



EDINBURGH INTERNATIONAL FESTIVAL



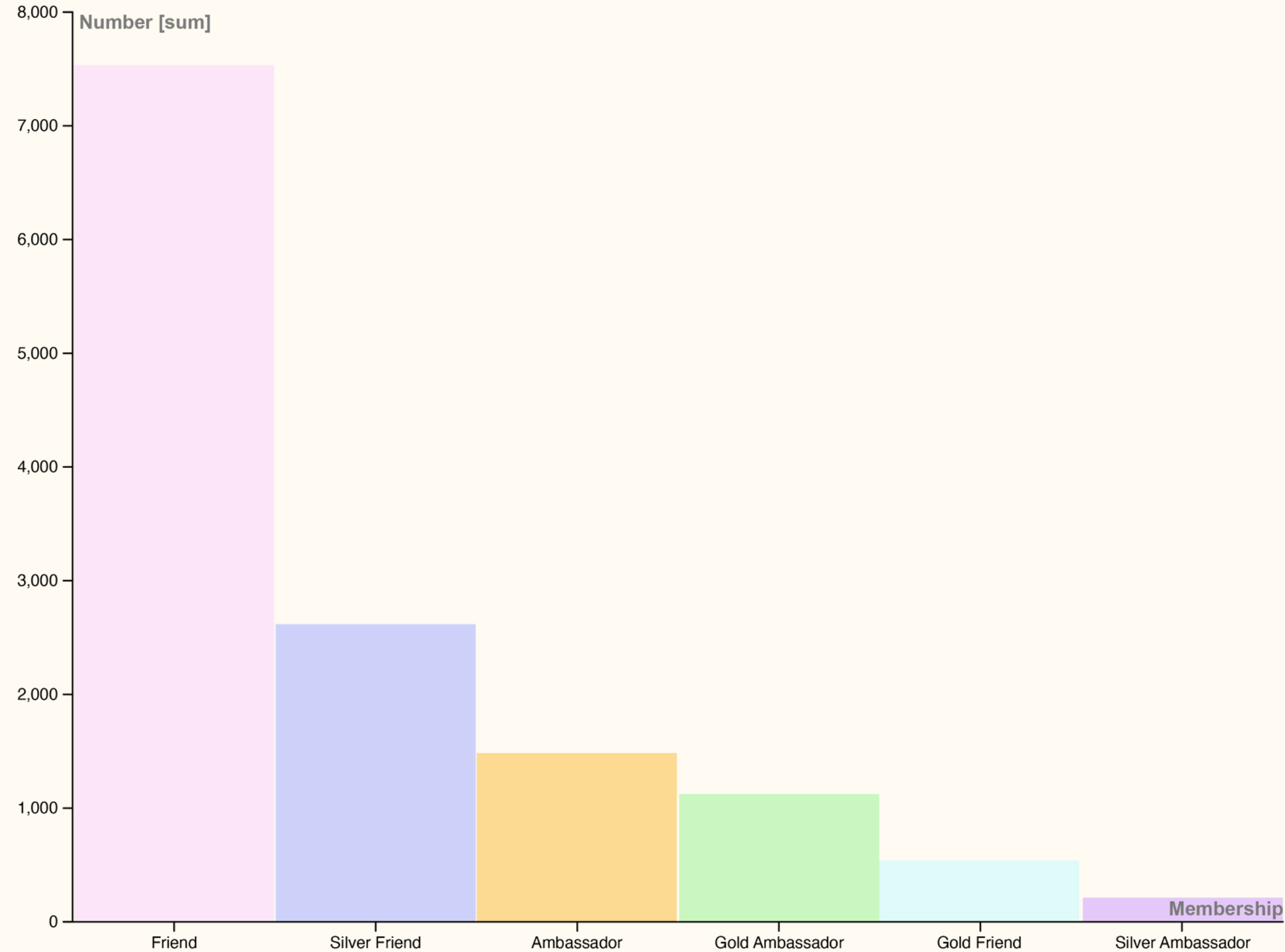
TEAM HACK-IT

Catherine Golchini | Sharon Huang | Adair Li



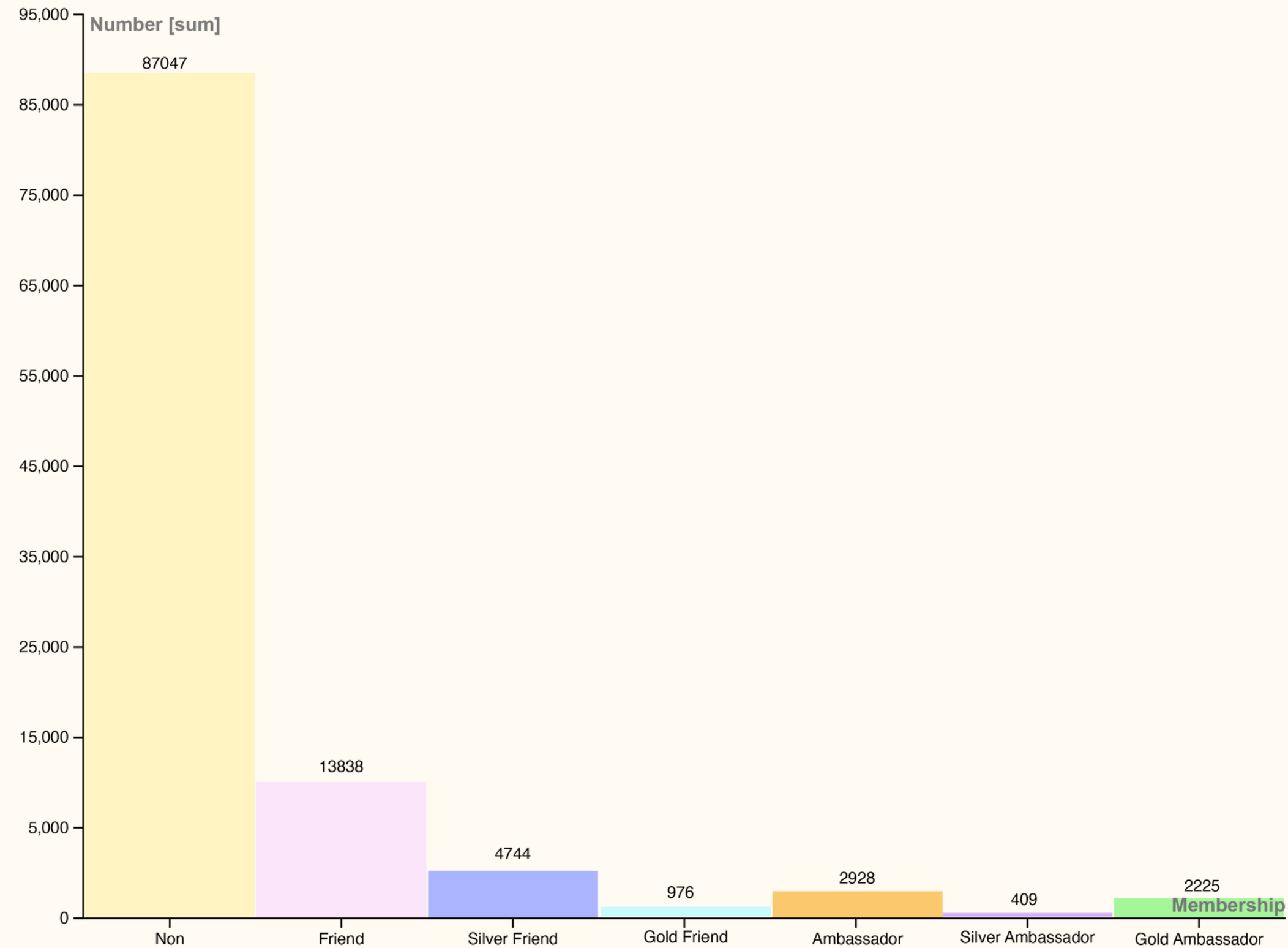
MEMBERSHIP INSIGHTS

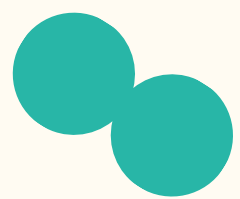
NUMBER OF MEMBERS PER TIER



MEMBERSHIP INSIGHTS

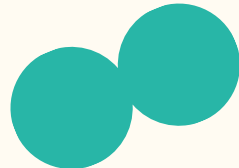
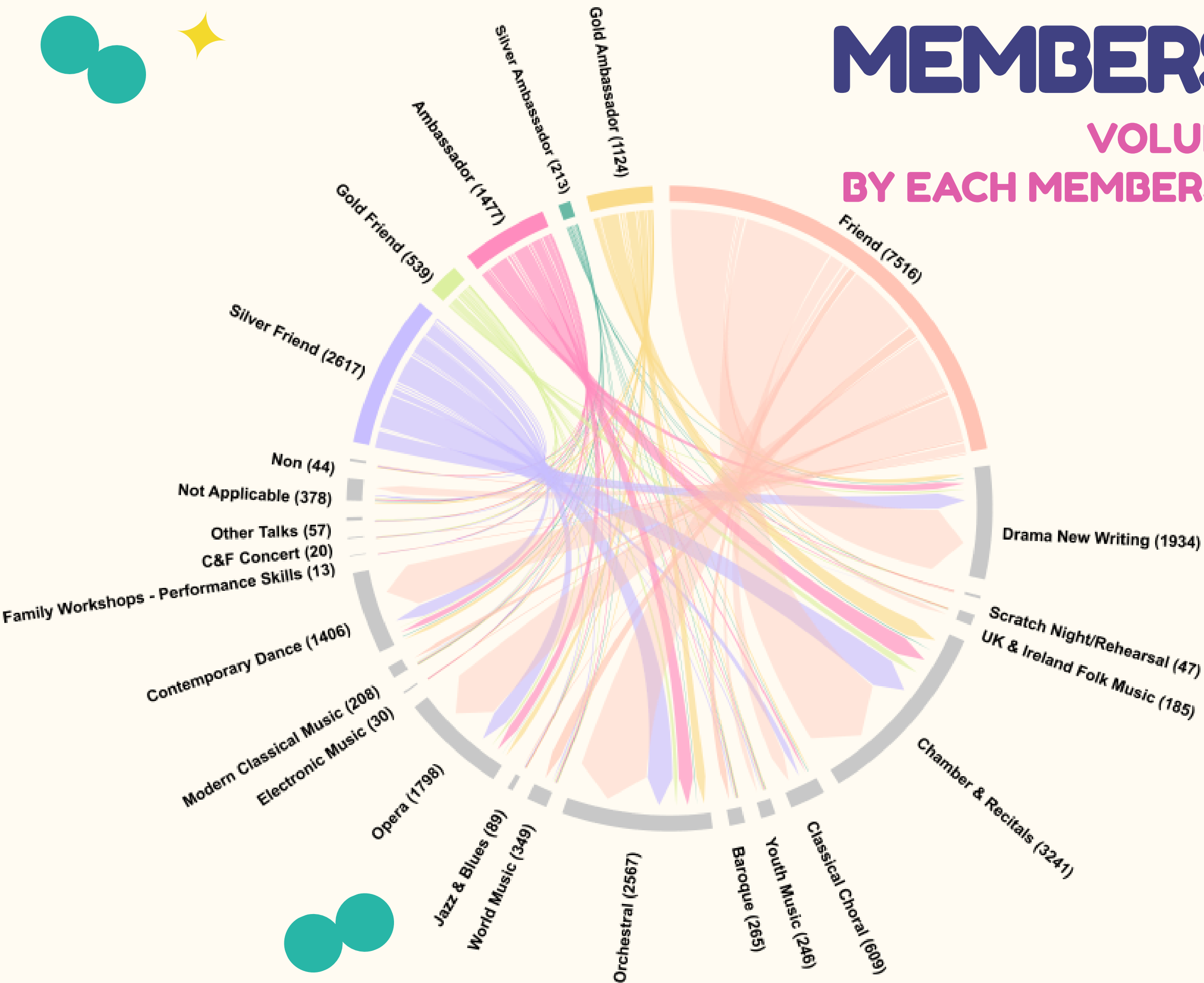
VOLUME OF TICKETS PURCHASED PER MEMBERSHIP TYPE





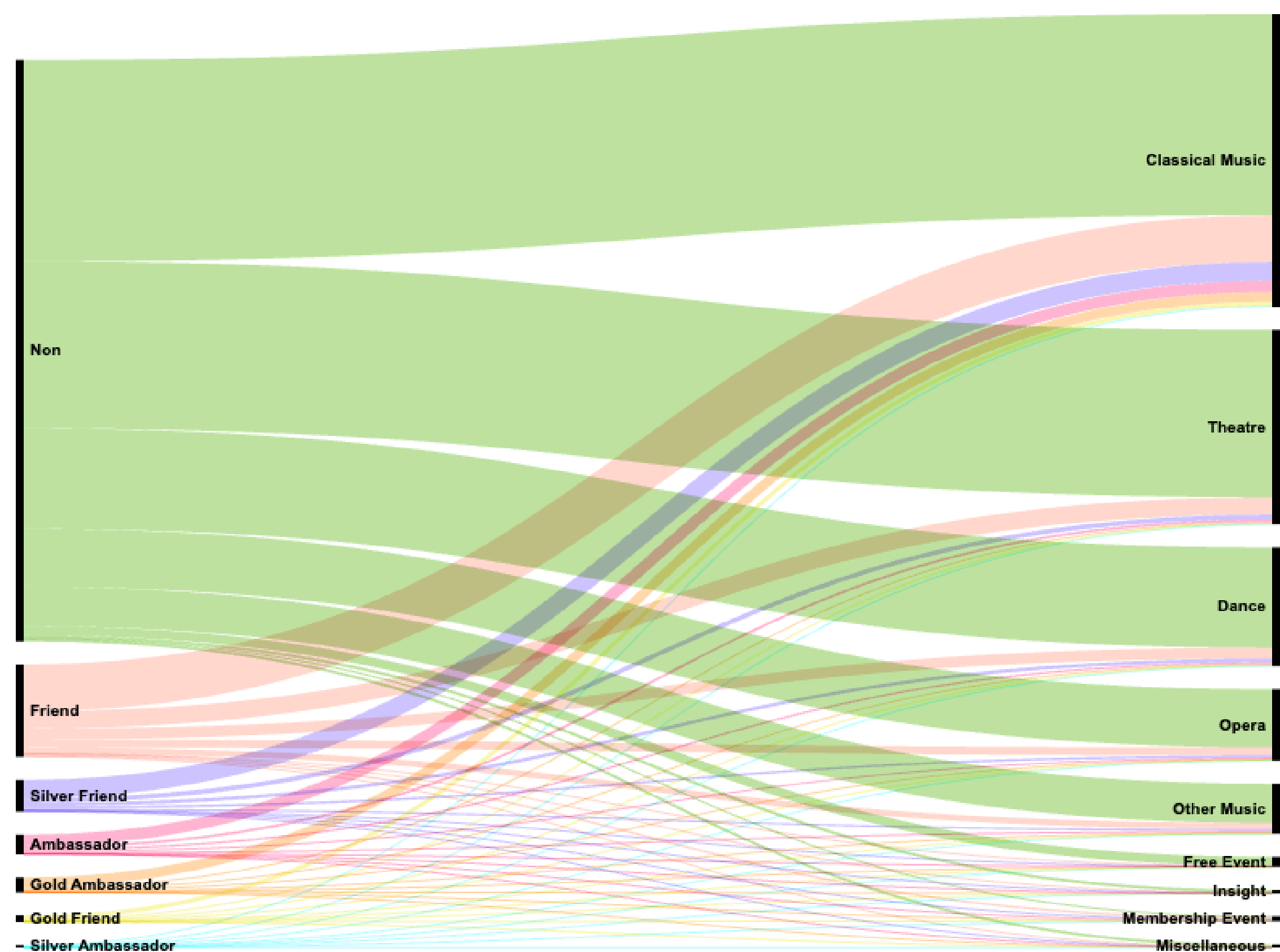
MEMBERSHIP INSIGHTS

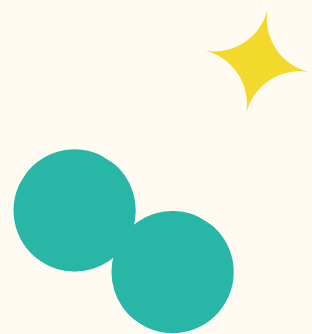
VOLUME OF TICKETS PURCHASED
BY EACH MEMBERSHIP TIER, PER SUBSEGMENT



MEMBERSHIP INSIGHTS

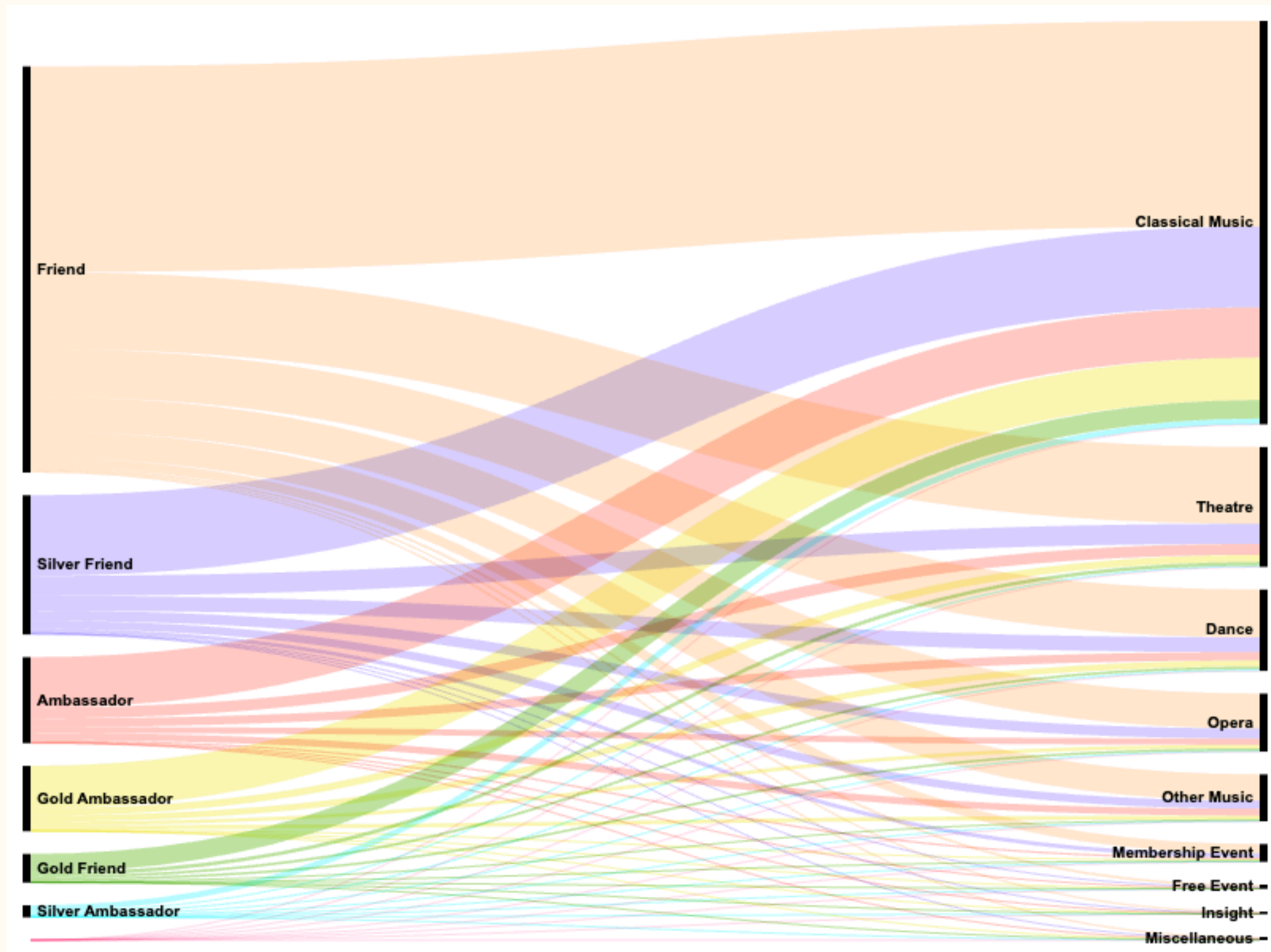
VOLUME OF TICKETS
PURCHASED PER
MEMBERSHIP TYPE, PER
GENRE





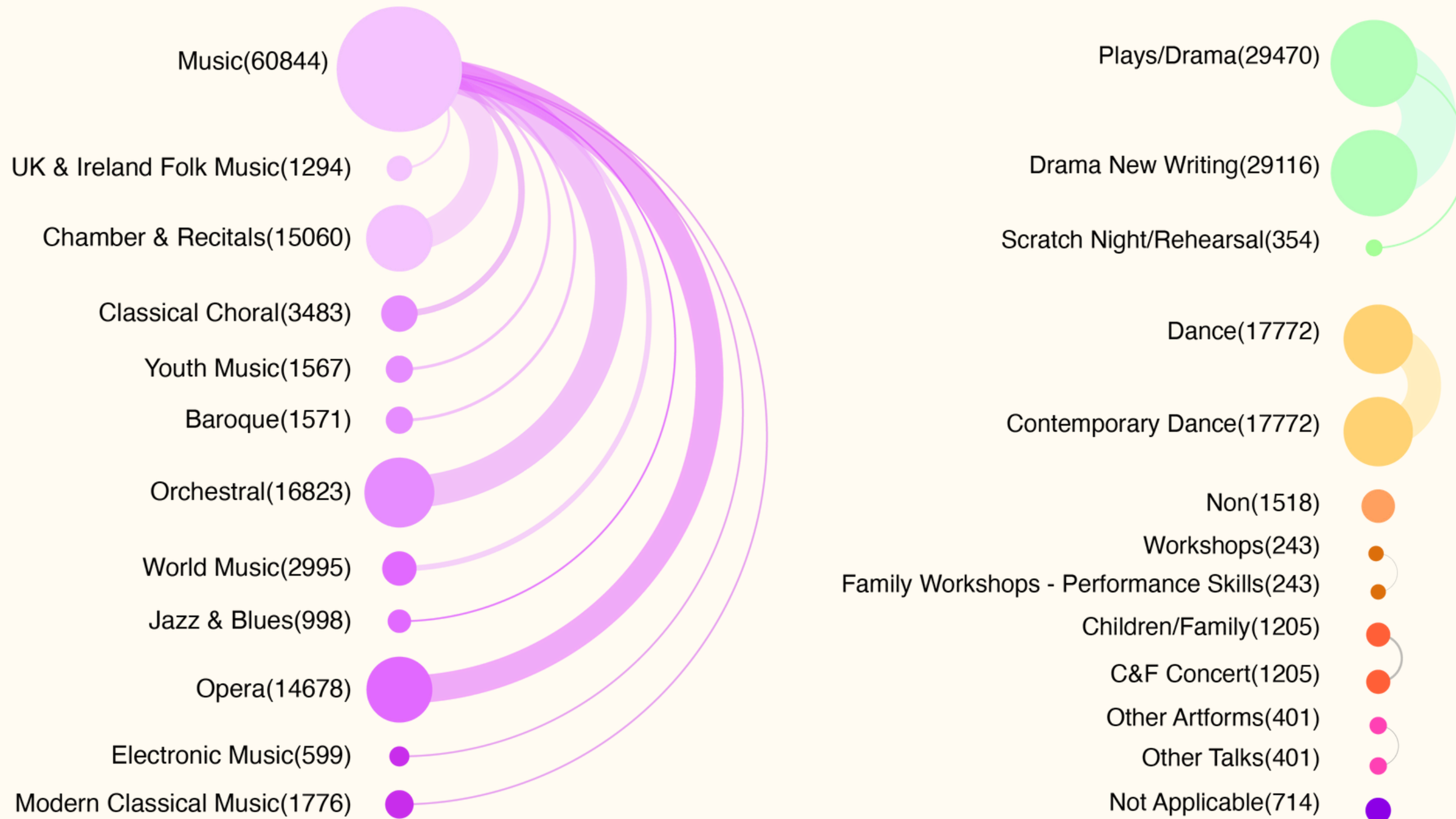
MEMBERSHIP INSIGHTS

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



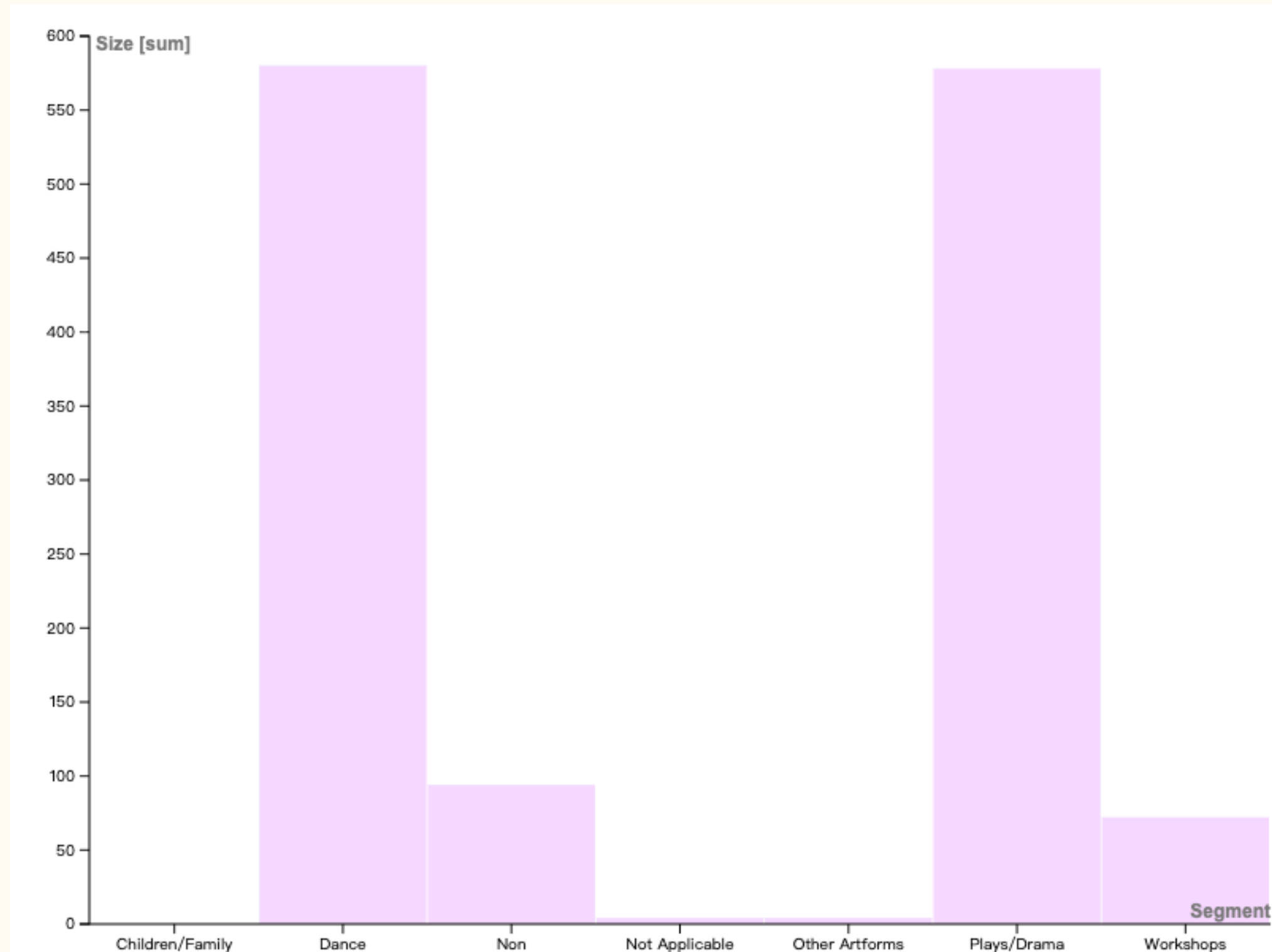
AUDIENCE SEGMENTATION

VOLUME OF TICKETS PURCHASED PER SEGMENT + SUBSEGMENT

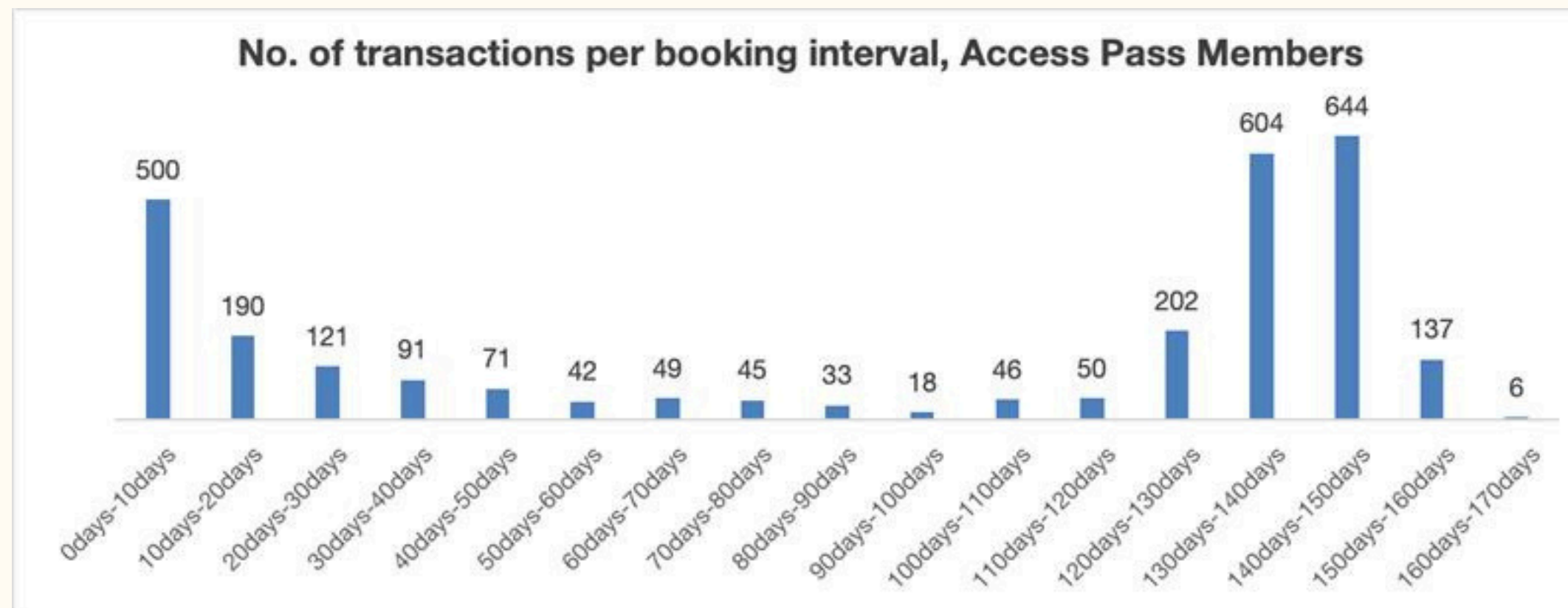


YOUNG MUSICIAN'S PASSPORT

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