

**OPERA BALLE
VLAANDEREN**



Ghent



Antwerp



Ghent 922 seats / average income 44.000 EUR



Antwerp 1080 seats / average income 52.000 EUR

with an occupancy rate of 85% to 90%

costs of playing in two buildings

- building maintenance (incl. salaries)
 - Antwerp **1.815.000 per year**
 - Ghent **2.020.362 per year**
- 5 opera transfers + 4 ballet transfers per season:
total commuting cost **1.100.000 per year**

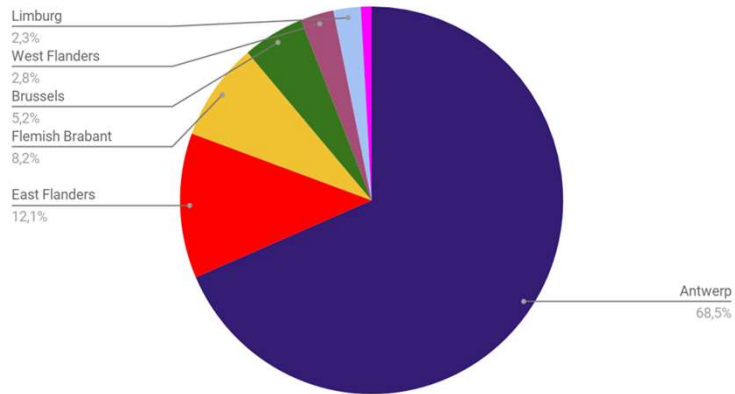
travelling between 2 cities = time consuming

- ° on average a **technician** is travelling (during working time) between the two cities for 4 hours a week
- ° that means **180 hours** in a season
- ° = almost **5 weeks** on a yearly basis

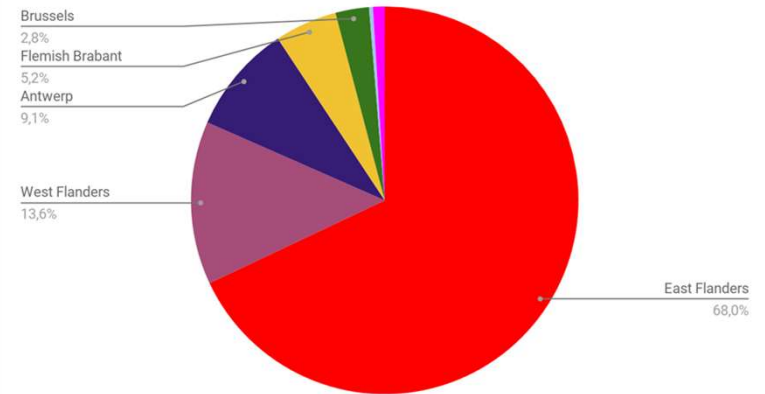
- ° reduced amount of services for **musicians**

audience / geographic spread

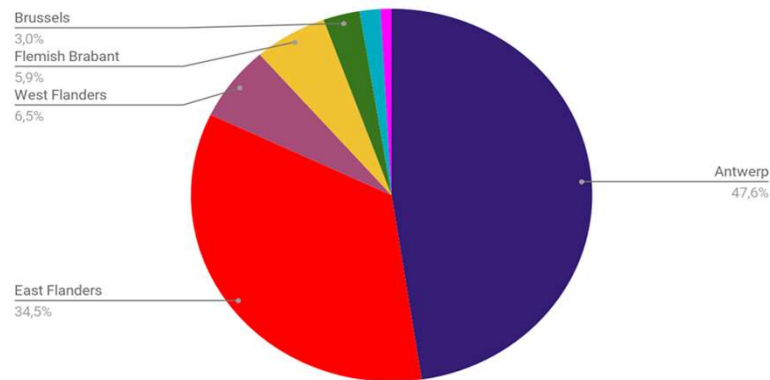
shows only in Antwerp



shows only in Ghent



Shows in Antwerp and Ghent



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audience / visitors from abroad

- ° shows only in **Ghent** : 7,2% from abroad, from 15 different countries
- ° shows only in **Antwerp**: 9,80% from abroad, from 19 different countries
- ° shows in **Antwerp and Ghent**: 12% from abroad, from 18 different countries

local differences

- political attitudes towards the company
- city use of the building when stage is empty
- big renovations
- rivalries in the political climate

marketing (and other) advantages

- winning time to market shows of a run in the second city
- different repertoire in different houses (related to acoustics)
- playing parallel at 2 houses: split the company
- more touristic possibilities with 2 different historical cities
- with two stages available, winning stage time for rehearsal process
- revival policy: having 1 production with 2 premieres in different seasons

www.operaballet.be

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