

DINO-LIGHT

School Matinee Performances

Sales Summary



EDUCATION



Playhouse Square®

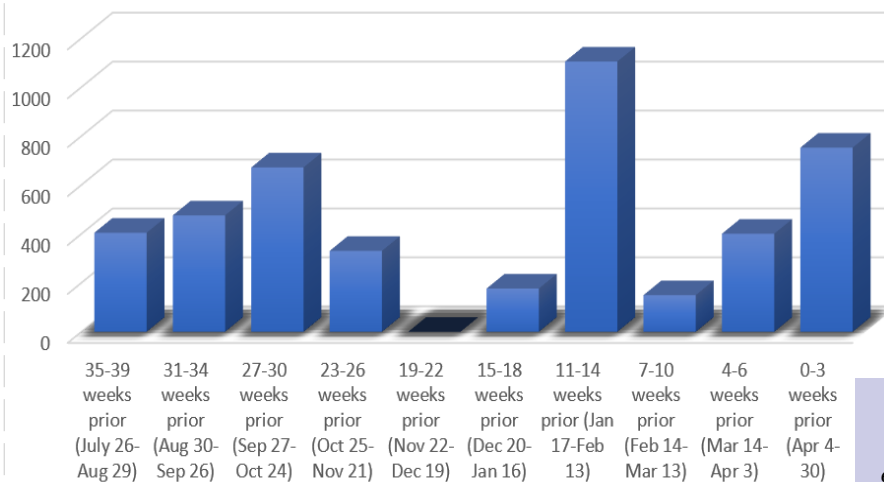
Program Timeline

Announcement/on-sale date: July 26 2021
Performance window: April 26-30, 2022
Advance sales: 273 days

Total Served

4,470 Total Audience; 1,751 CMSD
\$18,531 Total Revenue
8 Performances in Mimi Ohio Theatre

Sales Information



Two best-selling weeks

13 weeks prior (10%)
 27 weeks prior (9%).

26% of sales were received within the main solicitation window (6 weeks prior)

Additional seating capacity was opened for sales on March 9, 2022.

Customer Experience

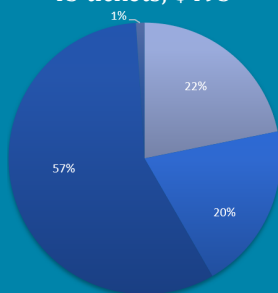


Weighted avg: 4.74 stars

69% of survey respondents plan to/utilized the resource guide
 68% of survey respondents plan to/utilized the pre-show CCW
 76% of survey respondents plan to/utilized the post-show CCW

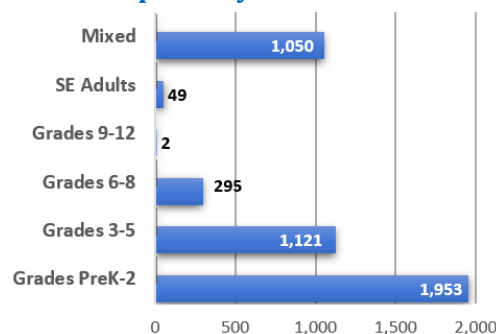
Sales by Price

FREE 975 tickets (827 KB)
\$3 888 tickets; \$2,664
\$6 2,562 tickets; \$15,372
\$11 45 tickets; \$495



Audience Information

Participants by Grade*



*Recommended for grades 2-8

8 Counties Served

