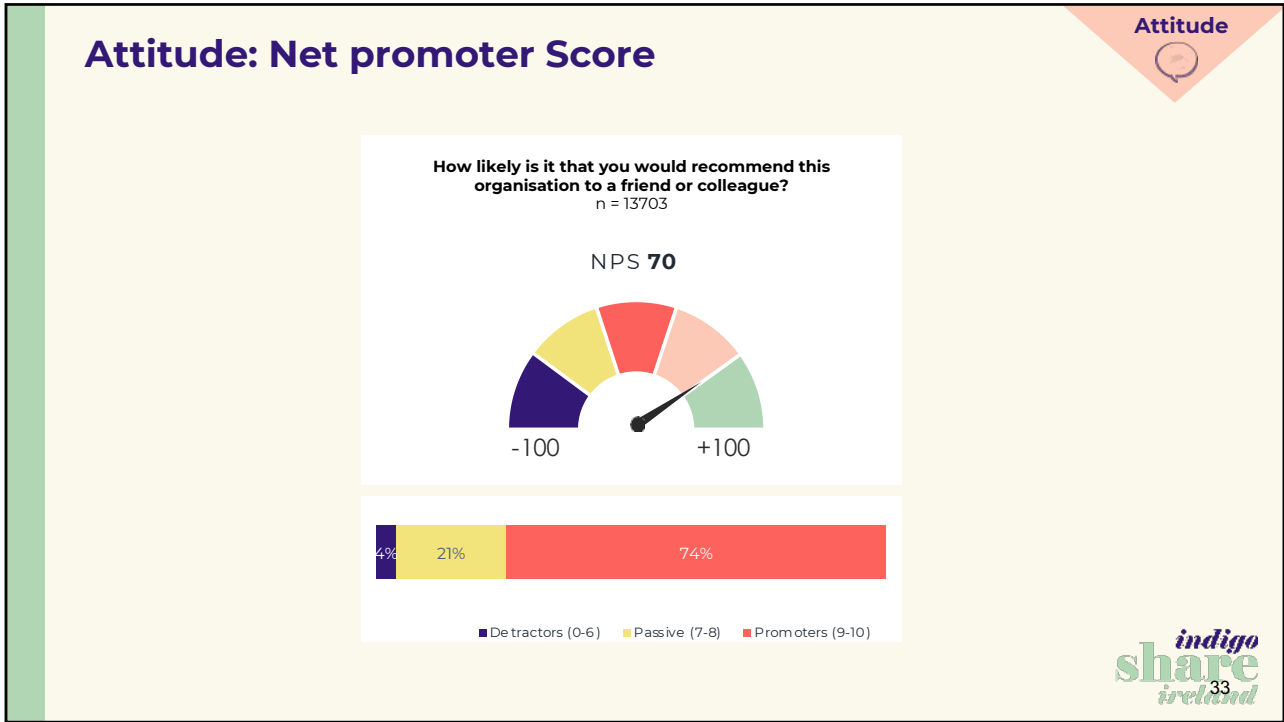
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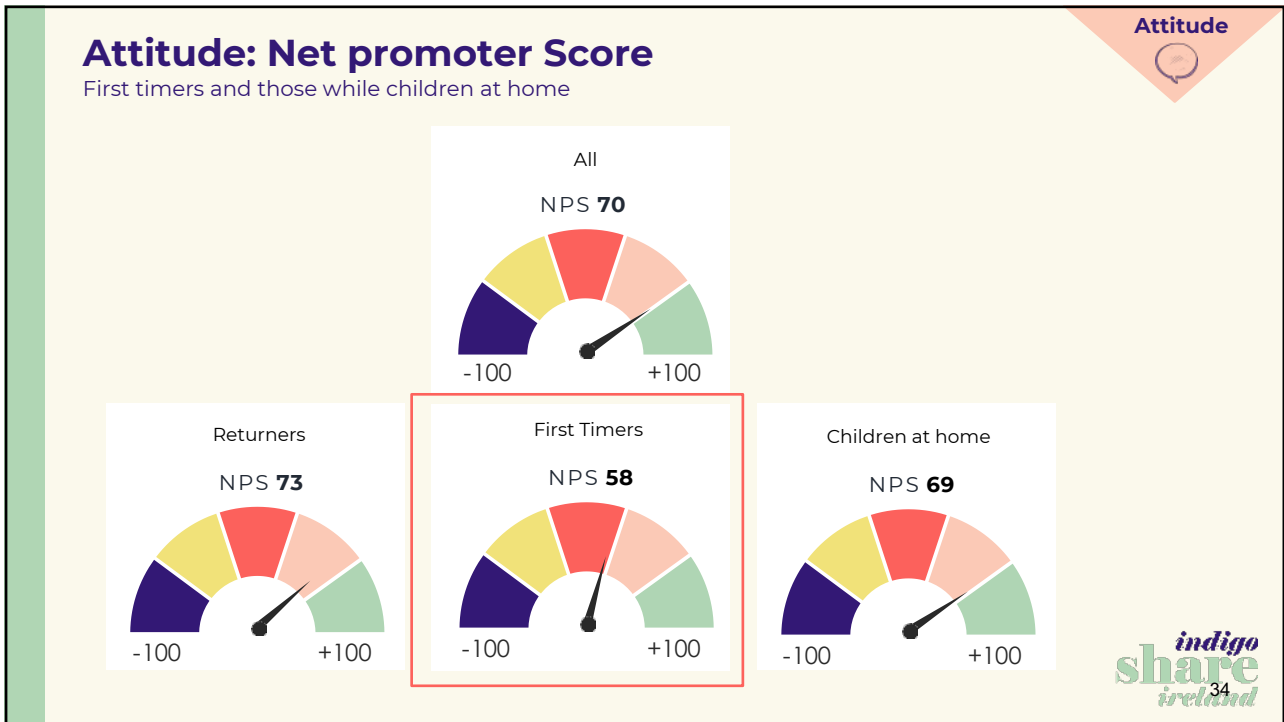
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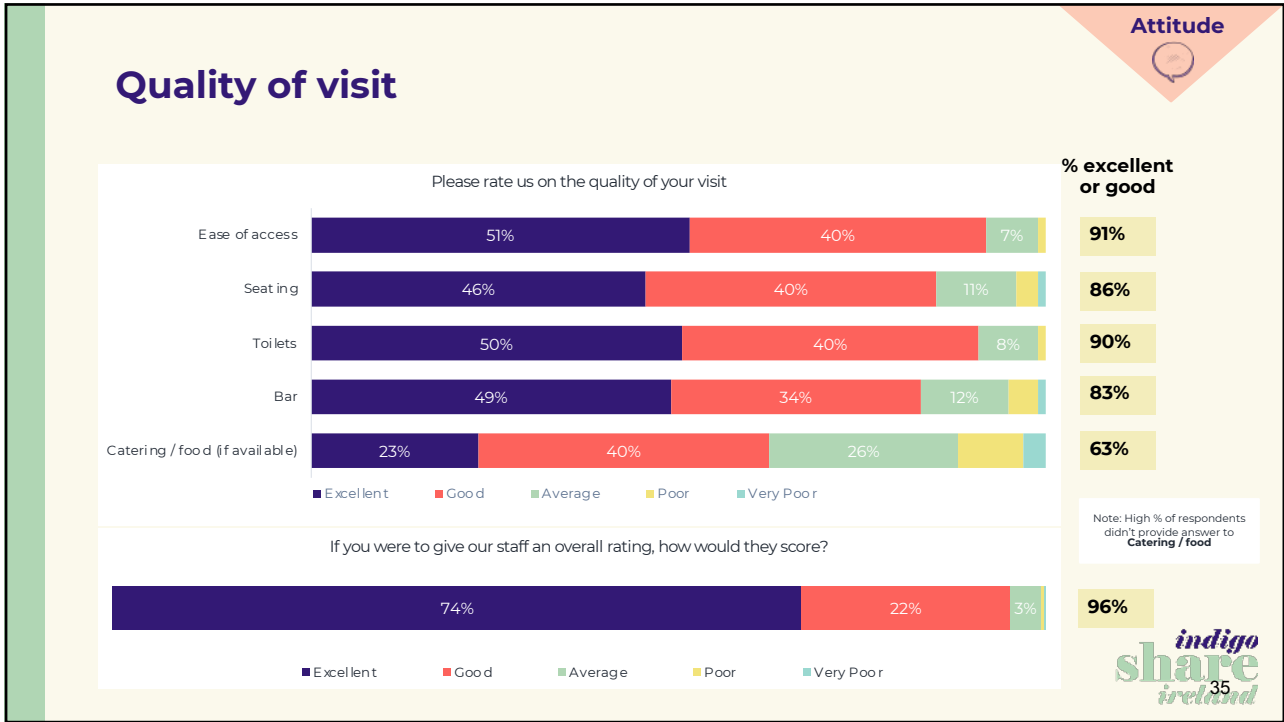
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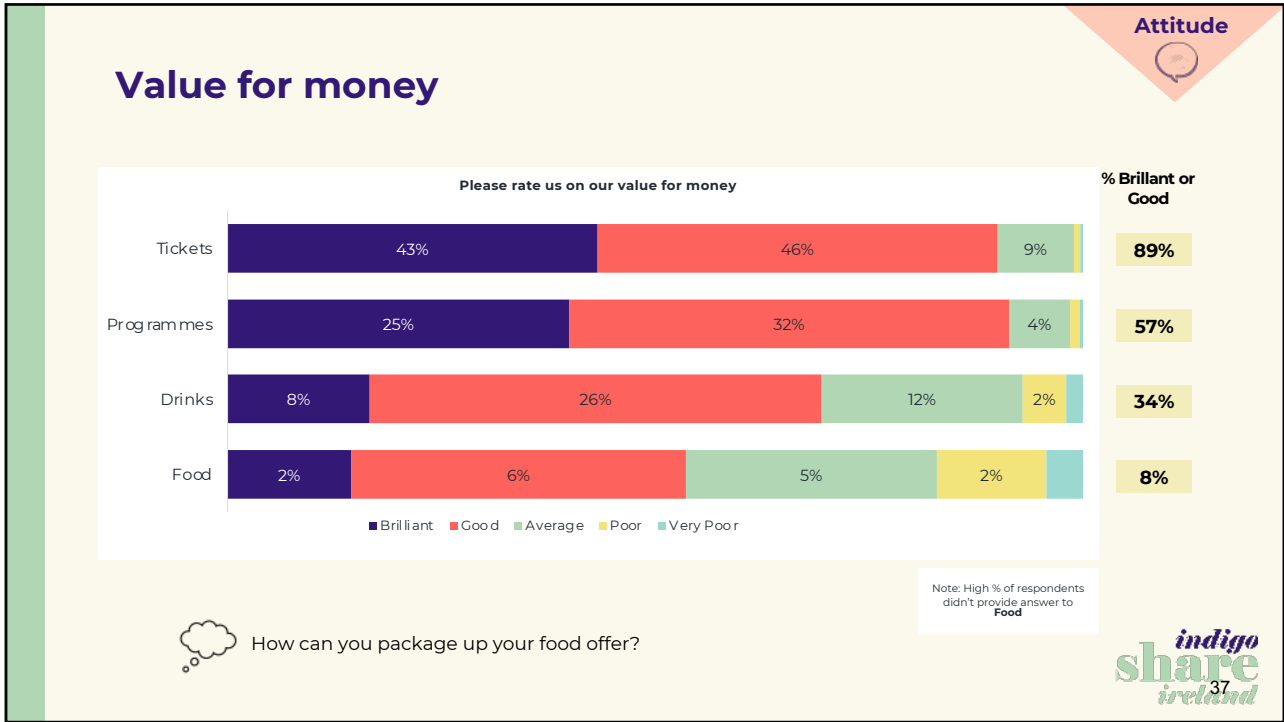
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indigo share

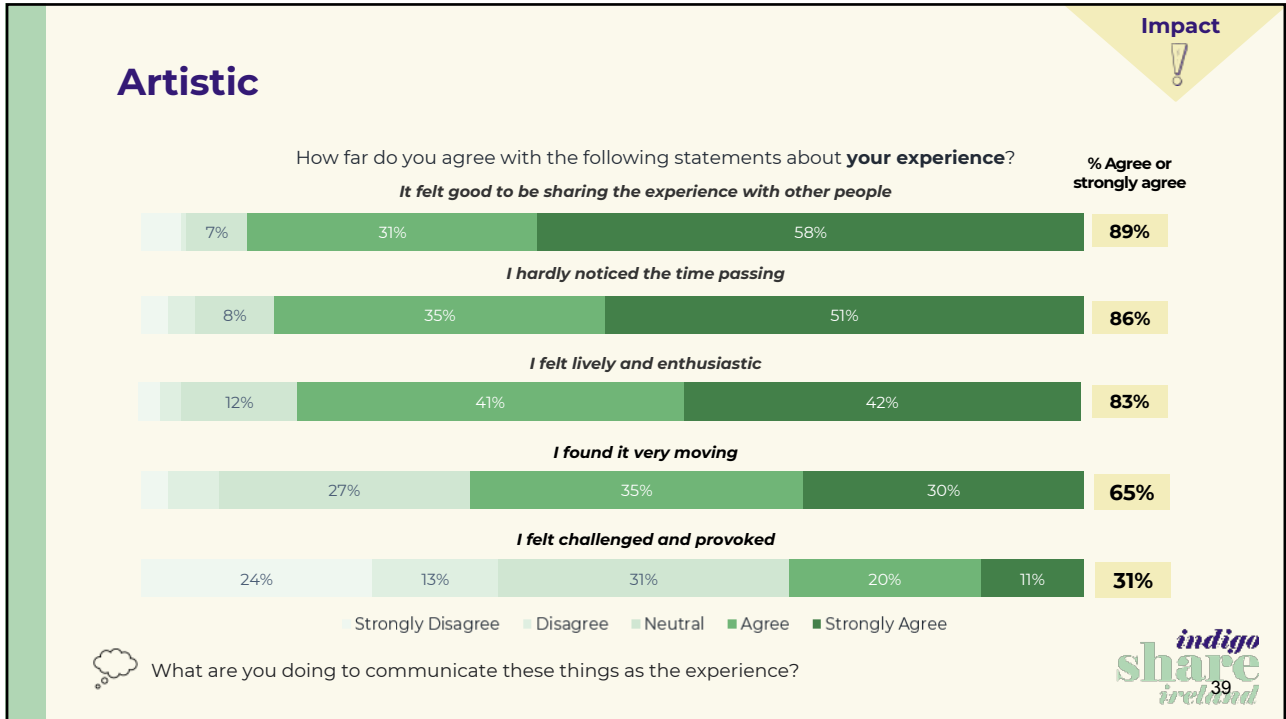
Impact

What impact is cultural attendance having on them?

What impact do they think organisations have on the local community more broadly?

indigo share

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What do we need to change?

- Get more financials to come back
- Get more than one

How?

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What do we need to change?

- Increase marketing consent

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Venue A		Venue B	
Marketing consent	+27%	Marketing consent	-17%
Ticket buyers kept from 2023	+34%	Ticket buyers kept from 2023	-5%
2+ events	+25%	2+ events	-15%

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What do we need to change?	<ul style="list-style-type: none">• Increase marketing consent• Think about what we're selling
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What do we need to change?

- Features
- Benefits

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We make lots of different beers and even cider!

Our brand portfolio includes Ireland's No 1 lager, Heineken®, Heineken® Light, Heineken® 0.0%, H41, Orchard Thieves, Orchard Thieves Light, Appleman's®, Murphy's and Beamish Stouts, Coors Light, Desperados, Tiger, Sol and Foster's.

FEATURE

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Upcoming events



Sounds of Sunshine Carnival

Sat 31 May


Music



SURGE Instant Orchestra

Sun 1 Jun

Music




MAC's Arts Market

Sun 1 Jun – Sun 5 Oct


Free

[View all](#)




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Heineken®



Nutritional Information per 100ml	Value
Energy (kJ)	150
Energy (kcal)	36
Fat (g)	0
- of which saturates (g)	0
Carbohydrate (g)	2.8
- of which sugars (g)	0
Protein (g)	0
Salt (g)	0.00

Here's the nutritional information for our best selling beer



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FULL PROGRAMME

Berlioz, Le Corsaire Overture	9mins
Takemitsu, I Hear Water Dreaming	12mins
Respighi, Fountains of Rome	19mins
Saint-Saëns, Symphony No.3 (Organ)	36mins

PERFORMERS



Kazuki Yamada
Conductor



Sebastian Heindl
Organ



Marie-Christine
Zupancic
Flute




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CBSO City of Birmingham Symphony Orchestra






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In this short video, audience members share their top tips for first timers:





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How?



not



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**What we
need to
change!**

- **Increase marketing consent**
- **Think about what we're selling – benefits not features**

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