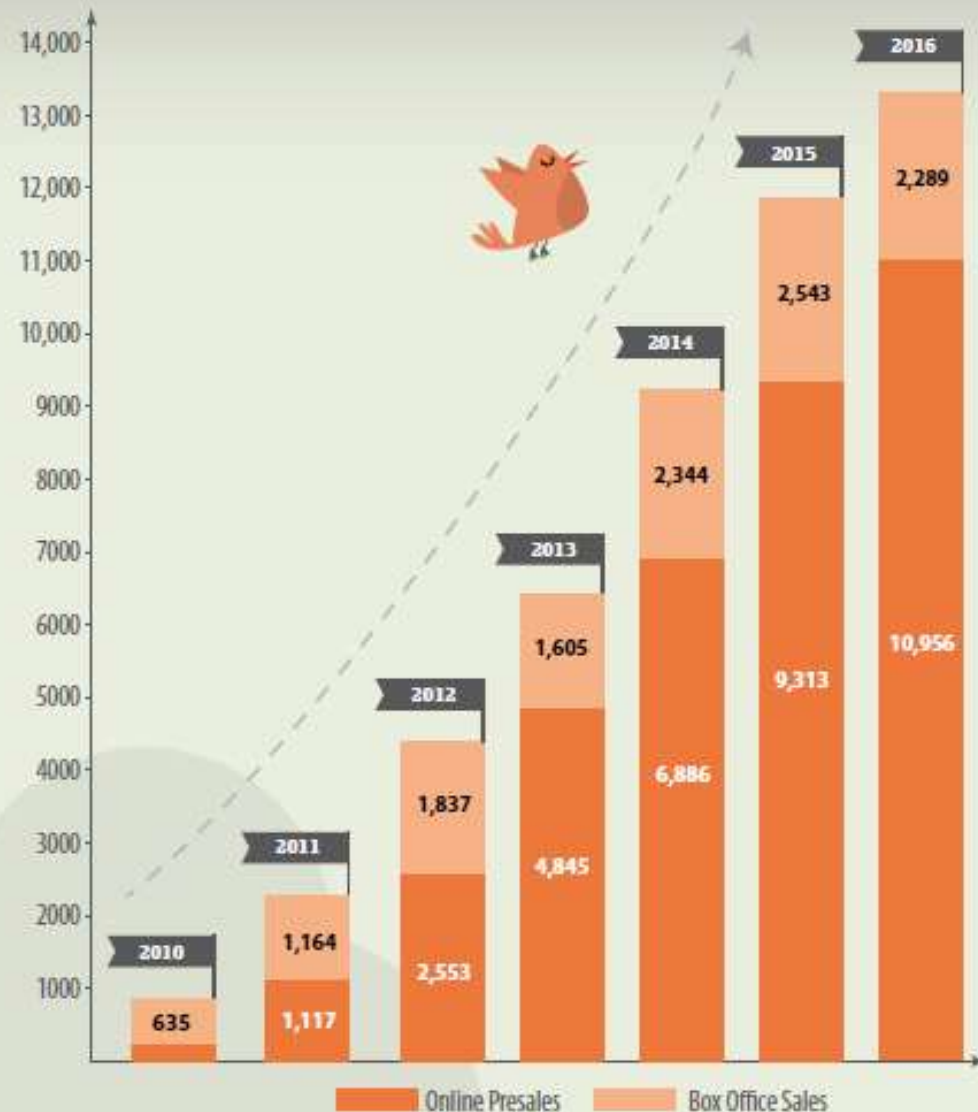


## TICKET SALES

The event has grown consistently year-on-year from 500 people buying 800 show tickets in 2010 to over 6000 attendees buying 13,245 tickets in 2016.

Our aim is to continue to increase the capacity of the event by 1000 attendees each year over the next three years.

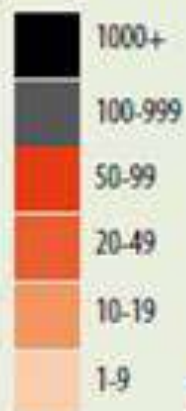


2017: 16,959 tickets sold  
(14,749 pre-sale/2210 box office)



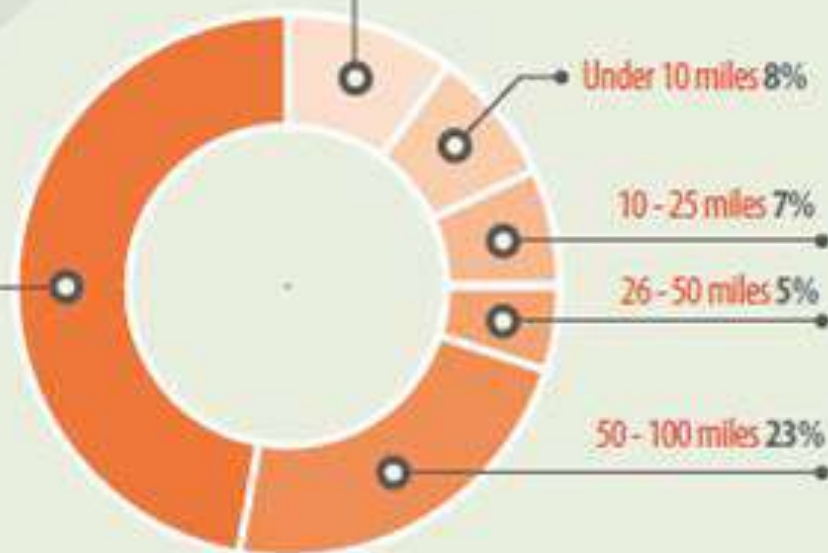
## DISTANCE TRAVELLED

### PRE-SALE TICKETS 2016



LONDON

I live in Machynlleth 10%



Almost half (47%) of attendees travelled over 100 miles to be at the festival, with almost another quarter (23%) travelling over 50 miles to be there. The map shows the distribution of locations that pre-sales tickets were purchased from.

KEY MARKET DATA	2015	2016	2017
London	220	273 (+24%)	378 (+38%)
Cardiff	137	199 (+45%)	386 (+93%)
Birmingham	55	116 (+111%)	135 (+22%)
Manchester	73	90 (+23%)	136 (+51%)
Bristol	102	77 (-25%)	101 (+31%)



24<sup>th</sup> Nov, 2017

The Lowry, Manchester

9<sup>th</sup> Feb, 2018

mac, Birmingham

1<sup>st</sup> March, 2018

Leicester Square Theatre

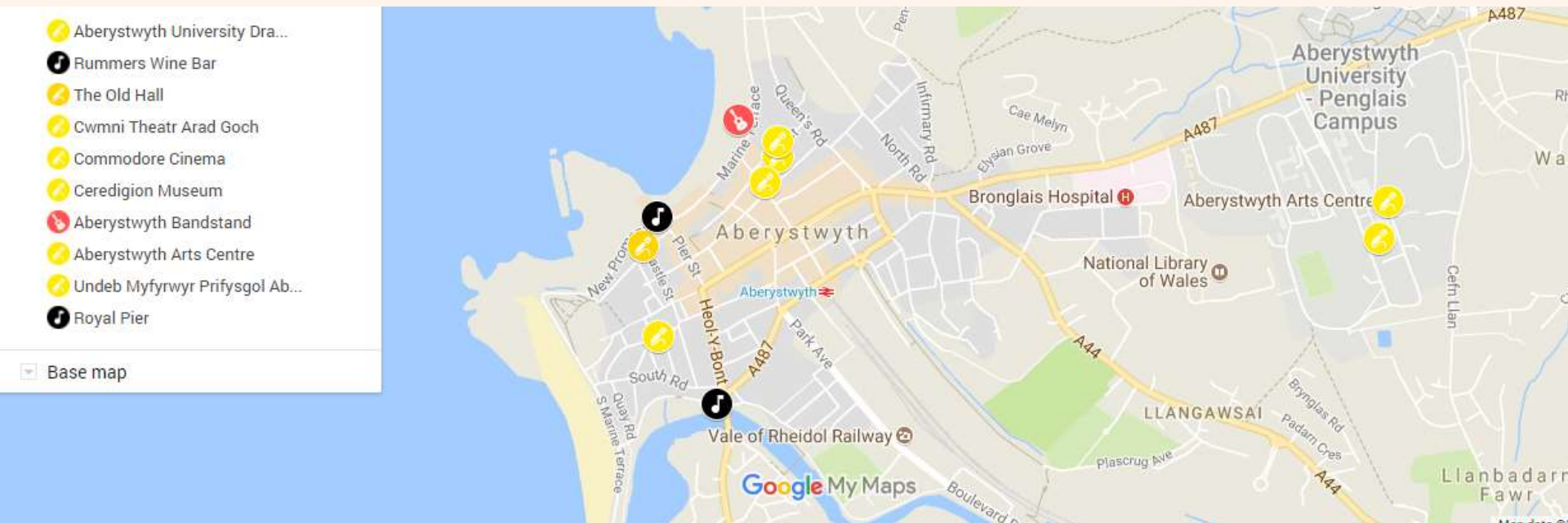
London



# Oct 5<sup>th</sup>-7<sup>th</sup> Aberystwyth Comedy Festival



- Direct train link to Birmingham
- A cluster of equipped, fit-for-purpose theatre venues strung along the prom
- A 900 seat auditorium





- Unique/not a city
- 20 miles/30 minutes apart, yet a world of difference
- Yet same strength of independent sector and high concentration of interesting buildings.



- Machynlleth sits before Edinburgh, Aberystwyth sits after
  - Our pick of the best finished shows and tours
  - Free music programme in the Bandstand, along with other potential venues
- 

- Large accommodation sector with a range of options
- A large, diverse service sector

# A one-off?

- TPIF was to fund a one-off event based by the sea in 2018
- We want to use it to prove a model and work out what support is necessary to move forward
- We will continue to build the two events with their own unique personalities
- Aberystwyth has the infrastructure, transport links and potential audience in place to grow beyond Machynlleth in the long-term

