A Year In Review 2019







Avg. Dollar **Per Head**

Avg. Total Gross Merch Sales

Genre with Most Shows

Avg. Show **Attendance**







Avg. # of Items **Purchased Per Show**

Genre with Highest Avg. \$/Head

Genre with Highest Avg. Attendance

AVERAGE \$/HEAD for Industry





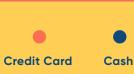


AVERAGE ARTIST CUT for Industry



TRANSACTIONS



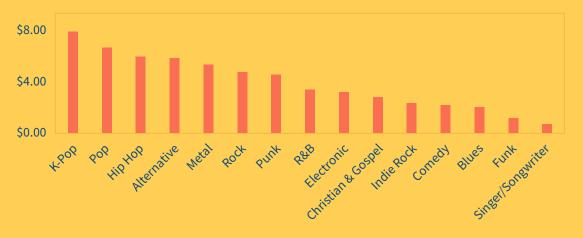




65%

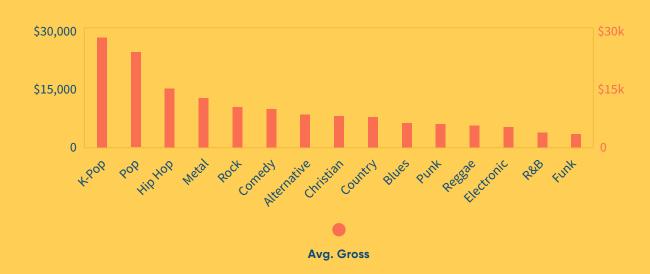
AVERAGE \$/HEAD

by Genre



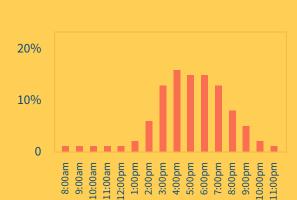
AVERAGE GROSS SALES BY SHOW

by Genre



TRANSACTIONS BY HOUR

for Industry

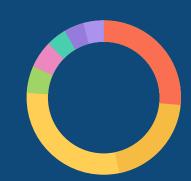


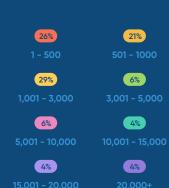
Insight:

Over the last 3 years we have seen the \$/Head continue to grow, and while you would assume it is based on bigger artists going on tour, we see the same percentage of shows in large cap venues vs small cap over the last few years...what has changed is the average number of items purchased per show has continued to grow. Fans are buying more merch!

SHOW ATTENDANCE BY CAPACITY

for all shows in 2019





AVERAGE \$/HEAD BY ATTENDANCE

for all shows in 2019

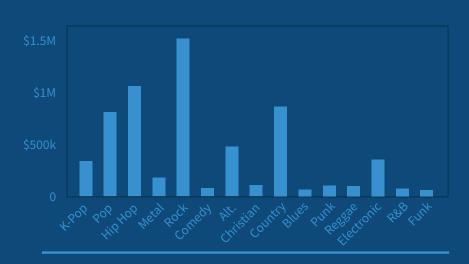


MERCH SALES

by Type

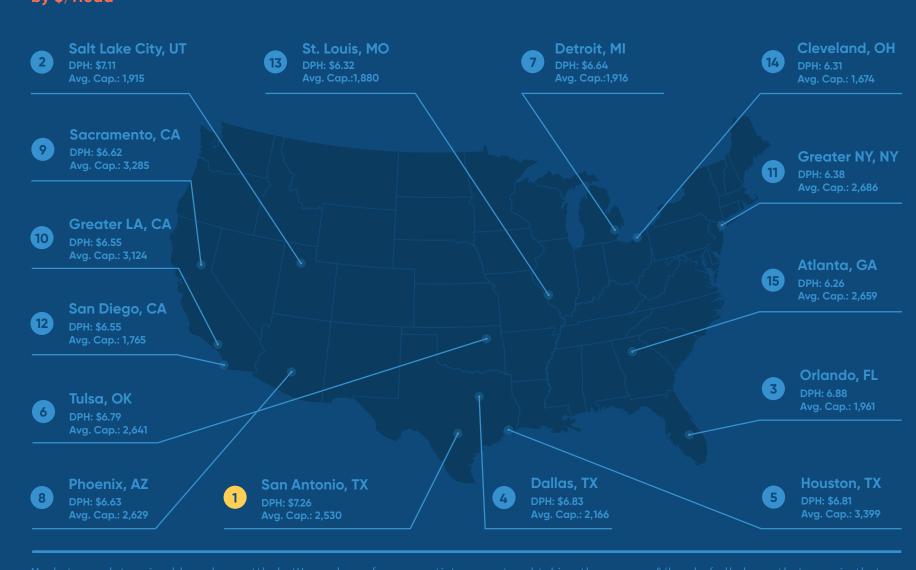


MAX GROSS SALES FROM A SINGLE SHOW by Genre



TOP 15 MARKETS

by \$/Head



TOP SELLING ITEMS

of 2019

1	T-Shirt	
	\$35.00 	50% of all items sold
1	Long Sleeve	
2	\$46.00	5%
3	Hat	
3	\$34.00 	4%
4	Pullover Hoodie	
4	\$61.00 	4%
5	CD	
J	\$20.00	4%
6	Koozie	
0	\$6.00	3%
7	Poster	
/	\$31.00 	3%
8	Sweatshirt	
0	\$55.00 	2%
	Zip-up Hoodi	
7	\$60.00	2%
10	Vinyl	

\$37.00

TOP T-SHIRT COLORS of 2019



Tip for 2020 success:

The more items you bring with you doesn't mean the more revenue you'll make. On average, 4 items make up 75% of sales. Too many items can eat into your tour merchandise profit.

Pre-show sales are growing as a larger percentage of total sales compared to after show sales in past years. Be prepared with the inventory and setup you need to maximize your revenue potential.

NUMBER OF UNIQUE ITEMS BROUGHT INTO A SHOW

Based on all atVenu Count In sheets

