



## Opera Europa

International forum meeting 23 March 2018

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# Cardiff Wales Millennium Centre

Pricing, Sales (Main Auditorium) & Audience							
Do not fill in the grey fields, as their result will be automatically calculated from your data							
Wales Millennium Centre - Autumn 2017							
TICKET SALES	Opera	Ballet	Concert	Musicals	Drama theatre	Recital	Total
Total number of tickets available per year	14686						14686
Total number of tickets sold per year	8523						8523
Total box office income in € (is €NET)	211683						211683
Total number of invitations / free tickets per year	725						725
Number of subscribers (if applicable)	563						563
Number of tickets sold via subscription	5259						5259
Number of tickets sold via internet							0
Wales Millennium Centre - Spring 2018							
TICKET SALES	Opera	Ballet	Concert	Musicals	Drama theatre	Recital	Total
Total number of tickets available per year	16540						16540
Total number of tickets sold per year	14686						14686
Total box office income in € (is €NET)	382374						382374
Total number of invitations per year	631						631
Number of subscribers (if applicable) - see above	0						0
Number of tickets sold via subscription - see above	0						0
Number of tickets sold via internet							0
Total							
TOTAL	Opera	Ballet	Concert	Musicals	Drama theatre	Recital	Total
Total number of tickets available per year	31426	0	0	0	0	0	31426
Total number of tickets sold per year	23209	0	0	0	0	0	23209
% of total tickets sold per year - not sure this label is clear enough	100%	0%	0%	0%	0%	0%	100%
Total box office income in € (is €NET)	594057	0	0	0	0	0	594057
Total number of invitations per year	1356	0	0	0	0	0	1356
Number of subscribers (if applicable)	563	0	0	0	0	0	563
Number of tickets sold via subscription	5259	0	0	0	0	0	5259
Number of tickets sold via internet	0	0	0	0	0	0	0

## Venues/performances this year:

City	Venue	Opera (mainscale)	Opera (small scale)	Concerts <sup>(*)</sup>
Aberystwyth	Arts Centre			1
Bangor	Pontio		1	1
	Pritchard-Jones Hall			1
Birmingham	Hippodrome	8		
	mac		1	
	Town Hall			1
Brecon	Theatr Brycheiniog		1	
Bristol	Hippodrome	8		
Cardiff	New Theatre		1	
	RWCMD			1
	St David's Hall			3
	Wales Millennium Centre	19		
Cardiff				
Carmarthen	Lyric		1	
Liverpool	Empire	3		
Llandudno	Venue Cymru	10		1
London	Hackney Empire		2	
Malvern	Forum		1	
Milton Keynes	Theatre	4		
Mold	Theatr Clwyd		1	1
Newport	Riverfront		1	2
Newtown	Hafren		1	2
Oxford	New Theatre	5		
	Playhouse		1	
Plymouth	Theatre Royal	4		
Southampton	Mayflower	8		
	Turner Sims			1
Swansea	Taliesin		1	
	Great Hall			2
Swindon	Wyvern Theatre		1	
Treorchy	Park & Dare		1	
Winchester	Theatre Royal		1	
22 Cities	31 Venues	69 Mainscale	16 Small scale	17 Concerts

... but excludes other ticketed events:

- Overseas performances (e.g. Hong Kong Arts Festival)
- Commercial hires (e.g. Snowman concert) where we might get no data at all
- Community concerts
- Wizard of Oz film screening with live orchestra – not really a concert – how is this classified?
- Pre-performance talks (free)
- Dress rehearsals (free)
- Special events (e.g. Opera Insights) (free)
- Schools concerts

## Questions / issues to resolve

- Spreadsheet would have to be huge – 31 venues for us this year
- Absence of data from most venues (e.g. subscriptions, % of tickets sold online)
- Subscriptions available on mainscale opera (venue-by-venue, apart from MK/OX) and also at ICS concerts at St David's Hall
- Are we measuring what matters (e.g. % of tickets sold online)?
- What else should we measure? Percentage attendance (including or excluding comps?)
- Different currencies – how do we compare like with like? Are we reporting Gross or Net?
- Our financial year runs September to August – do we all need to report the same financial year?
- Average ticket prices vary hugely from family concerts to mainscale opera – does this matter?
- Venue capacities from 210 to 2,300 – does this matter?



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