

# EDINBURGH INTERNATIONAL FESTIVAL

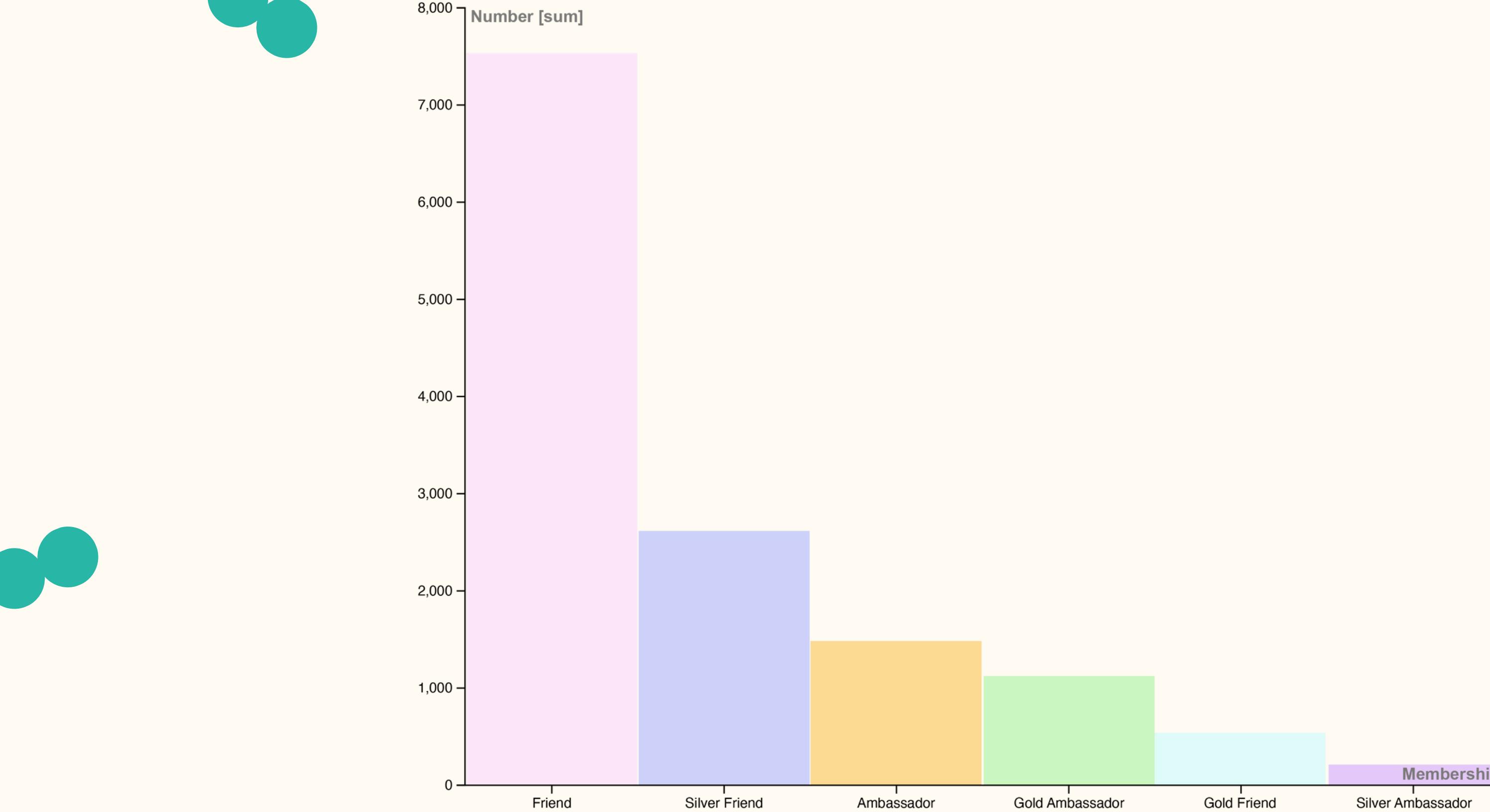
TEAM HACK-IT

Catherine Golchini | Sharon Huang | Adair Li



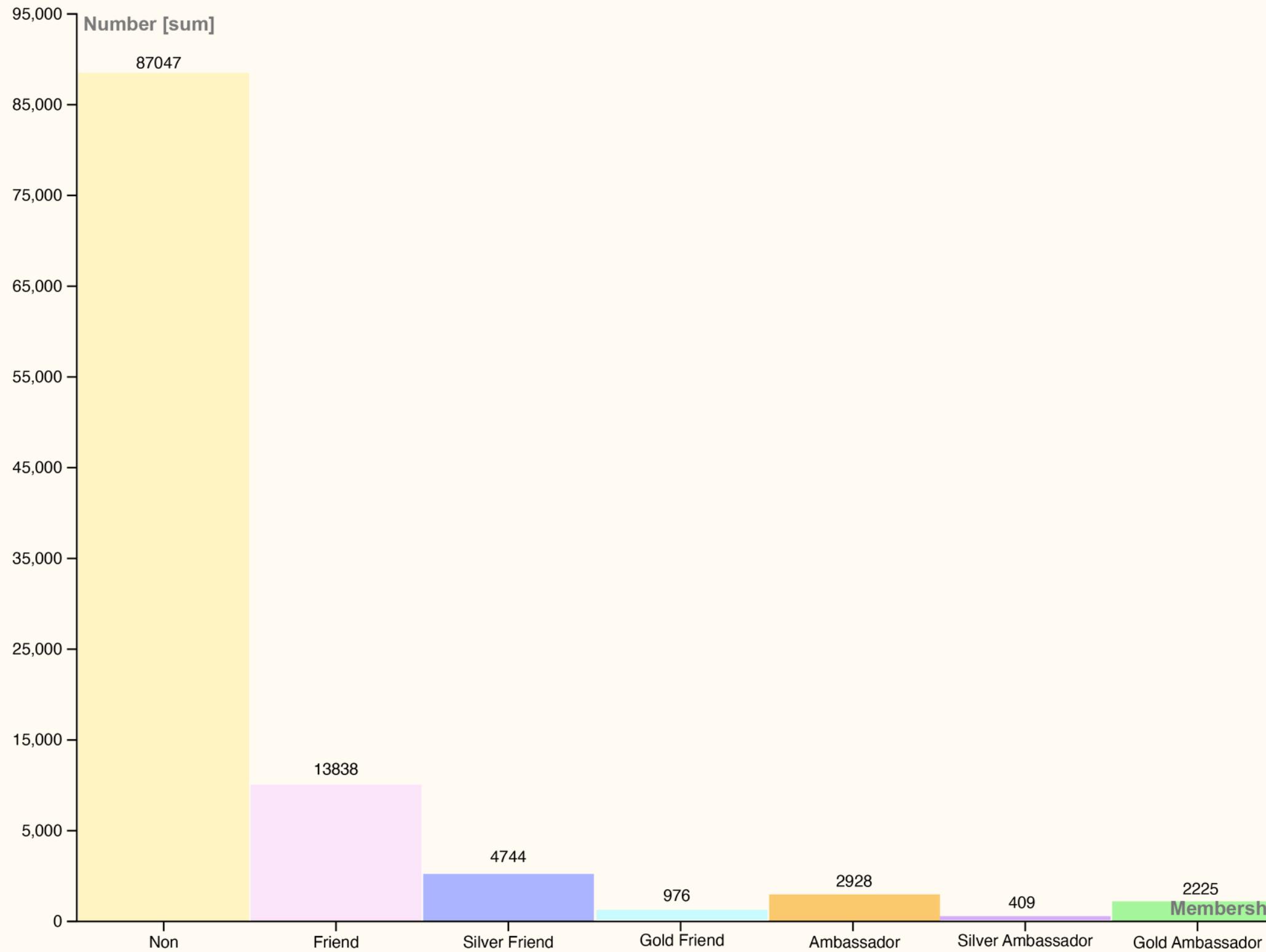
# MEMBERSHIP INSIGHTS

## NUMBER OF MEMBERS PER TIER



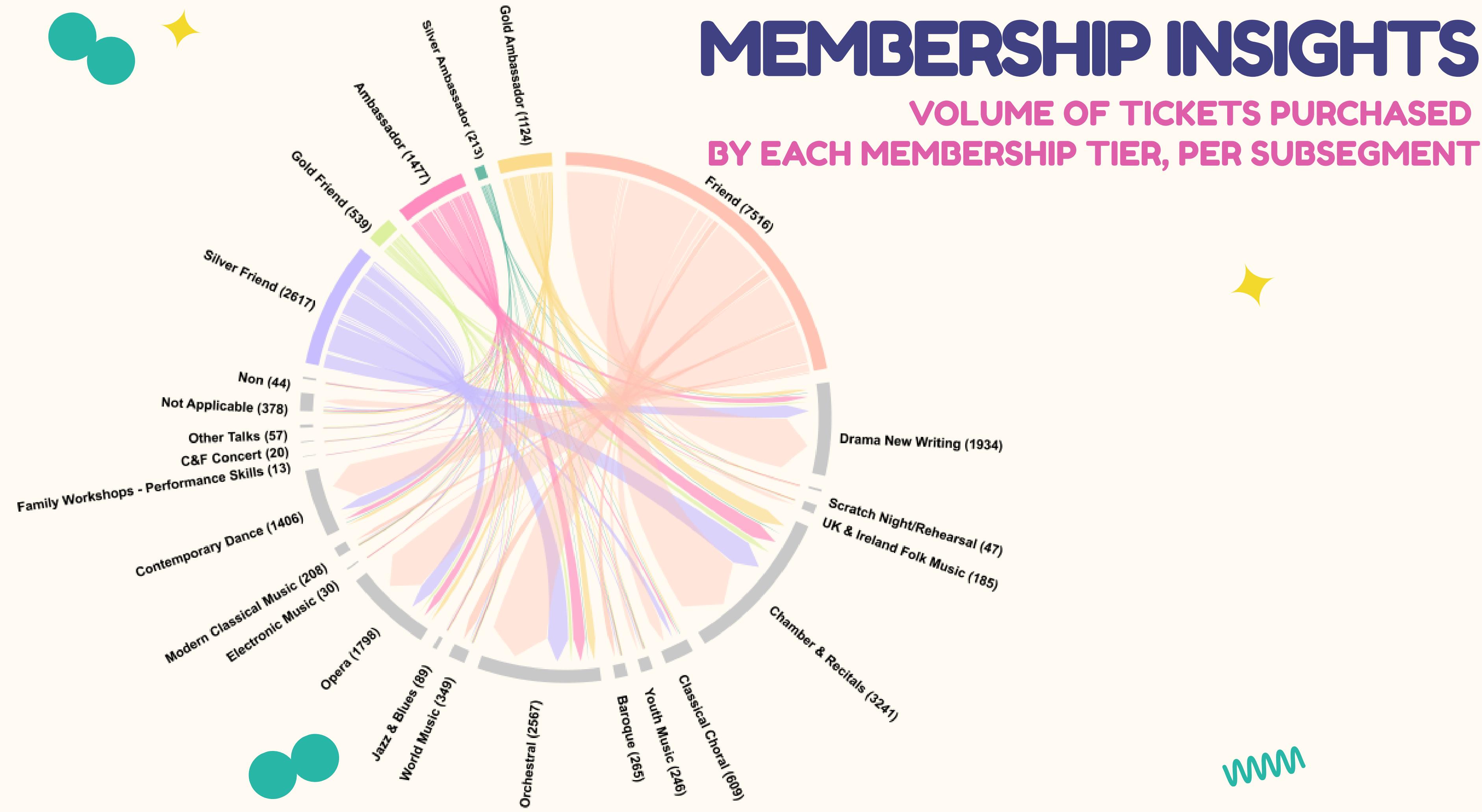
# MEMBERSHIP INSIGHTS

## VOLUME OF TICKETS PURCHASED PER MEMBERSHIP TYPE



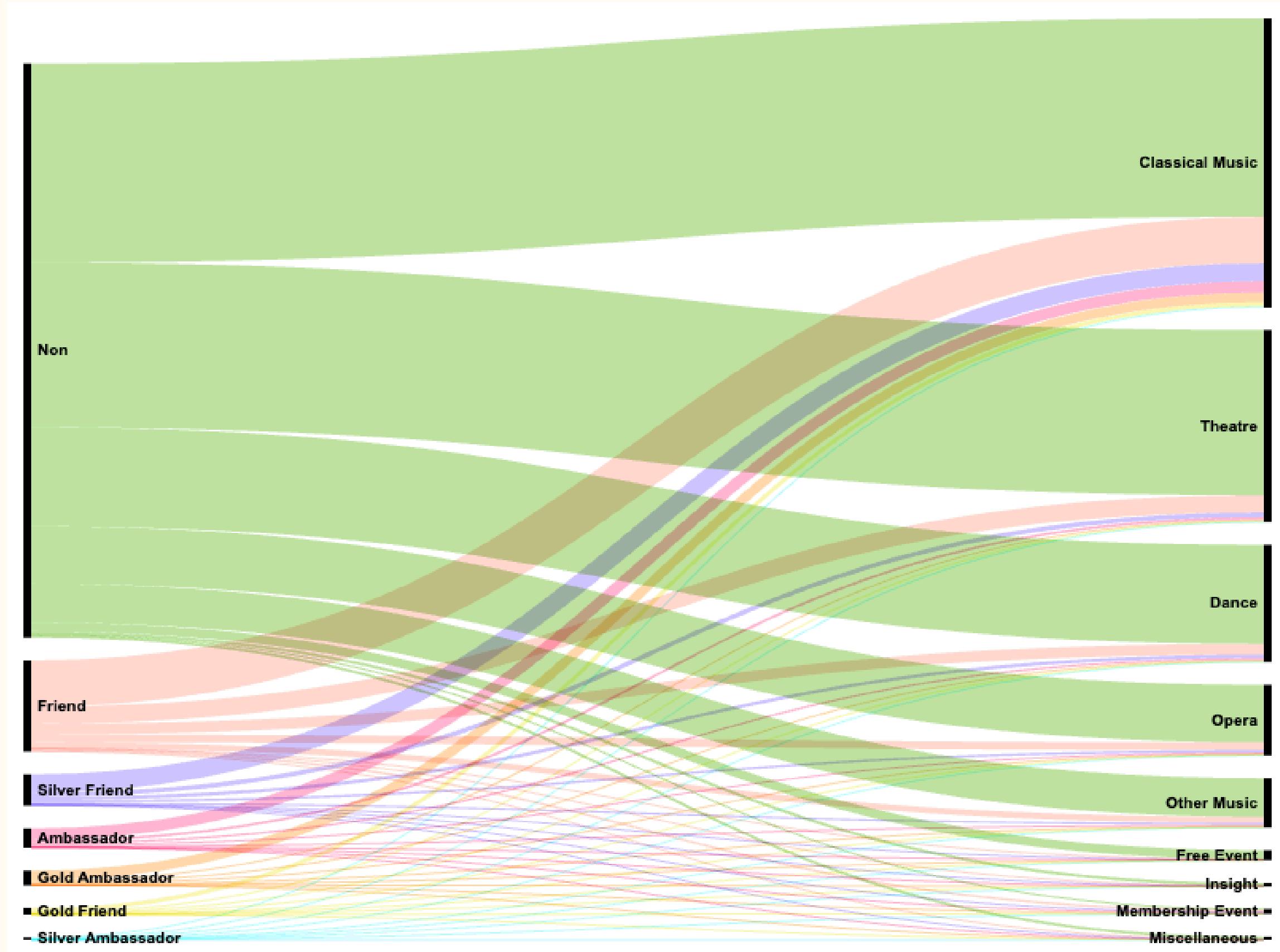
# MEMBERSHIP INSIGHTS

VOLUME OF TICKETS PURCHASED  
BY EACH MEMBERSHIP TIER, PER SUBSEGMENT



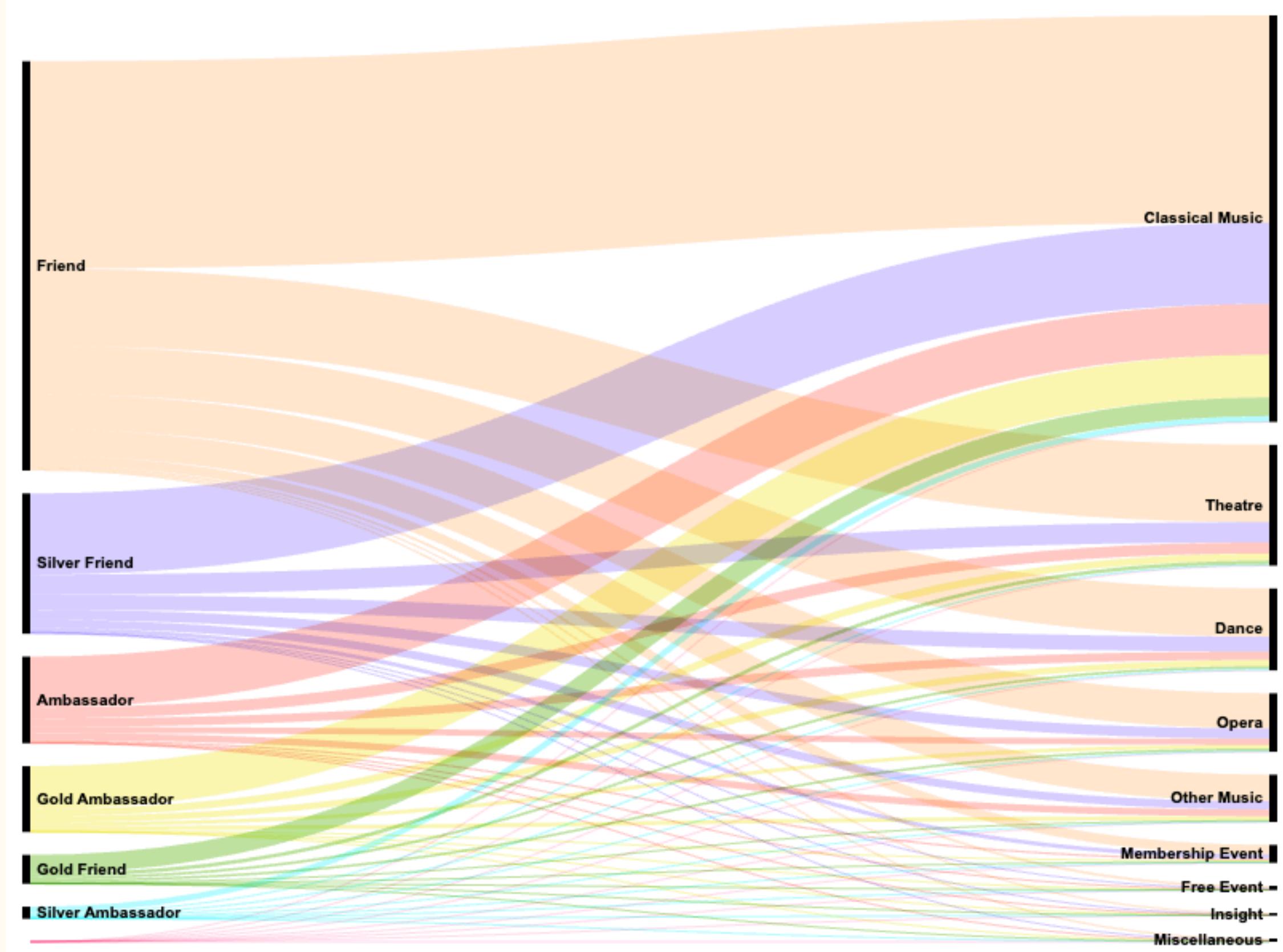
# MEMBERSHIP INSIGHTS

VOLUME OF TICKETS  
PURCHASED PER  
MEMBERSHIP TYPE, PER  
GENRE



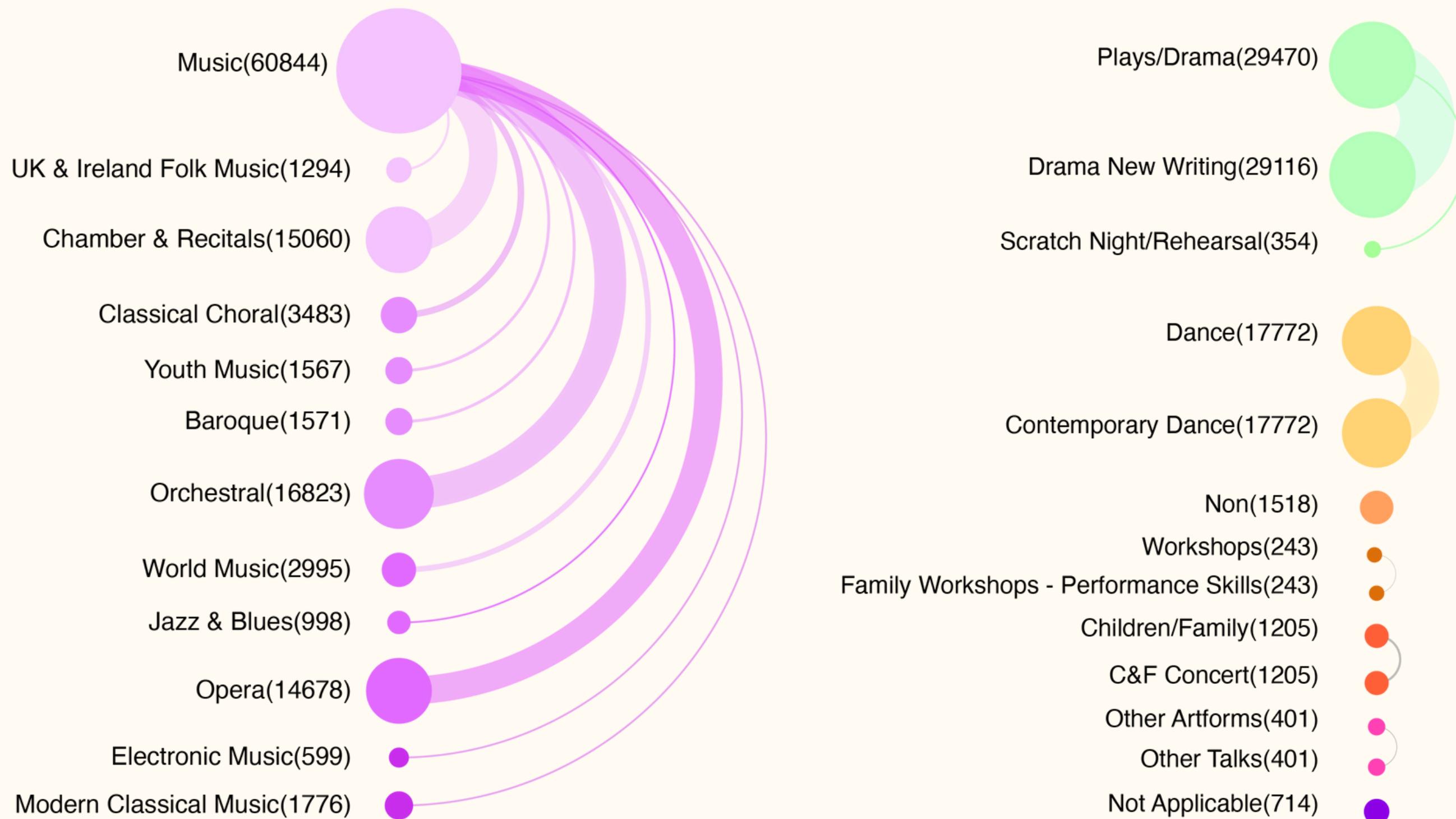
# MEMBERSHIP INSIGHTS

VOLUME OF TICKETS PURCHASED PER  
MEMBERSHIP TYPE, PER GENRE  
(EXCL. NON-MEMBERS)



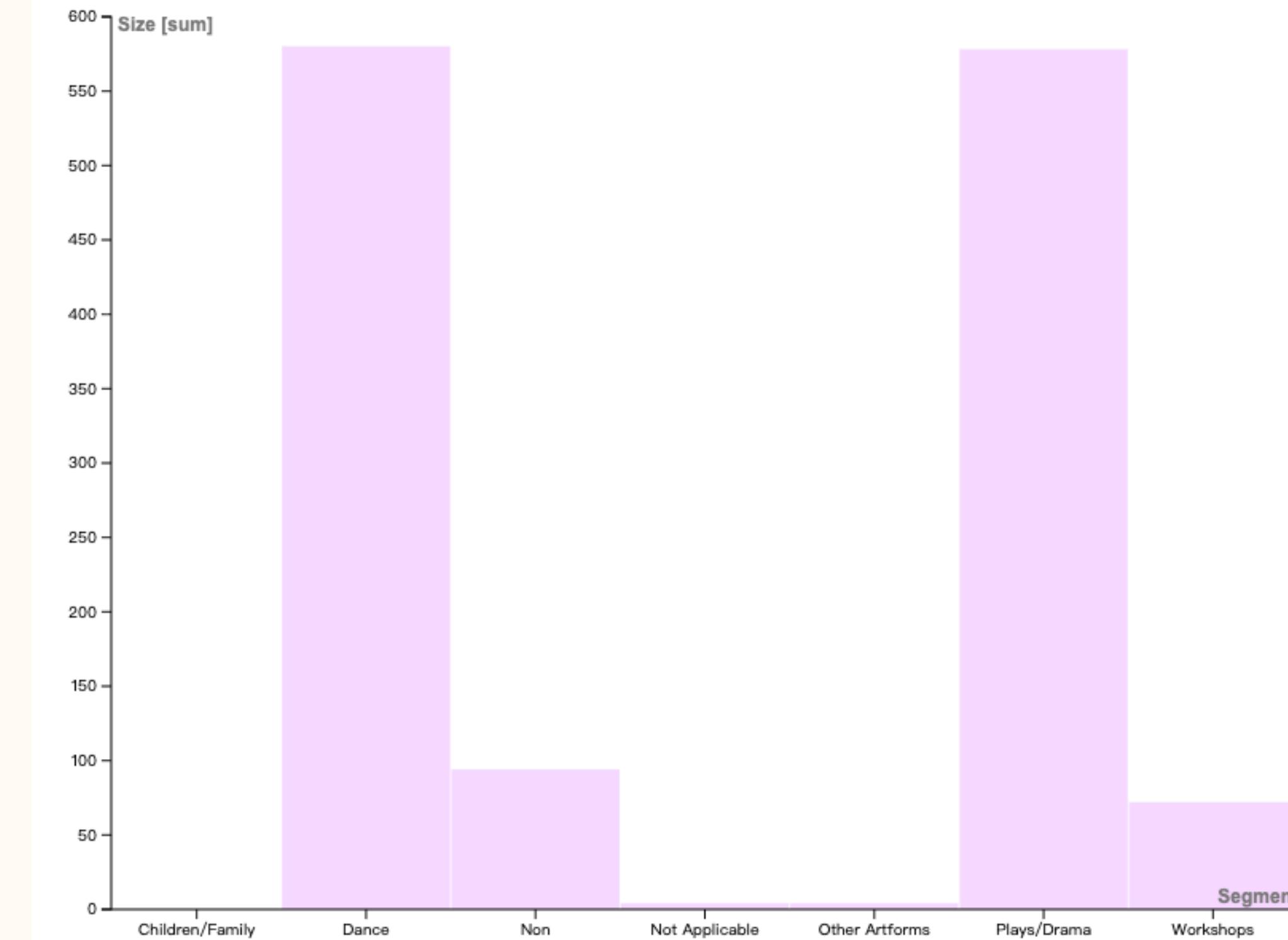
# AUDIENCE SEGMENTATION

## VOLUME OF TICKETS PURCHASED PER SEGMENT + SUBSEGMENT

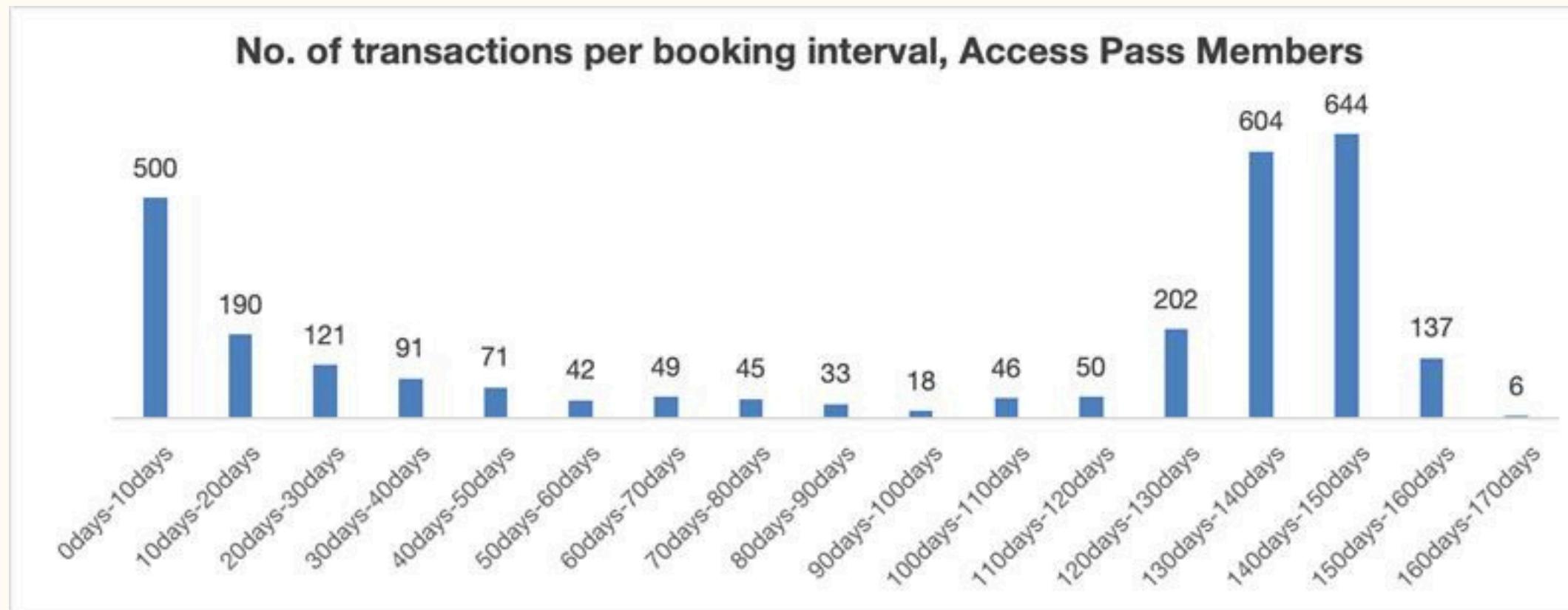


# YOUNG MUSICIAN'S PASSPORT

## VOLUME OF TRANSACTIONS FOR YMP MEMBERS, NON-MUSIC



# ACCESS PASS MEMBERS



**Golden booking period: March (average 17.9 weeks)** →  
Suitable for launching early bird tickets and annual packages

**Temporary booking period: August (average 0.9 weeks)** →  
Suitable for launching same-day/next-day special offer tickets