

THE RAILWAY CHILDREN

SUMMER 2008

Key Facts

1. **55 performances** playing at 84% Capacity – last 26 performances playing at 100% capacity.
2. **24,000 tickets sold** – average number of tickets per booking = 3.8 tickets (ie a family group).
3. Over **£1.7M of press coverage** was created, huge critical acclaim across the UK

4. Tickets sold

- 32% Family tickets
- 24% Standard tickets
- 19% Over 60's
- 18% under 26's
- 1% Theatre Royal Membership

5. Transactions

6186 transactions sold 24,000 tickets

3545 transactions were **new bookers** to YTR database

6. Size of Groups

- 1,800 tickets were sold in groups of 1
- 5,000 tickets were sold in groups of 2
- 4,000 tickets were sold in groups of 3
- 6,200 tickets were sold on groups of 4
- 6,000 tickets were sold in groups of 5 to 9 tickets
- 800 tickets were sold in groups to 10 to 49
- 200 tickets were sold in groups of 5+

7. Repeat Bookers

228 people booked twice
51 people booked 3 times
24 people booked 4 times
1 person booked 5+ times

8. How People Booked

41% of tickets booked online

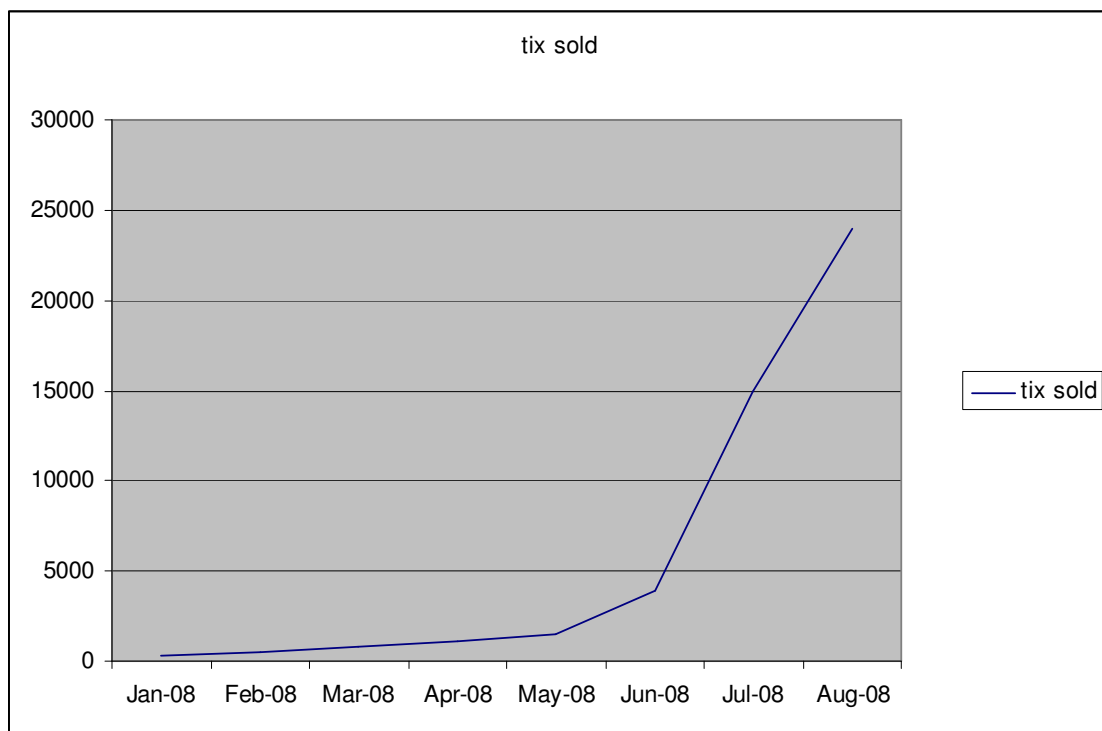
Busiest days of sales – Monday
Lowest sales day - Sunday

Approx 1,800 tickets sold at the NRM – most people picking up prepaid tickets, or paying for reservations.

9. Busiest Performance Day

1 st	Friday
2 nd	Saturday
3 rd	Thursday
4 th	Wednesday
5 th	Tuesday
6 th	Sunday
7 th	Monday (only one performance)

10. Sales Tracking



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The Distribution of bookers for The Railway Children at the National Railway Museum

Please note that 1200 postcodes were not recognised – ie from outside the UK.

