Nevada Ballet Theatre's

# NUTCRACKER

AUDIENCE ENGAGEMENT & RETENTION INITIATIVES

Results Overview: 2018 Holiday Season

#### **GOAL:**

Increase Year-to-Year Repeat Buyers Metric
by creating a complete holiday experience which becomes
behavioral tradition for patrons and their families

- Extend the patron experience beyond the two hours of stage performance
- Transform a staid civic venue into an engaging holiday environment from arrival to departure
- Activate new experiential moments which engage patrons with our brand intentionally and joyfully
- Monetize the patron engagement for current and future years
  - Create more "holiday tradition" repeat single ticket buyers
  - Create more group sales partners by turning them into stakeholders

## NEW: Live Holiday Music in the Lobby



14 Performance Groups200+ PerformersAges 8 - 88





## Live Holiday Music in the Lobby

Direct Sales Impact: 770 Additional Tickets Sold

64% of Survey Respondents: Lobby Groups had a Positive Impact

Future Demand Activated: Performance Slots for 2019 Fully Committed



#### The Nutcracker Wonderland

A fun, family-friendly bonus experience



#### The Nutcracker Wonderland

82% of Survey Respondents: Wonderland had a Positive Impact 86% of Survey Respondents: Would Recommend Wonderland to Others 61% of Survey Respondents: Plan to Visit Wonderland Next Year



#### Red Carpet Photo Experience







#### Red Carpet Photo Experience

Expanded Experience Opportunity to include Intermission & Post-Show 78% of Survey Respondents: Took Photo during Expanded Opportunity 66% Increase in Net Revenue vs. 2017

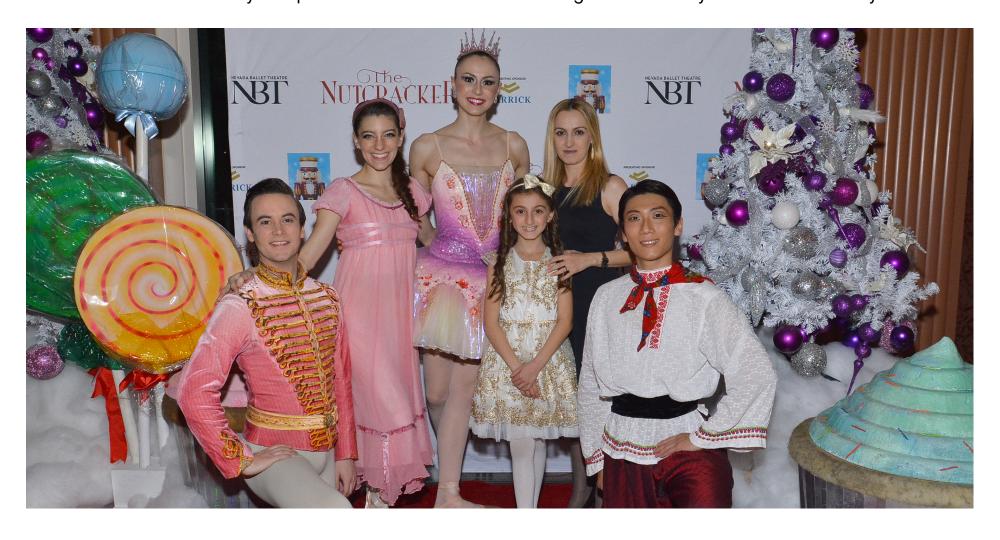


## Sugar Plum Party



#### Sugar Plum Party

Expanded Experience Opportunity to Two Parties
68% Increase in Net Revenue from Ticket Sales & Event Sponsorships
82% of Survey Respondents: Plan to make the Sugar Plum Party an Annual Activity



#### Overall Progress to Date

53% Increase in Repeat Ticket Buyers from Prior Year
120% Increase in Group Sales from Prior Year
53% of Survey Respondents: Plan to Attend The Nutcracker Next Year

