

BROADWAY CREW

Profile Overview:

Same-day ticket sales & the importance of TKTS in the Broadway recovery.

Objective:

To identify the value of TKTS & ROI on same-day Broadway ticket sales in the recovery phase of Broadway.

We identified 3 key points impacting same-day Broadway ticket sales:

1. Where are your customers? And who are they?
2. Why TKTS is vital for same-day sales.
3. What makes an effective TKTS strategy?

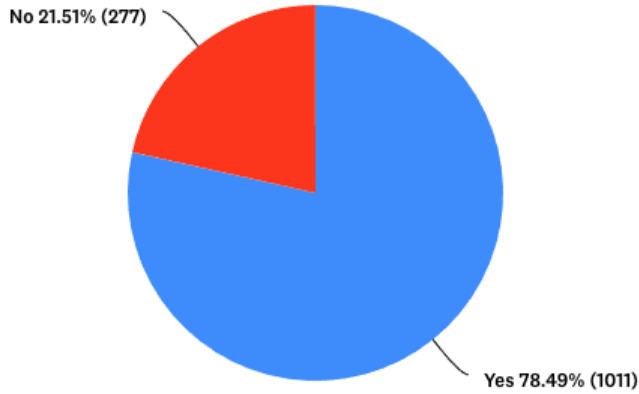
1. Where are your customers? And who are they?

Times Square is the beating heart of tourism in NYC and had returned to 66%* of 2019 levels by 10/27/2021.¹ With international travel opening on 11/8, expected pedestrian traffic levels will only increase into the holiday season and beyond. Not only is this a captive market looking to experience all that the city has to offer, most tourists have only a basic understanding of how Broadway ticket sales work, and are drawn to TKTS as a trusted source of sales information, or the “best deal.” Since Broadway’s reopening, the majority of patrons at TKTS have been domestic as opposed to September/October of 2019 which was almost half domestic and half international.

The charts below show patrons' answers to the question “Do you live in the United States?”

¹ Times Square Alliance (2021). *Economic Development and Operations Report* [PDF File].

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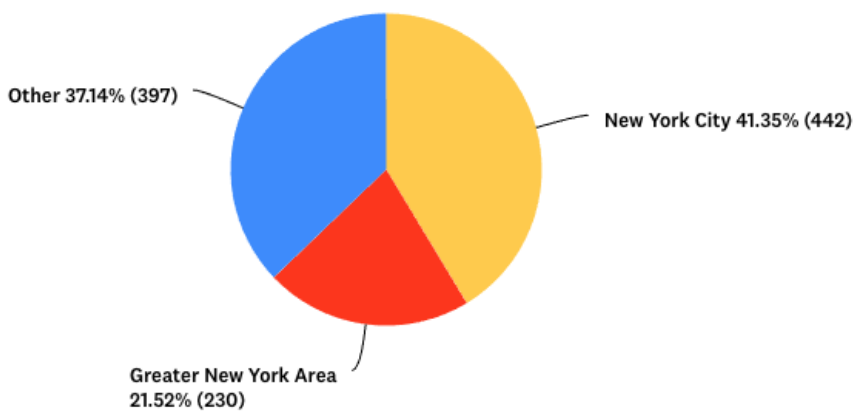


September/October 2021

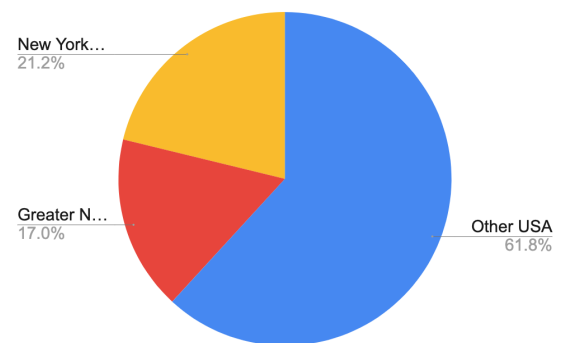


September/October 2019

As opposed to 2019, in 2021 of the 78.49% of patrons who answered yes, 63.87% were local New York City and the surrounding areas. This number has increased 25% since 2019 when patrons from the New York area only made up 38.2% of the patrons at TKTS. Due to the decrease in Domestic US & International tourism, this local demographic is a key market for the Broadway recovery.



September/October 2019



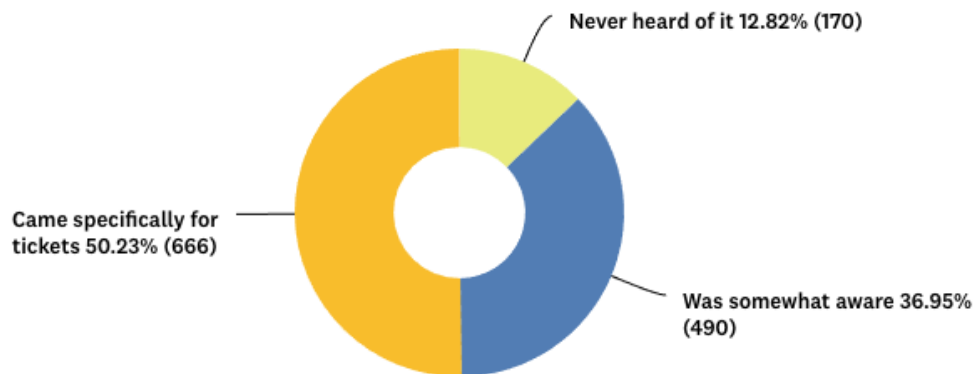
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2. Why TKTS is so important to your success

TKTS is the second most popular form of purchasing tickets for theatergoers of all demographics.² Tourists, both domestic and international, are also more likely to purchase their tickets the day of the performance than days or weeks in advance.³ We are currently seeing line lengths of up to 2,380⁴ patrons and line durations of up to 5 hours or more. This is the premier in-person captive market for theatre ticket buyers in New York & what we call “the last 5 yards” to the sale.

Another good way to illustrate the strength of the brand and market for TKTS is through the chart below from September and October 2021. Half of the patrons in line are going specifically to TKTS to make their purchase, and an overwhelming majority had prior knowledge.



The biggest single determining factor in same-day ticket sales is personal recommendation⁵, and Broadway Crew is best in class with our prominent branding and specific TKTS sales and positioning strategy. Not only do theatergoers rely on Broadway Crew for personal recommendations for what show to see, a large number also rely on us as a personal source when looking for theater information.⁶

² The Broadway League (2018). *The Demographics of the Broadway Audience 2016-2017* [PDF File]. Pg 34.

³ The Broadway League (2018). *The Demographics of the Broadway Audience 2016-2017* [PDF File]. Pg 37.

⁴ TKTS line count on Saturday 11/6/2021

⁵ The Broadway League (2018). *The Demographics of the Broadway Audience 2016-2017* [PDF File]. Pg 39.

⁶ The Broadway League (2018). *The Demographics of the Broadway Audience 2016-2017* [PDF File]. Pg 43.

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The other key benefits to investing in TKTS representation are:

- Awareness of your show. It is being spoken about every day to a captive market
- Direct ROI.
- Feedback on your marketing & show directly from your customers.
- And finally sales protection. It's the sad truth, but without representation at TKTS your show is going to suffer. Every promoter will be sending your potential customers to other shows.



3. What makes an effective TKTS strategy?

Our Broadway Crew training and TKTS sales method has seen verifiable results in TKTS sales as mentioned above, but also has the whole team working toward your property. Not all teams are created equal, and there are specific strategies employed for optimum results. This involves multiple touchpoints with Crew members strategically placed around the line to reinforce the sale.

Crew members are positioned at the head of the line, to make sure they are the last person patrons speak to before heading to the ticket window. Another will be positioned at the inside of the line near the red steps, and another will "float" on the 7th Ave side.

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Example:

You first meet a branded Broadway Crew professional (#1) who is an expert in the field as you enter the line, greeted and passed a flyer. This Crew member makes the first touch point. Then as you round the corner of the line a second Crew member points out the flyer and says they loved it and the star was amazing. This opens up the conversation. You move on and then just before the end of the line, you have a conversation with the third Crew member who brings up the show again, and tells you you have to see it. These are 3 subtle but different touch points leading you towards buying the ticket.

This is how we have such a consistent ROI on our services, and why we are the leaders in the TKTS promotions space. None of our competitors employ such advanced techniques or team-selling practices.



This is the beauty of TKTS representation by Broadway Crew. There are two options:

- a. Team Representation, where we will be wearing Broadway Crew branded gear.
- b. Branded Representation, where we will wear the branding of your show. This person is dedicated to just repping that show on that day. They will also be backed up by the rest of the team.

Either way you get the full power of our team, with a team of 2 to 5 Broadway Crew. On average every \$1 invested in Broadway Crew at TKTS brings in \$11 in revenue for the show.

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For example: In the first week of repping a new Broadway play (non-musical) we were able to sell 24⁷ tickets *per shift*, representing an ROI of 16x.

We have demonstrated even greater success with Broadway Musicals and can reach an ROI of 86x (as demonstrated with our success on *Anastasia*).

Key Points:

- Most patrons that currently visit TKTS are Domestic US tourists; only 21.16% of visitors are from other countries.
- Of the 78.84% of people that are from the United States, 63.2% of patrons at TKTS are New York locals. This is a drastic increase from 38.2% in 2019.
- Tourism in Times Square has returned to 66%* of 2019 levels by 10/27/2021 with expected increase after the borders reopen on 11/8/21.
- We are already engaging with up to 2380 patrons on the line daily.
- Broadway Crew's proven strategy for in-line promotion and TKTS sales works and is verifiable.
- Weekly ROI of 16x for Broadway Plays. (Post-COVID)
- *Potential* Weekly ROI of up to 86x for Broadway Musicals. (Pre-COVID)

⁷ Sales for week ending 11/07/21

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232 W 48th St 4th Fl
New York, NY 10036

Instagram @BroadwayCrew
Twitter @BwayCrew

(332) 333-1889
www.BroadwayCrew.com