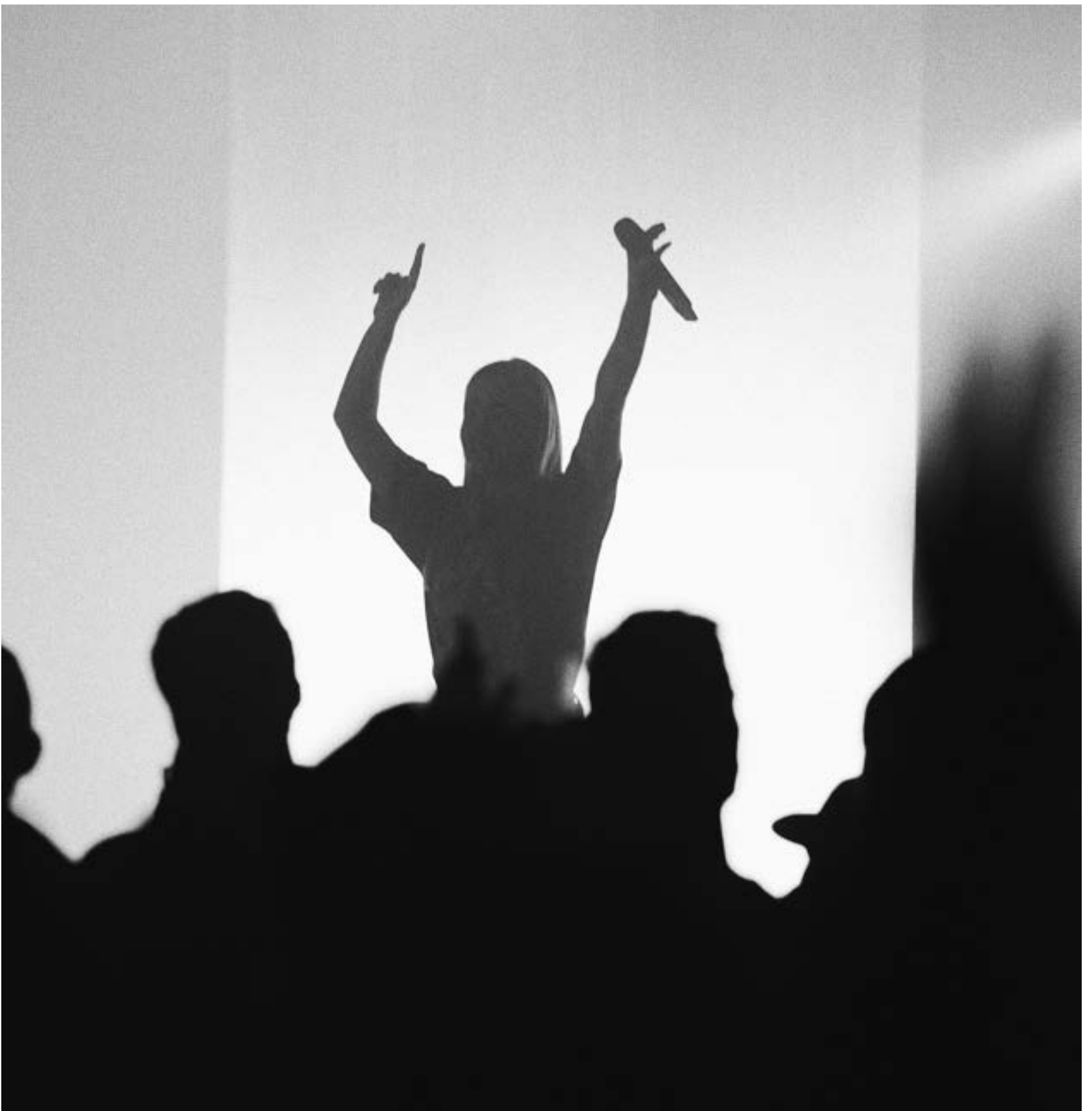


# TICKETING TREND REPORT



# TICKETING TREND REPORT

It's hard to believe we're already over three months into 2024, and what a busy three months it has been. We've seen numerous events and festivals launch and star-studded lineups announced, and while it's been typically cold, wet and grey outside as of late, the summer season is now just around the corner, hopefully bringing with it some fine weather to boot.

Keen-eyed followers of our promoter-focused content will be all too familiar with our free Ticketing Trend Report. Maybe you've downloaded it in the past; maybe you haven't. If you're new to our report, here's a primer:

Our Ticketing Trend Report, delivered at the close of every financial quarter, rounds up all the valuable insights we've gathered from research on current consumer buying trends, whilst also covering any changes in the realms of Paid Media and SEO, and Skiddle's performance as a whole. Expect to see analysis and predictions from the experts on our team, helping you to better plan for the months ahead, as well as a foreword on the industry at present from our Head of Account Management, Jemmy Varley.

As mentioned, summer and in particular the festival season is now clearly within sight.

But before we carried away with thoughts of site builds and production, there's the small matter of 2024's Easter Bank Holiday to discuss; the first opportunity of the year for revellers to cut loose over an extended weekend break.

We'll lead into Easter statistics in just a moment but first, a quick word from one of the most experienced members of the Skiddle team on the noteworthy trends observed during quarter one or Q1 of 2024. At the end of every financial quarter, we'll share our analysis to help you get the most out of your event listings on Skiddle. You'll find valuable insight into changes in consumer behaviour, statistics on current and upcoming seasonal events, as well as advice from our in-house Paid Media and SEO experts on everything from website traffic to best practices.

**Leading each report, our Head of Account Management, Jemmy Varley, will give an overview of the most notable changes and trends observed throughout each quarter, whilst explaining the meaning behind the data and providing predictions for the rest of the year ahead.**



# **A WORD FROM OUR HEAD OF ACCOUNT MANAGEMENT, JEMMY VARLEY**



“

**WHEN COMPARING SALES OF FESTIVAL TICKETS DURING THE FIRST QUARTER OF 2024, WE OBSERVED A SURGE IN TICKET SALES IN COMPARISON TO LAST YEAR'S DATA, WHICH WE CAN CONFIDENTLY ASCRIBE TO THE INCREASED USE OF OUR SPLIT PAYMENT OPTIONS.**

“We have always attributed the first quarter of the year, from January through to the beginning of April, with festival launches. Straight off the back of the festive period, we routinely see organisers announce their spring and/or summertime festivals, usually just the first phase of the line-up to attract initial attention and custom.

However, we've observed this customary launch period extending over the past 6 months, with some organisers opting to announce their events in November and December of 2023. Subsequently, this forced the hand of those who planned to launch in Q1 to go much bigger with their announcements, divulging more of the line-up to attract more sales and to compete with the events already launched.

Those who waited until later in the period to announce also had the added challenge of going up against Easter, with the bank holiday coming much earlier this year than in 2023, which had a negative impact on engagement.

This is a trend we expect to see continued later this year in anticipation for the 2025 season, and should be considered thoroughly when creating your launch plans.

When comparing sales of festival tickets during the first quarter of 2024, we observed a surge in ticket sales in comparison to last year's data, which we can confidently ascribe to the increased use of our split payment options.

Festivals, no matter their size or genre, are finding that by making their events more affordable, their fans are more open to making a purchase much earlier in the campaign, helping with cashflow management and mitigating risks such as event cancellations.

If you've already announced your festival but you're not currently offering a payment plan option, we highly recommend allowing your customers to spread the cost of their tickets to help boost revenue earlier in the sales cycle.”

# EASTER 2024 INSIGHTS







**12%**

TICKET SALES REVENUE  
ALSO UP BY 12%.

**15%**

15% INCREASE IN  
TICKET SALES

**16%**

16% INCREASE IN USERS ON OUR WEBSITE  
OVER THE BAK HOLIDAY PERIOD

**23%**

23% INCREASE IN  
EVENTS LISTED

Throughout the early part of the year, one of our top priorities was to provide comprehensive support to festival organisers, whether they were launching events for the first, second, or tenth time. Our aim was to equip them with the necessary resources and expertise to ensure seamless event launches without any complications.

However, when March eventually came around we welcomed Easter, the first bank holiday break of the year, and our focus shifted a little.

Those who keep an eye on our promoter-specific Instagram page, our LinkedIn page or The Promotion Centre Blog will have seen an array of free resources published to help event organisers get the most from their Easter listings. Not only that, but our SEO experts, our Development wizards and our support teams were all hard at work behind the scenes, making sure landing pages and listings were optimised to their full potential.

If you're one of the promoters who organised an event over that weekend, we hope you saw success.

From the statistics below, you can see just how successful Easter was on Skiddle.

**Customers were extremely excited to let their hair down over the Bank Holiday weekend, as we saw a notable 16% increase in users on our website over the period. Event organisers also anticipated this increased interest from eventgoers as we observed a 23% increase in events listed, ultimately leading to a 15% increase in ticket sales, with revenue also up by 12%.**

One of the key takeaways from the Easter period this year, in line with recent trends observed across the industry, was that the vast majority of sales were still being taken in the final week leading up to an event. However, as has also been previously noted, a significant uptick in sales early to mid-campaign was noted largely due to the use of our Payment Plan feature and the PayPal Pay in 3 option at checkout, promoting affordability.

# SKIDDLE'S PERFORMANCE Q1 2024 VS Q1 2023





Wrapping up our first Ticketing Trend Report of the year, we're providing you with an overview of our performance as a company during the first quarter of 2024 in comparison to the same period in 2023. By comparing these two periods, we aim to show how our business growth is contributing to improving the visibility and profitability of your events.

**Traffic to our platform in Q1 of this year experienced significant growth, with website users up by a staggering 24% and Skiddle app users growing by 13%, meaning more eyes than ever before on your events and, fundamentally, more sales. The total number of new downloads of the Skiddle app also grew by a margin of 3%.**

In financial terms, Q1 of 2024 has also been a chapter of growth. Face value ticket sales rose by 15% and, rather notably, so did revenue generated by the use of split payment methods. This is an especially important statistic, as it proves consumers are opting to spread the cost of tickets, particularly those with a higher price tag such as festival tickets.

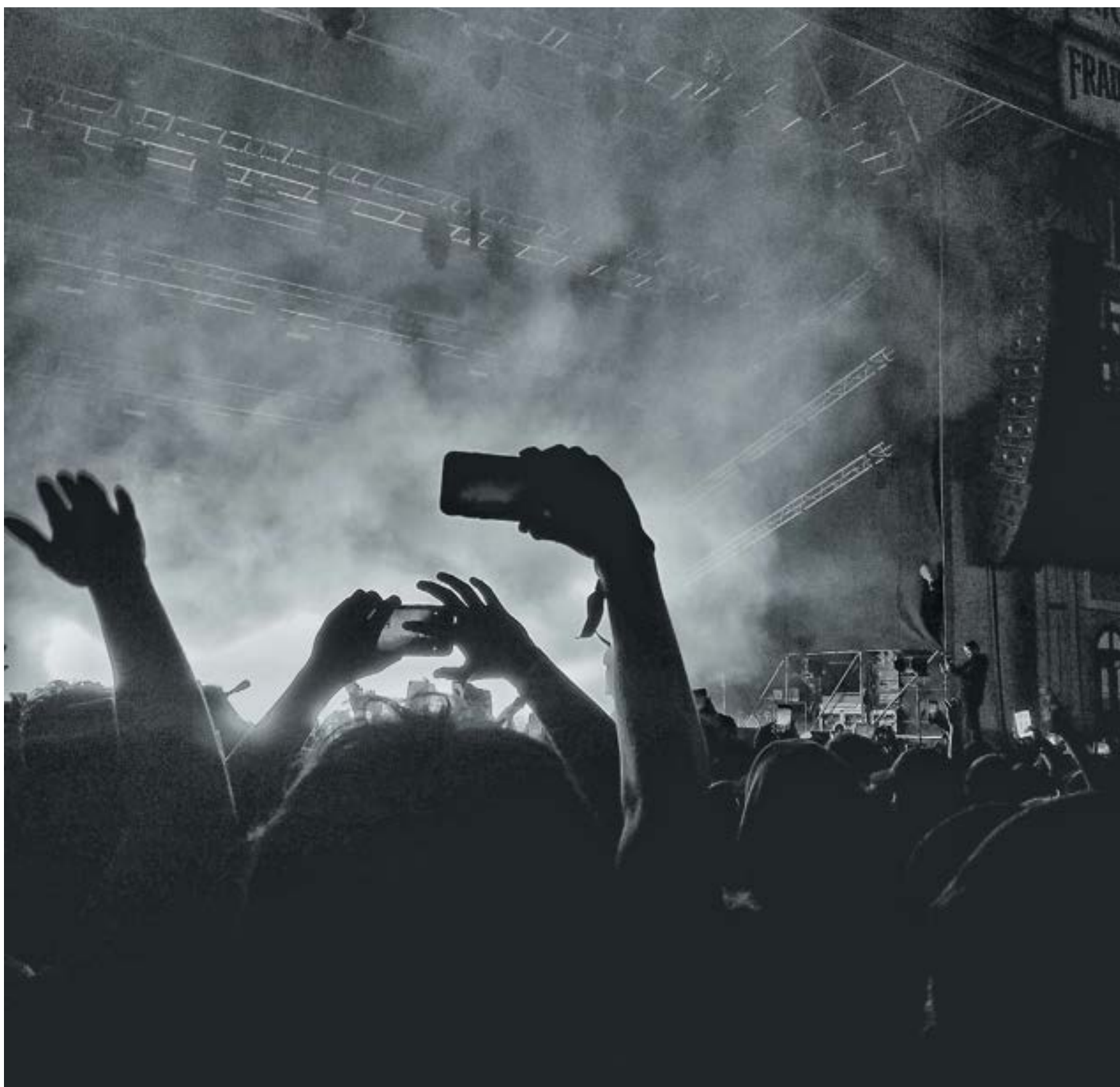
**It also seems word of our services and market-leading features is getting out, as we observed a remarkable 63% increase in the number of events listed on the Skiddle website compared to Q1 in 2023. The number of new accounts created by event organisers also saw a 50% increase**

Our team remain hard at work, searching for new ways to better support your events. We'd like to take this opportunity to say thank you to all of you, the event organisers, for continuing to list events with us and for helping to push Skiddle to be the best it can be.

Stay tuned for the next Ticketing Trend Report due to be published this July, featuring analysis of the early Ibiza and festival season. Until then, keep an eye on Skiddle's social channels and The Promotion Centre Blog, to gain further insight into consumer buying trends and more.



**LOOKING FOR  
HELP ON HOW  
TO GET THE  
MOST OUT OF  
PAID MEDIA  
THIS COMING  
FESTIVAL  
SEASON?**





In order to provide you with some knowledge on how to get the best Return On Ad Spend or ROAS when using Paid Media over the fast-approaching festival season, we've picked the brains of our in-house digital ads specialist, Ric Brooks.

**Read our full interview with Ric and learn from his expertise by clicking or tapping [here](#).**

**THANK  
YOU**

