

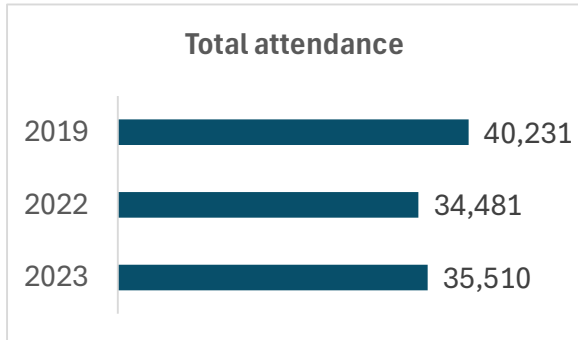
Audience Insights Overview

This overview analyses the 304,000 people who spent €23 million on 1.1 million tickets for 7,900 events at 40 festivals, theatres and arts centres in Ireland in 2023. It compares results for 2023 with 2019 and 2022, the calendar years immediately before and after the Covid-19 pandemic.

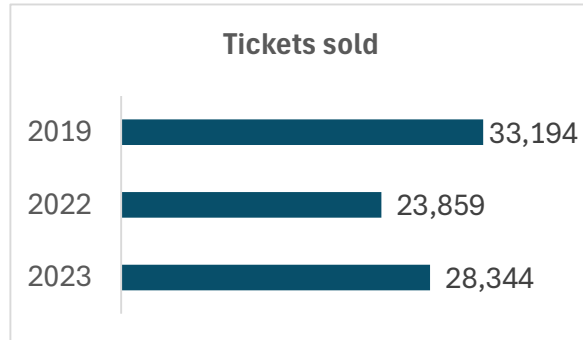
Charts show the average across all participating organisations followed by the average for each organisation type. The percentage increase or decreases compare 2023 with 2019, the last "normal" calendar year before the COVID-19 pandemic closed down the live performing arts sector. (See page 11 for details of each Insight)

All participating organisations

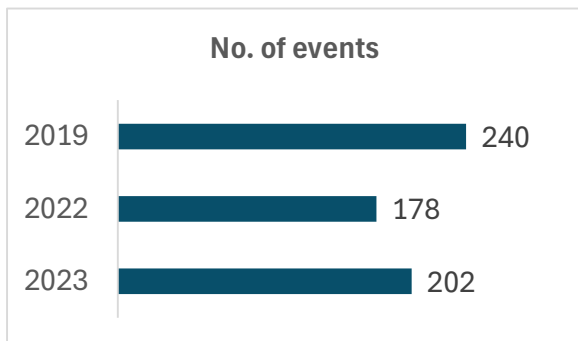
How is the performing arts infrastructure doing?



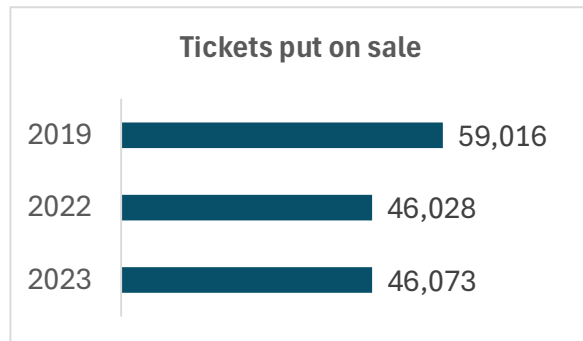
-12%



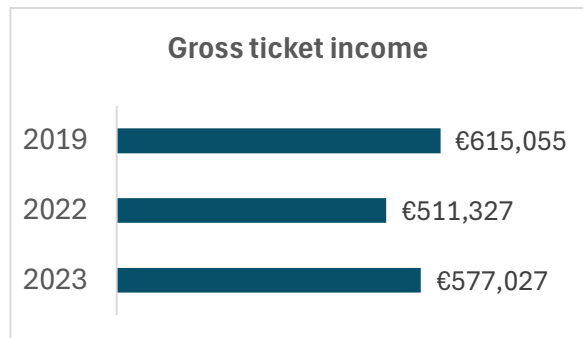
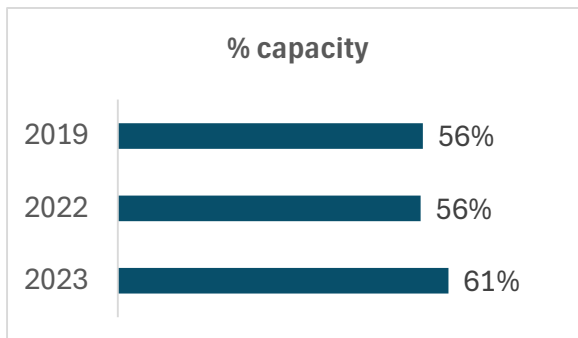
-15%



-16%



-22%



+8%

-6%

Is the sector maximising income?

Average price paid



+7%

Annual customer value



+1%

Audience engagement

Continuing ticket buyers



-5%

First time ticket buyers



-3%

One event only



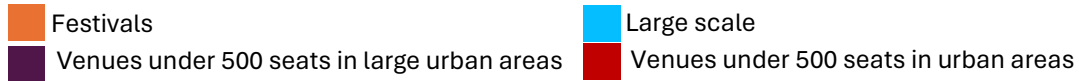
+1%

Permissions



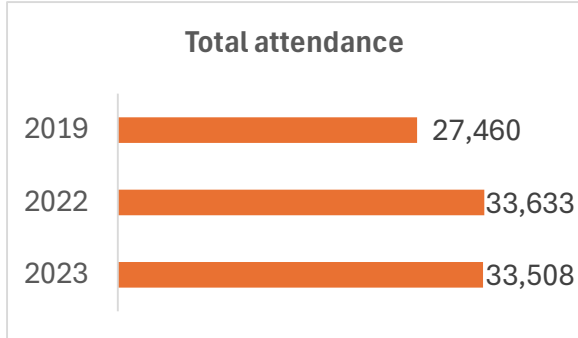
+7%

Results by organisation type



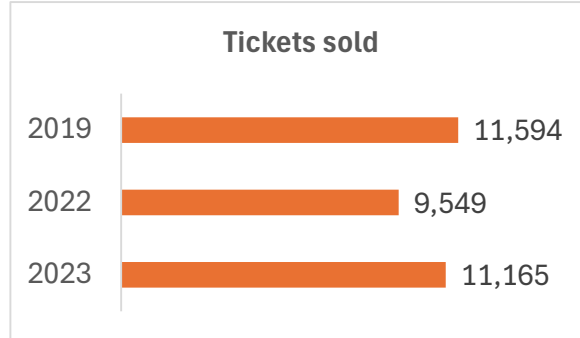
Festivals

How are they doing?



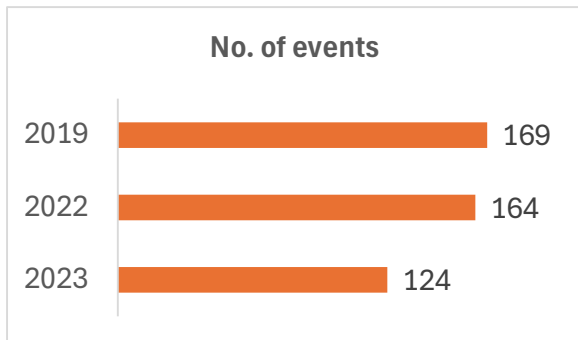
+22%

Range 2019: 4,245 - 32,296 Range 2023: 2,647 - 54,725



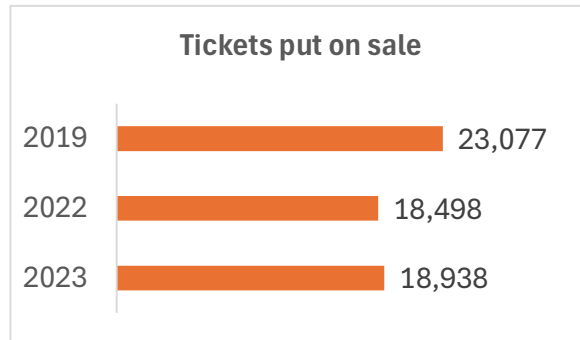
-4%

Range 2019: 3,745 - 31,836 Range 2023: 2,647 - 45,725



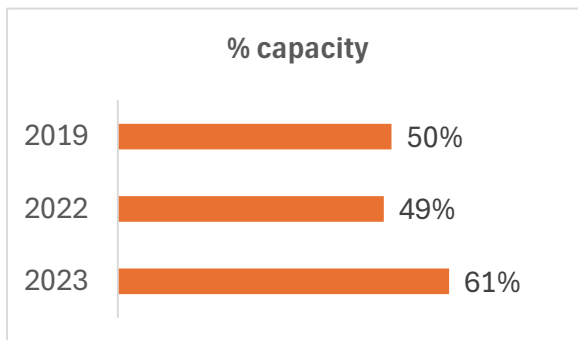
-27%

Range 2019: 80 - 162 Range 2023: 80 - 662



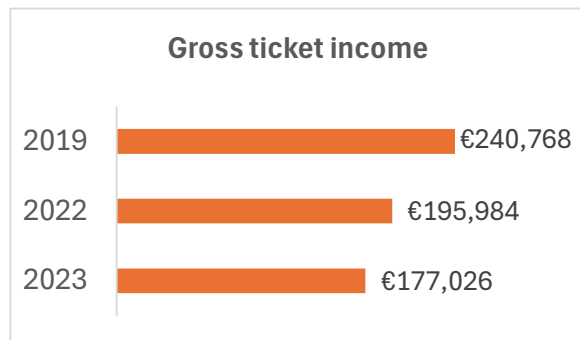
-18%

Range 2019: 9,852 - 52,700 Range 2023: 9,519 - 65,221



+21%

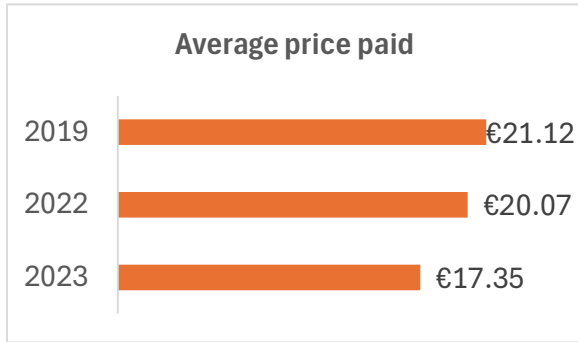
Range 2019: 36% - 75% Range 2023: 28% - 84%



-26%

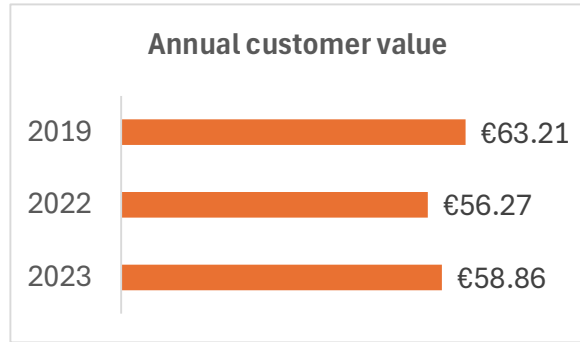
2019: €59,391 - €478,936 2023: €38,344 - €929,155

Are they maximising income?



-18%

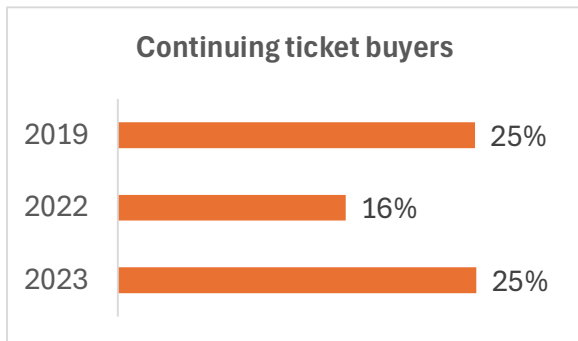
Range 2019: €11.43 - €21.13 Range 2023: €14.49 - €26.20



-7%

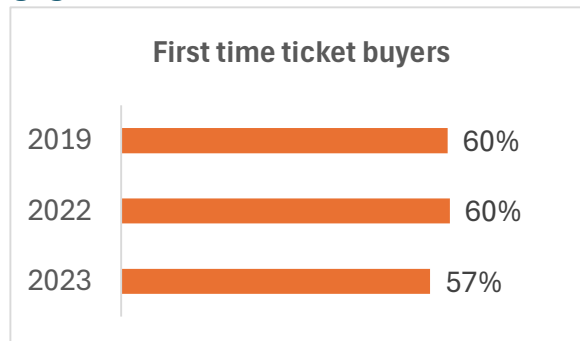
Range 2019: €50.42 - €74.93 Range 2023: €43.69 - €95.42

Audience engagement



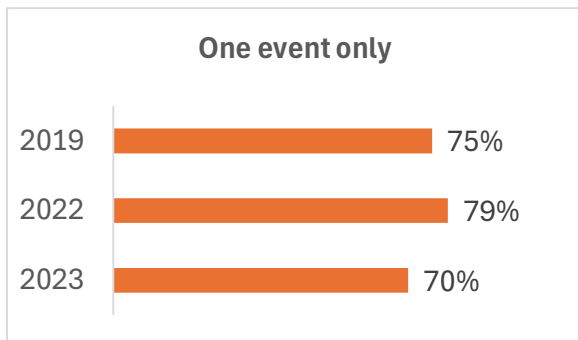
+0%

Range 2019: 10% - 41% Range 2023: 14% - 42%



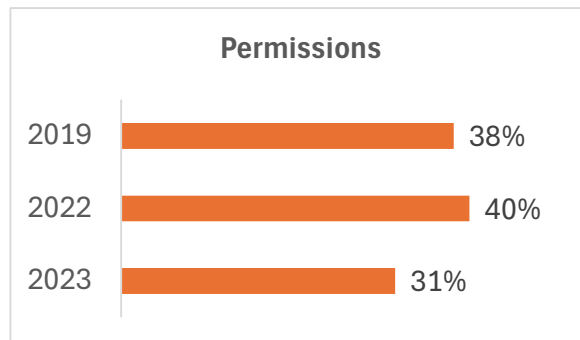
-5%

Range 2019: 38% - 93% Range 2023: 7% - 77%



-7%

Range 2019: 69% - 90% Range 2023: 68% - 91%

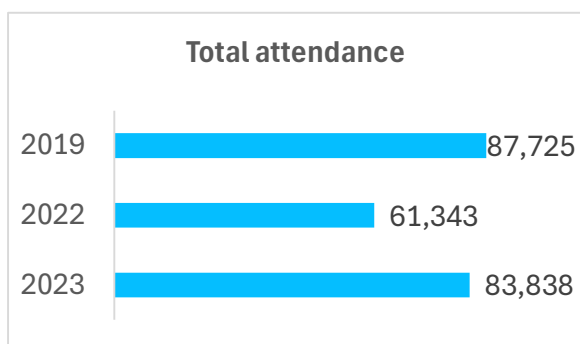


-27%

Range 2019: 2% - 68% Range 2023: 3% - 67%

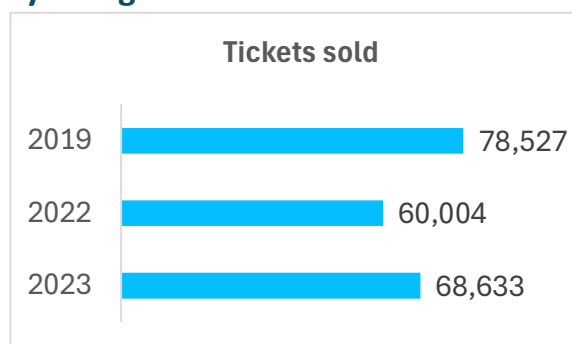
Large scale

How are they doing?



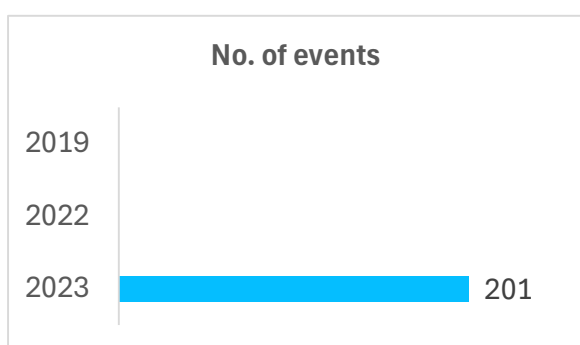
-4%

Range 2019: 4,245 - 32,296 Range 2023: 2,647 - 54,725

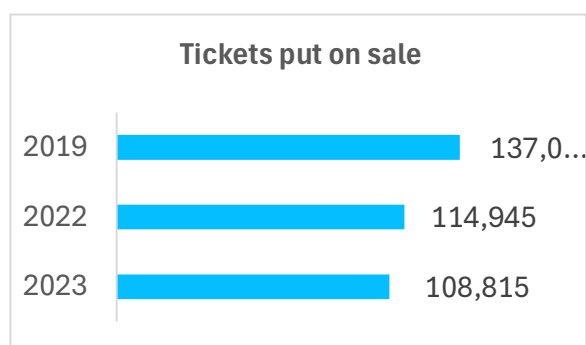


-13%

Range 2019: 3,745 - 31,836 Range 2023: 2,647 - 45,725

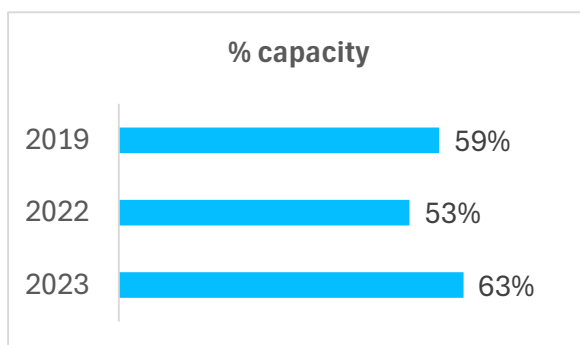


Range 2023: 80 - 662



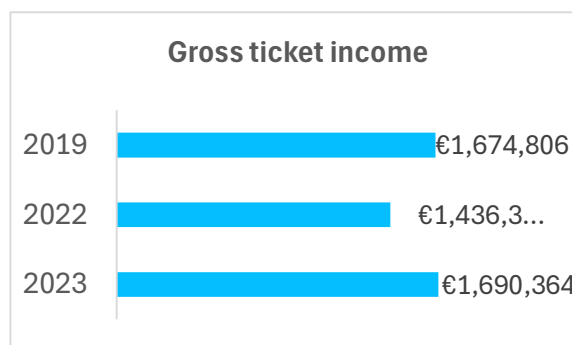
-21%

Range 2019: 9,852 - 52,700 Range 2023: 9,519 - 65,221



+8%

Range 2019: 36% - 75% Range 2023: 28% - 84%



+1%

2019: €59,391 - €478,936 2023: €38,344 - €929,155

Are they maximising income?

Average price paid



+13%

Range 2019: €11.43 - €21.13 Range 2023: €14.49 - €26.20

Annual customer value



-2%

Range 2019: €50.42 - €74.93 Range 2023: €43.69 - €95.42

Audience engagement

Continuing ticket buyers



-4%

Range 2019: 10% - 41% Range 2023: 14% - 42%

First time ticket buyers



+2%

Range 2019: 38% - 93% Range 2023: 7% - 77%

One event only



+19%

Range 2019: 69% - 90% Range 2023: 68% - 91%

Permissions

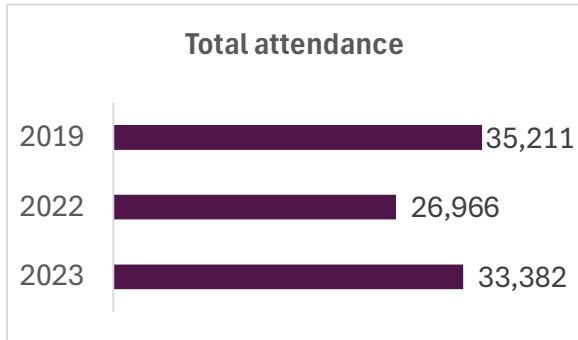


+48%

Range 2019: 2% - 68% Range 2023: 3% - 67%

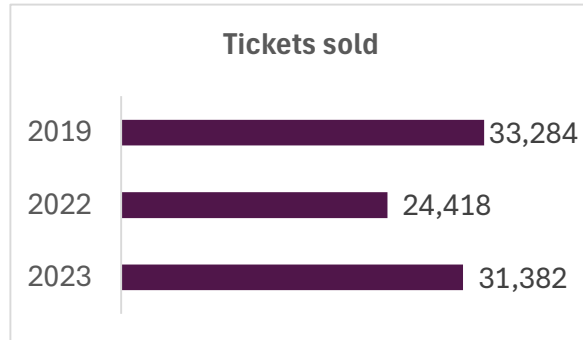
Venues with under 500 seats in large urban areas

How are they doing?



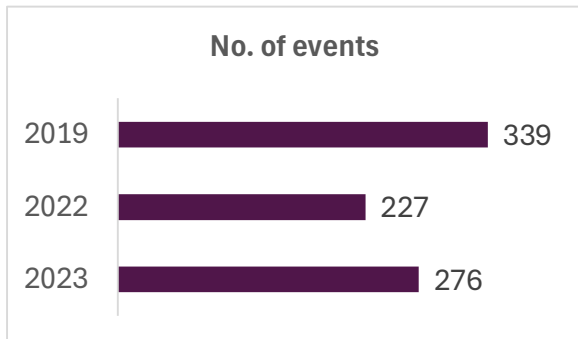
-5%

Range 2019: 4,245 - 32,296 Range 2023: 2,647 - 54,725



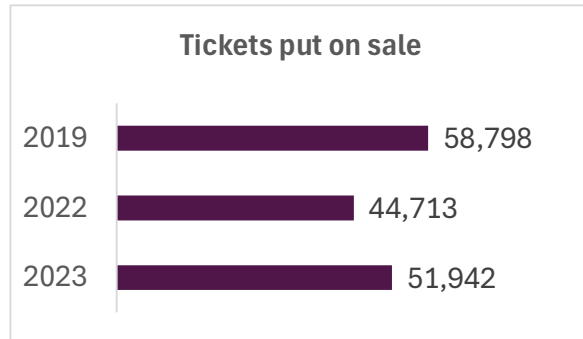
-6%

Range 2019: 3,745 - 31,836 Range 2023: 2,647 - 45,725



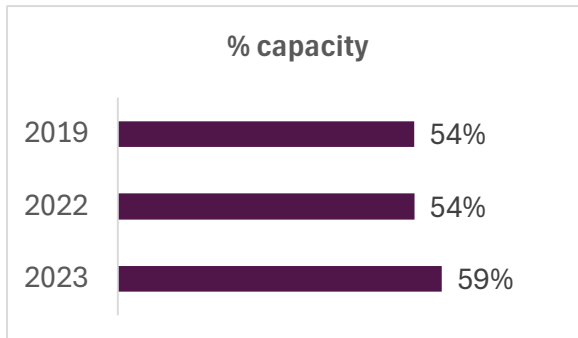
-19%

Range 2019: 80 - 162 Range 2023: 80 - 662



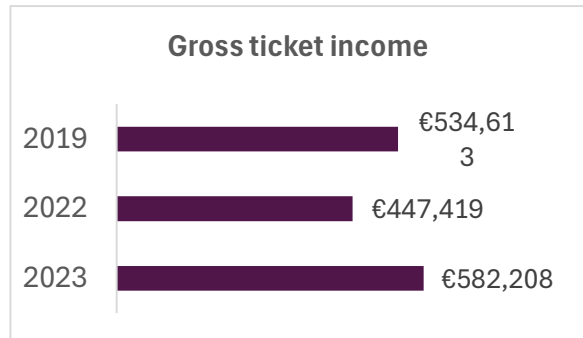
-12%

Range 2019: 9,852 - 52,700 Range 2023: 9,519 - 65,221



+9%

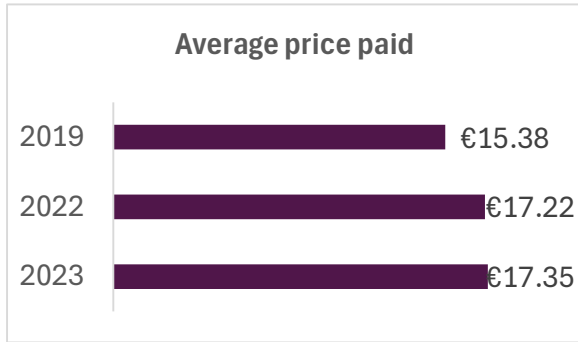
Range 2019: 36% - 75% Range 2023: 28% - 84%



+9%

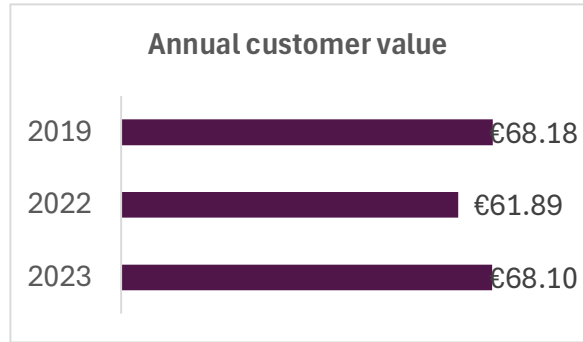
2019: €59,391 - €478,936 2023: €38,344 - €929,155

Are they maximising income?



+13%

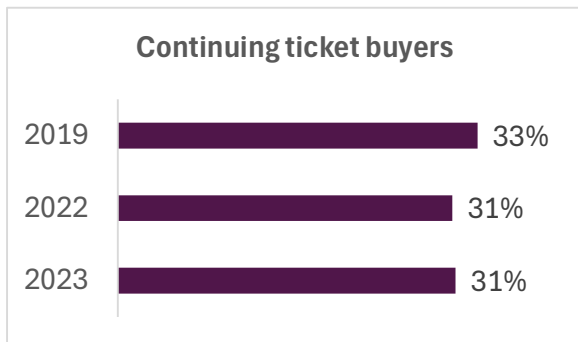
Range 2019: €11.43 - €21.13 Range 2023: €14.49 - €26.20



0%

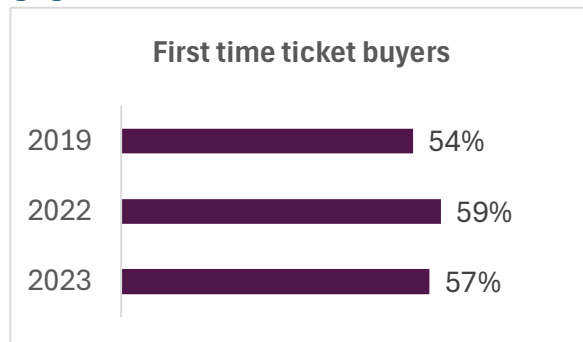
Range 2019: €50.42 - €74.93 Range 2023: €43.69 - €95.42

Audience engagement



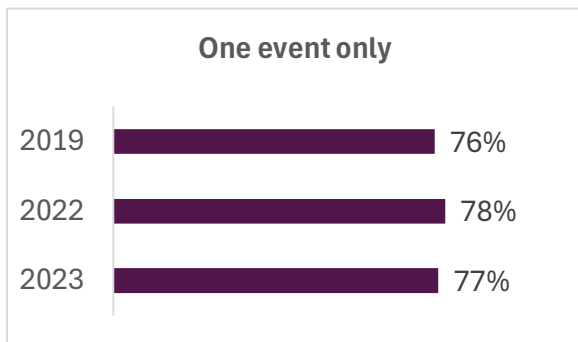
-6%

Range 2019: 10% - 41% Range 2023: 14% - 42%



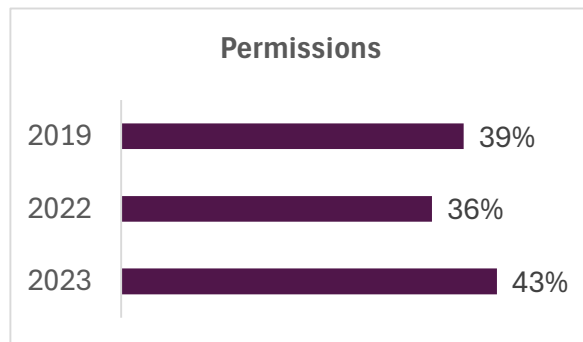
+6%

Range 2019: 38% - 93% Range 2023: 7% - 77%



+1%

Range 2019: 69% - 90% Range 2023: 68% - 91%

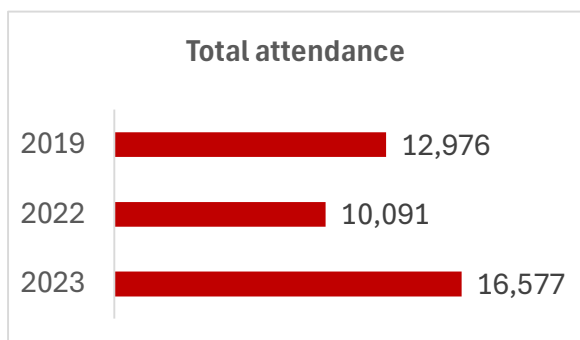


+25%

Range 2019: 2% - 68% Range 2023: 3% - 67%

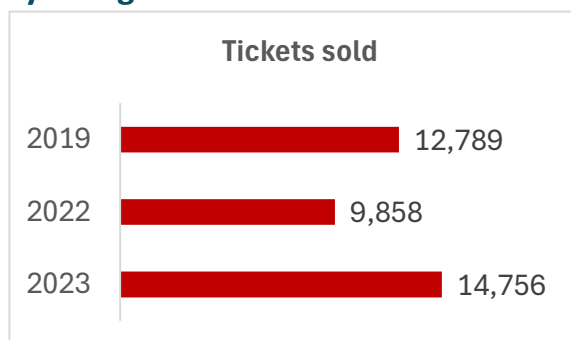
Venues with under 500 seats in urban areas

How are they doing?



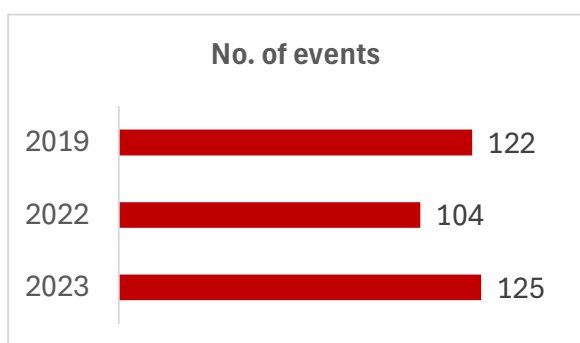
+28%

Range 2019: 4,245 - 32,296 Range 2023: 2,647 - 54,725



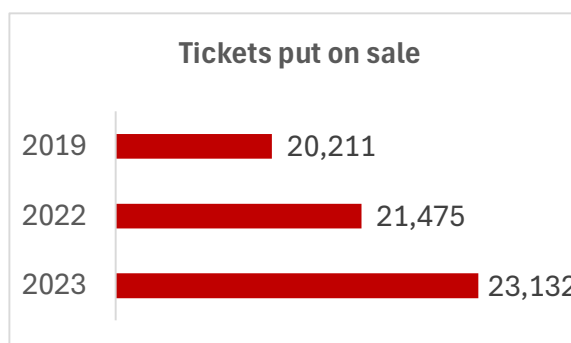
+15%

Range 2019: 3,745 - 31,836 Range 2023: 2,647 - 45,725



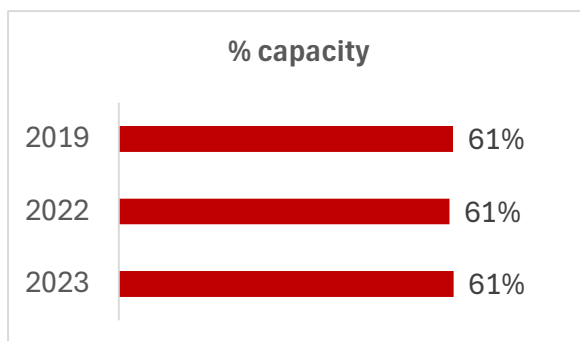
+3%

Range 2019: 80 - 162 Range 2023: 80 - 662



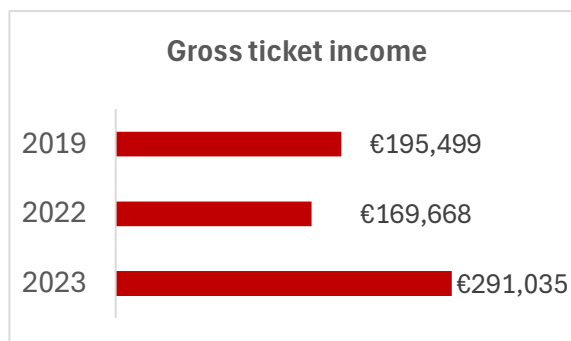
+14%

Range 2019: 9,852 - 52,700 Range 2023: 9,519 - 65,221



+0%

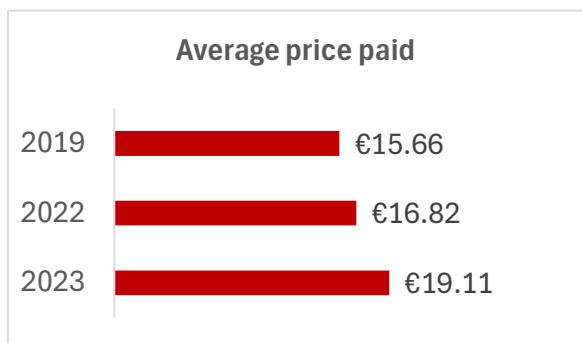
Range 2019: 36% - 75% Range 2023: 28% - 84%



+49%

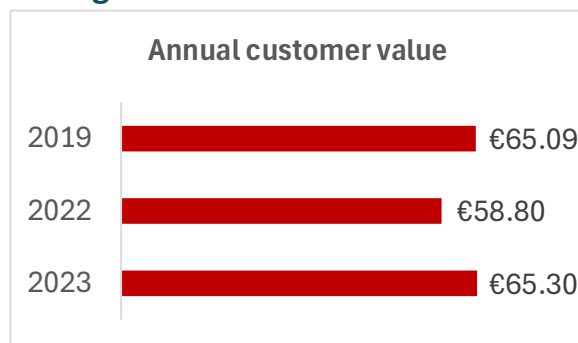
2019: €59,391 - €478,936 2023: €38,344 - €929,155

Is the sector maximising income?



+22%

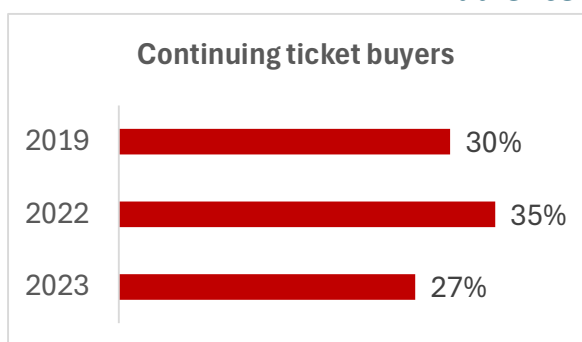
Range 2019: €11.43 - €21.13 Range 2023: €14.49 - €26.20



+0%

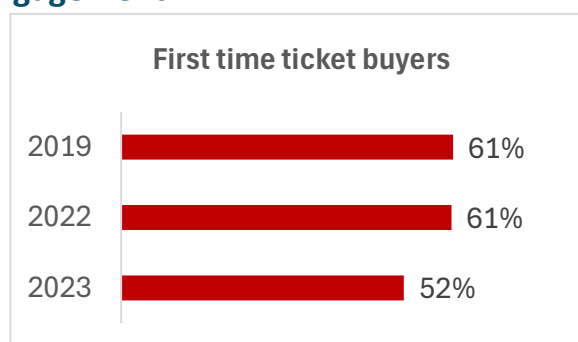
Range 2019: €50.42 - €74.93 Range 2023: €43.69 - €95.42

Audience engagement



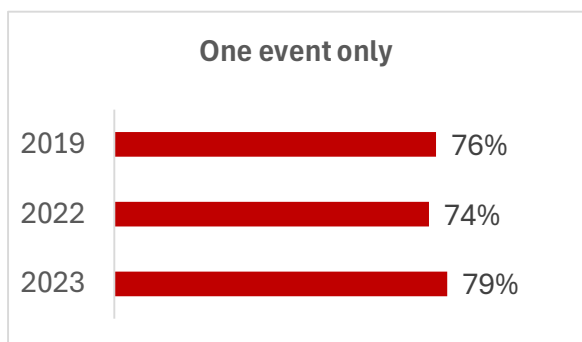
-11%

Range 2019: 10% - 41% Range 2023: 14% - 42%



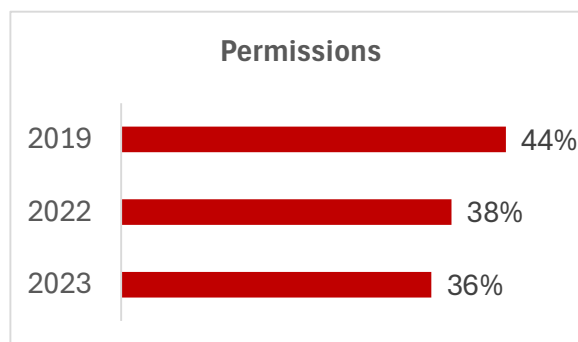
-15%

Range 2019: 38% - 93% Range 2023: 7% - 77%



+3%

Range 2019: 69% - 90% Range 2023: 68% - 91%



-3%

Range 2019: 2% - 68% Range 2023: 3% - 67%

About Audience Insights

Audience Insights is a Performing Arts Forum project funded by the Arts Council to help arts organisations understand and develop their audiences by collecting, analysing and interpreting data. It analyses the audiences for ticketed events taking place in 40 festivals, theatres and arts centres in Ireland in 2023 compared to 2019, the calendar year immediately before the Covid-19 pandemic.

About benchmarking

Benchmarking aims to measure an organisation's processes, outputs and their outcomes and make comparisons with similar organisations to see where it is doing well and what works better elsewhere.

Benchmarks need to be:

- comparable
- broad brush, as they only need to be good enough to spot where an organisation can improve
- easily calculated, because they need to be repeated regularly and consistently
- interesting and meaningful to organisations and stakeholders.

Although it is helpful to test the robustness of the benchmarks, they are not an end in themselves. It is most helpful to focus on identifying differences and discussing the reasons behind them. The point is to spot where other organisations are doing better, look at how they are doing it and learn from them.

About the Insights

Audience Insights analyses the data held on participating organisations' ticketing systems about customers who bought tickets for events taking place in the calendar years 2019, 2022 and 2023. All the Insights except Total attendance exclude customers who were issued with complimentary tickets only.

Events: the number of performances, film screenings, talks, workshops and participatory activities in any artform

Attendances: total tickets sold excluding complimentary tickets plus attendances at free events and total tickets sold by third parties on behalf of the organisation

Tickets sold: excluding complimentary tickets

% capacity: the percentage of tickets put on sale that were actually sold excluding complimentary tickets

Average price paid: also known as ticket yield

Annual customer value: the average total per customer spent on tickets in that year

Continuing ticket buyers: the percentage of customers who also bought tickets the previous year

One event only: the percentage of customers who only bought tickets for one event that year

Mail and/or email consent: the percentage of customers who have opted in to receive marketing communications by email and/or post

Average: the arithmetical mean for all participating organisations of that type and scale

Range: the lowest and highest values each year among all participating organisations of that type and scale

Participating organisations

41 organisations participated in this year's Audience Insights project. All sell tickets through box office computer systems so consistently collect information about their ticket transactions and customers. The organisations have been divided into groups by the type and scale so that comparisons between organisations are helpful.

Large scale venues either have an auditorium with 500 or more seats or are one of the national producing venues.

Venues with fewer than 500 seats have been divided into those in towns or cities with a population of 20,000 or more (referred to as Large Urban areas) and those in less densely populated towns (Urban areas). These venues have varying capacities and configurations: some are small theatres, others are arts centres offering a range of visual and performing arts.

The participating venues with fewer than 500 seats are:

Large urban areas:

An Táin Arts Centre, Dundalk; Belltable, Limerick; The Civic, Tallaght; DLR Mill Theatre, Dundrum; Draíocht, Blanchardstown; Droichead Arts Centre, Drogheda; Dunamais Arts Centre, Portlaoise; Garter Lane Arts Centre, Waterford; Glór, Ennis; Mermaid Arts Centre, Bray; Pavilion Theatre, Dún Laoghaire; Riverbank Arts Centre, Newbridge; Smock Alley Theatre, Dublin; Theatre Royal, Waterford; Triskel Arts Centre, Cork; Visual, Carlow; Watergate Theatre, Kilkenny and Wexford Arts Centre.

Urban areas:

An Grianán Theatre, Letterkenny; Backstage Theatre, Longford; Hawk's Well Theatre, Sligo; The Glens Centre, Manorhamilton; The Linenhall Arts Centre, Castlebar; Ramor Arts Centre, Virginia; Roscommon Arts Centre; The Seamus Ennis Cultural Centre, Naul; Siamsa Tíre, Tralee; Townhall Arts Centre, Cavan; The Whale Theatre, Greystones.

The participating **Large scale** venues are:

Abbey Theatre, Dublin; The Everyman, Cork; Lime Tree Theatre, Limerick; The National Opera House, Wexford; Town Hall Theatre, Galway.

The participating **Festivals** are:

Cork Midsummer Festival; Dublin Dance Festival; Dublin Fringe Festival; Dublin International Film Festival; Dublin Theatre Festival; Earagail Art Festival, Donegal and Kilkenny Arts Festival.