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What is the Role of Location in Pennsylvania Ballet Ticket Sales?

The Pennsylvania Ballet is a ballet company that performs in Philadelphia, PA. It is largely known and most popular among cities in the greater Philadelphia region. Cities within a shorter distance to Philadelphia tend to demand the most ticket sales compared to cities that are further away. Although distance could be a large factor in the amount of tickets sold, there are also other factors that should be considered such as the wealth or general interest in the arts of those living in the cities.

According to data collected regarding the tickets sold for the Pennsylvania Ballet performances, the majority of sales are made by people living in areas closest to Philadelphia. Pennsylvania, Delaware, and New Jersey have been found to create the most ticket sales compared to other states.

In Pennsylvania, it is clear that Philadelphia demands the most tickets. This makes sense because the ballet performs in Philadelphia and holds a greater interest among Philadelphia citizens. However, another factor relating to the amount of tickets sold in other cities could be wealth of the citizens. It has been found that people in West Chester make a median household income of \$53,187, which is higher than the median household income in Pennsylvania. People earning a higher income are more capable of purchasing tickets to the ballet, which may be a reason for the high amount of ticket sales in West Chester.

Another factor that could be associated with the amount of tickets sold is an interest in the arts among people. Wilmington, Delaware is home to many different art galleries and theatres. Being a part of a community that is so focused and involved in the arts could have an influence on the interests of the community's members. People residing in Wilmington may find the Pennsylvania Ballet more appealing than people in less arts focused locations, causing them to purchase more tickets.

Distance could also play a large role in the amount of tickets sold. Cherry Hill, New Jersey is considered a suburb of Philadelphia. Many people travel from Cherry Hill to Philadelphia on a daily basis via public transportation. This short distance and cheap, easily accessible transportation could result in the large amount of tickets sold to people in Cherry Hill.

Part of the Pennsylvania Ballet's mission is to provide artistry and performance to the largest possible audience. The ballet company could be satisfied with selling tickets mostly in the surrounding cities, but why not try to reach a greater audience? Developing and reworking their marketing strategy will be most beneficial in increasing the number of people interested in attending performances. The Pennsylvania Ballet already provides a good focus on community engagement and offers tickets at a discounted rate to large groups and students. Perhaps, by expanding this focus beyond the surrounding cities through increased advertising, more appealing discounted ticket rates, and more engagement programs in locations further away from Philadelphia, the Pennsylvania Ballet could increase ticket sales and reach the greater audience they desire.