

MOON MOUSE: A SPACE ODYSSEY

School Matinee Performances Sales Summary



EDUCATION



Playhouse Square®

Program Timeline

Announcement/on-sale date: April 23, 2024
Performance window: April 29-May 2, 2025
Advance sales: 53 weeks

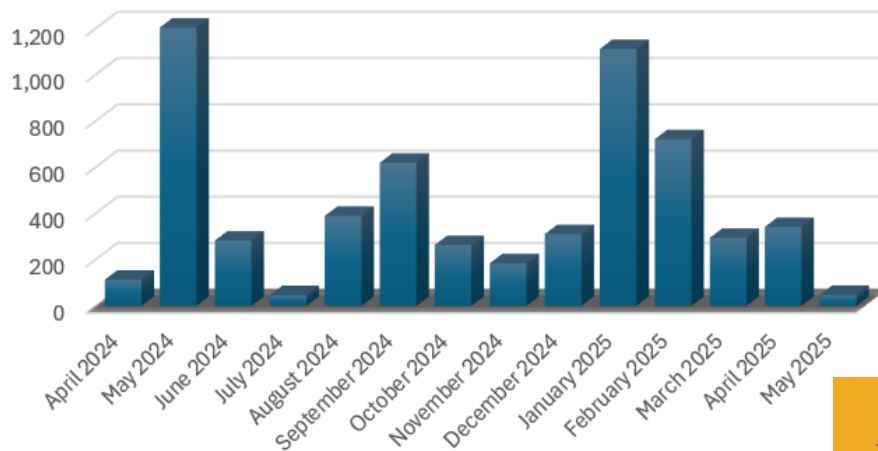
Total Served

5,924 Total Audience; 1,738 CMSD
\$30,977 Total Revenue; \$2,719 CMSD
8 Performances in Mimi Ohio Theatre

Sold **87%**
to
capacity

Sales Information

96% Ticket Goal
93% Revenue Goal



Two best-selling weeks

13 weeks prior (10%)
14 weeks prior (9%)

6% of sales were
received within the main
solicitation window
(6 weeks prior)

Avg. ticket price: \$5.23

Customer Experience

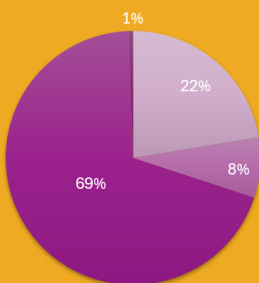


Weighted avg: 4.61 stars

78% of survey respondents plan to/utilized the resource guide
61% of survey respondents plan to/utilized the pre-show CCW

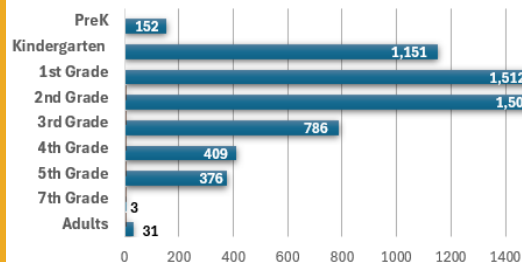
Sales by Price

FREE 1,327 tickets (1,136 KB)
\$4 454 tickets; \$1,816
\$7 4,111 tickets; \$28,777
\$12 32 tickets; \$384

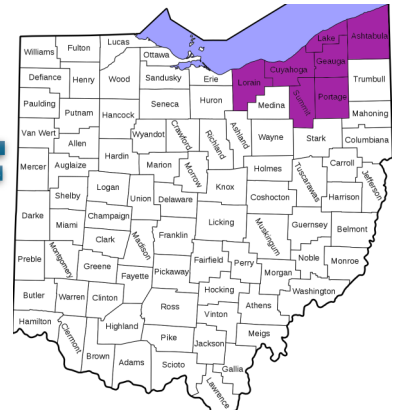


Audience Information

Participants by Grade*



7 Counties Served



*Recommended for grades K-5