

Nevada Ballet Theatre's

The 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 Groups
200+ Performers
Ages 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



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

