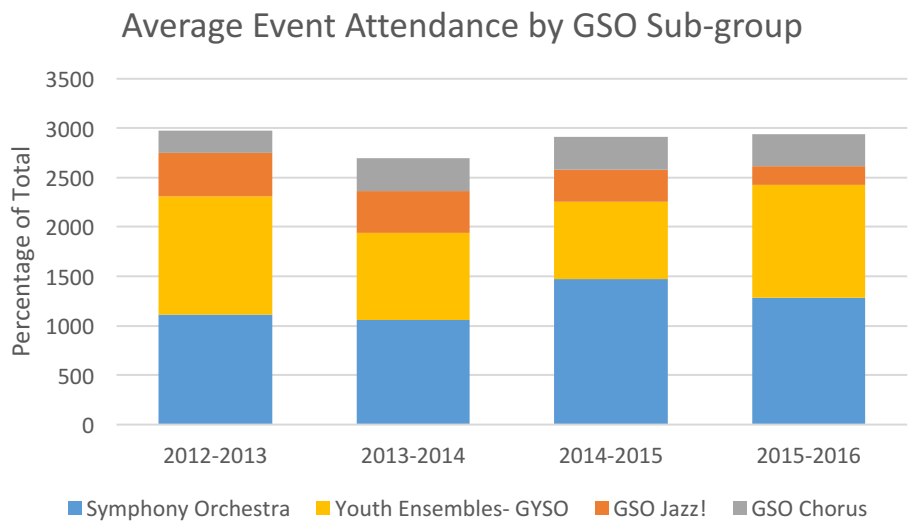
Georgia Symphony Orchestra

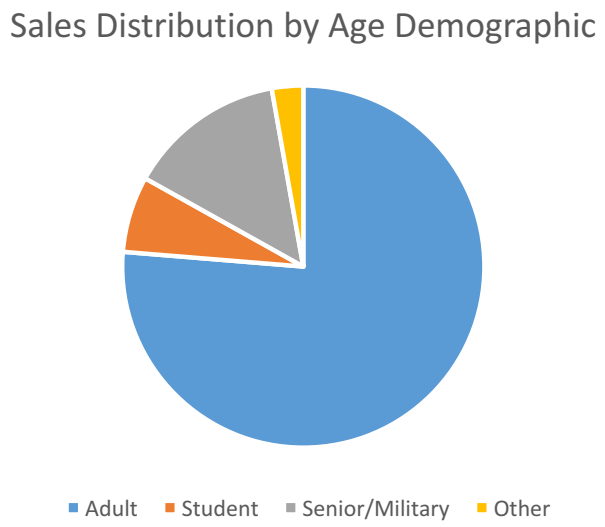
Insights and Observations by GT team:

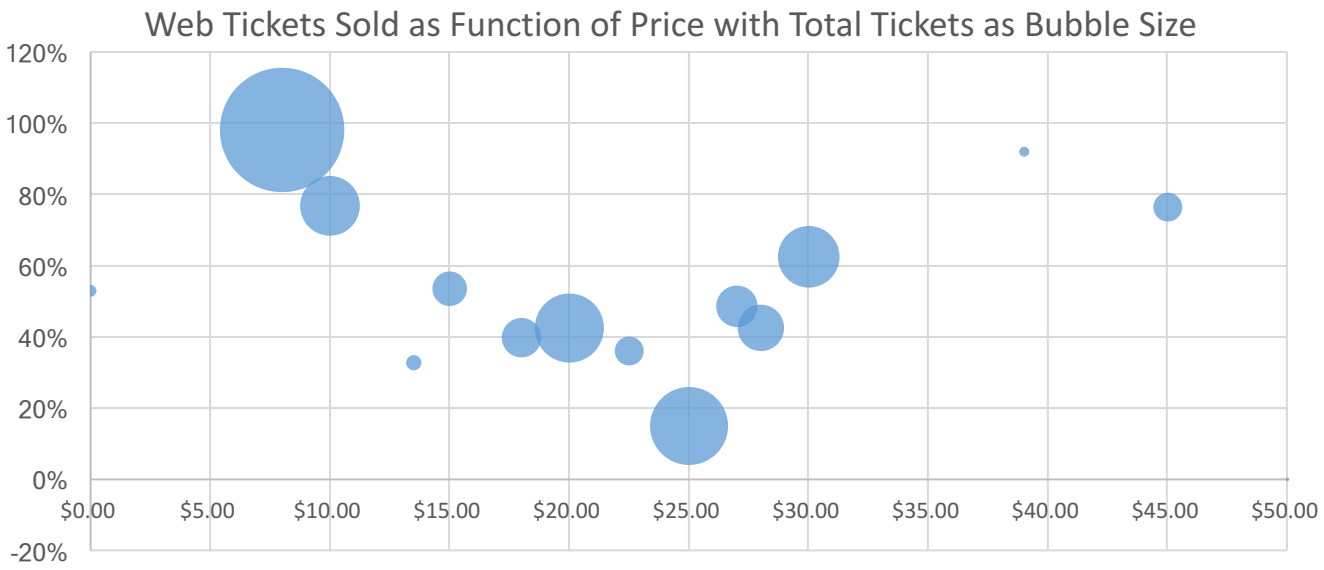
- ITP (Inside the Perimeter) Atlanta is a targetable market
- Students prefer to buy tickets online while adults prefer to buy at the door
- Retention is not a key issue

Attract a wider audience

- Collaborations
    - Use as a marketing point
    - Visual arts
- Venue
    - ITP
- Event Reminders and Social Media Presence
    - Creation of calendar with future showtimes and pictures from previous performances
    - Rewards program for sharing events on FB and getting click-throughs


Average Event Attendance by GSO Sub-group
Percentage of Total
3500
3000
2500
2000
1500
1000
500
0
2012-2013
2013-2014
2014-2015
2015-2016
Symphony Orchestra
Youth Ensembles- GYSO
GSO Jazz!
GSO Chorus


Sales Distribution by Age Demographic
Adult
Student
Senior/Military
Other


Web Tickets Sold as Function of Price with Total Tickets as Bubble Size
120%
100%
80%
60%
40%
20%
0%
-20%
$0.00
$5.00
$10.00
$15.00
$20.00
$25.00
$30.00
$35.00
$40.00
$45.00
$50.00

Patron Decision Tree

Ticketing and Financials

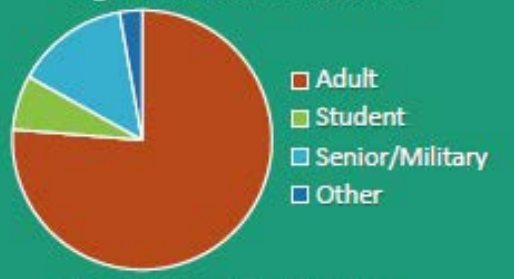
$26.34
Average ticket price for all GSO performances

51.9%
Percentage of adults who pre-buy tickets online before shows

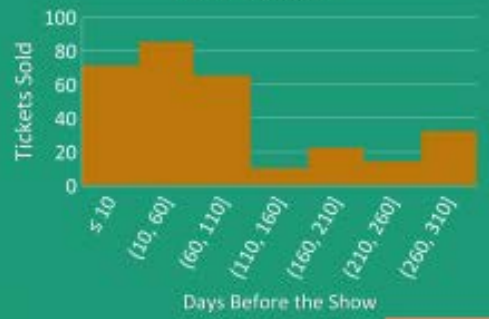
13,433
Total number of attendees at all performances in the previous year

85.9%
Percent of students who pre-buy tickets online before shows

Age Breakdown of Ticket Sales



Tickets Sold vs Days Until the Performance



I liked:

- Seeing a visual representation of data within our ticketing system that can be easily mined and used in decision-making for concert planning and marketing
- Hearing insights and observations by people that are looking at our organization for the first time
- Taking information from the presentation to staff and board members to use as launching point for thought and discussion

I wondered:

- If data were filtered to separate out just the orchestra or just the jazz, would results be very different?
- Are posts on our social media and website less descriptive to newcomers than they seem to those of us inside the organization?
- How can we better make use of our ticketing data combined with google analytics to test effectiveness of suggestions to attract a wider audience?

I wished:

- That ideas had been suggested to attract those interested-but-not-attending people in our area
- That the team had spoken more in depth to me and to people familiar with the organization, to give a sense of background to the data
- That more research had been done to analyze both the musical climate and existing programs already in place in our region

Specific Implementation:

- *ITP (Inside the Perimeter) Atlanta is a targetable market*

Test audience attendance at April 20, 2018 performance at Ray Charles Performing Arts Center (ITP) – if successful, potential run-out performances could be added at targeted (not necessarily ITP) locations.

- *Students prefer to buy tickets online while adults prefer to buy at the door*

Google analytics show that ½ of our website visitors, and most of our student visitors, come via mobile devices. Our new website was designed so that the ticket purchasing process is easy and intuitive on desktops AND on mobile devices.