

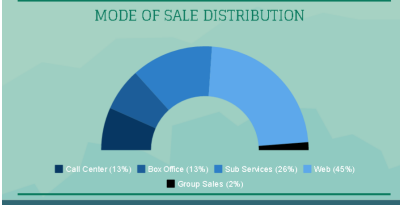
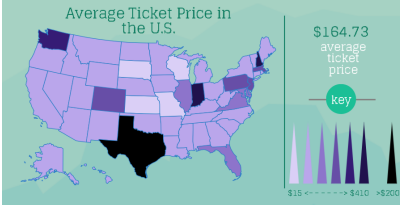
PENNSYLVANIA BALLET

TEMPLE UNIVERSITY: FOX SCHOOL OF BUSINESS

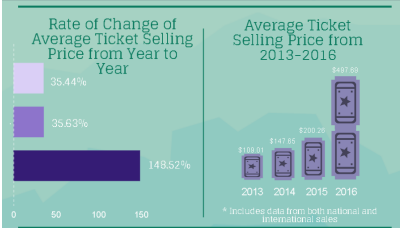
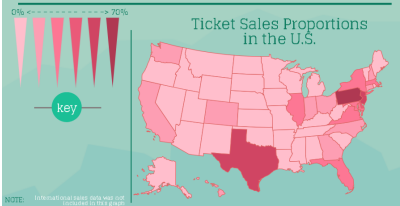
Who is the best audience for cultural institutions?

Brigitte Bookman 1065498
 Caroline Casper 1057460
 Francesca Lammert 1059568
 MaryAnn Trackish 1042640

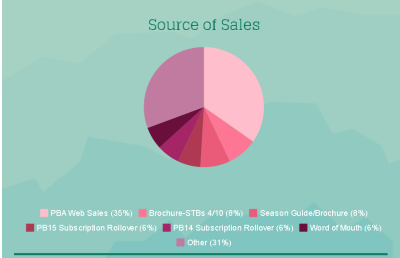
Like many other cultural institutions, the Pennsylvania Ballet is facing the challenge of engaging new audiences while also remaining culturally relevant.



There are many ways to purchase tickets to the Pennsylvania Ballet, but Web sales are by far the most popular.



The spike in the average ticket price of 2016 can be attributed to the fact that ticket sales for that year have not yet concluded.



The Solution

- We suggest the Pennsylvania Ballet increase its use of web sales and online advertising.
- We suggest the Pennsylvania Ballet target the market in the tristate areas of Pennsylvania; including, New York, New Jersey, and Delaware.
- We suggest the Pennsylvania Ballet increase its promotion of shows less popular than The Nutcracker.

References:
<http://lib4.temple.edu/analytical/cultural-institutions/>
 Ticket Sales, 2014-2016 Seasons (ticket file)