**How would the application / website support and enhance the business?**

The adaptation of using a web application to allow customers to book directly and instantly for shows or events they wish to attend is critical to success in 2022.

While there are few statistics relating directly to theatre booking types, it is fair to suggest a similarity to other bookings in industries such as travel and hotels. In fact, I would go as far as to suggest that looking at how tourists make their bookings is key to the growth of theatre attendances.

Looking at statistics from other major cities, in New York 63% of ticket sales in the 2015-2016 season came from tourists (The Pekoe Group, 2017). Considering this, along with the fact that 75% of people now book hotels online (Gerchuk M, 2019), and that 82% of all travel bookings around the world took place without human interaction in 2018 (Deane S, 2021).

Being able to capture these bookings via a web application would open up the theatre to tourists. It is crucial then that the application is capable of displaying shows which are starting today without the user entering a date, as this appears to be a common search with 72% of mobile bookings happening with 48 hours of Google searches that include the word ‘today’ or ‘tonight’ (Deane S, 2021). In addition to this there’s a strong argument to be made that not only should the application be converted for web use, but also to be developed into a mobile application given that 70% of all customers do their research online (Deane S, 2021). Therefore having a web application that allows instant booking reduces friction for the customer increasing potential bookings.

There is continued growth with theatre bookings by the youngest 3 age groups (18-25, 26-30, 31-40) with increases of 16%, 19% and 17% respectively (BOP Consulting et al., 2016). It therefore becomes important to offer online booking systems considering these age ranges cover those most likely to make travel and hospitality bookings online (Statista, 2019).

Following on, statistics also show that 90% of travellers want a personalised online experience (Deane S, 2021). Inferring a link between this statistic and the general preference of the growing age groups. It’s important to therefore collect user data where possible. The application currently has the functionality to record a users purchases. Going forward this can be built upon to allow targetted shows to be recommended to the user when they log in, based upon their previous searches or purchases.

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