



Marketing Report

The New Parkway

REPORT DATE RANGE
Saturday, November 26, 2016 -
Saturday, November 26, 2016

VALUE TYPE
N

SITE ADDRESS
474 24th St
Oakland CA 94612

Base Information				
Box Office		Concessions		Other
Box Office Sales	4,069.00	Concession Sales	4,155.59	Voucher Sales 145.00
Box Office Admits incl Comps	519	Quantity of Items Sold	756	Redemptions vs Sales 0.00
Comps	29	Transactions with Concessions	280	Box Office Sundries 84.00
Paid Admits	490			
Transactions with Tickets	249			
Redemptions Value	0.00			
Redemptions %	0.00			

Performance Indicators			
Occupancy Rate %	33.16	Spend per Admit	8.01
Average Ticket Price incl Comps	7.84	Spend per Paid Admit	8.48
Average Ticket Price not incl Comps	8.30	Admissions Strike Rate %	53.95
		Transaction Strike Rate %	112.45
		Average Value per Concession Trans.	14.84

Box Office									
Film	Opening Date	Week of Play	Shows	Admits	Comps	Net	Gross	Occupancy %	Avg. Ticket Price
The Princess Bride	1/20/2017	-7	1	87	0	810.00	810.00	47.03	9.31
The Handmaiden	10/21/2016	6	1	84	9	740.00	740.00	52.50	9.87
Don't Think Twice	10/21/2016	6	1	71	2	672.00	672.00	38.38	9.74
Miss Peregrine's Home for Peculiar Children	9/30/2016	9	1	54	9	428.00	428.00	33.75	9.51
The Secret Life of Pets	10/7/2016	8	1	70	3	427.00	427.00	37.84	6.37
Howl's Moving Castle (Japanese w/English Subs.)	1/29/2016	44	1	38	3	317.00	317.00	20.54	9.06
Kubo and the Two Strings	10/8/2016	8	1	45	0	297.00	297.00	28.13	6.60
Queen of Katwe	9/23/2016	10	1	46	0	288.00	288.00	24.86	6.26
American Honey	9/30/2016	9	1	24	3	90.00	90.00	15.00	4.29



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Payment Method Analysis - Box Office			Payment Method Analysis - Concessions		
Payment Type	Value	%	Payment Type	Value	%
Credit Card	2,108.00	48.36	Credit Card	3,301.50	72.39
Internet Ticket	1,279.00	29.34	CASH	1,164.50	25.53
CASH	840.00	19.27	Internet Ticket	90.00	1.97
Online GCs	125.00	2.87	Gift Card	5.00	0.11
Gift Card	7.00	0.16			
Total	4,359.00		Total	4,561.00	

Top 10 Vouchers Sold			Top 10 Vouchers Redeemed		
Voucher Type	Admits	Value	Voucher Type	Admits	Value
Gift Card Sale	4	145.00	Online Gift Cards	2	125.00
			STAFF PASS	3	0.00
			MOVIE TOKEN	28	0.00
			DEAL TIX	14	0.00
Total	4	145.00	Total	47	125.00

Top 20 Ticket Types						
Ticket Type	Average Price	Admits	% mix	Net	Gross	% mix
\$10 SHOW	10.00	248	46.88	2,480.00	2,480.00	59.90
\$7 SHOW	7.00	113	21.36	791.00	791.00	19.11
STUDENT	7.16	95	17.96	680.00	680.00	16.43
SENIOR CITIZEN	6.47	17	3.21	110.00	110.00	2.66
Single Ticket (Fast 50)	10.00	6	1.13	60.00	60.00	1.45
\$5 SHOW	5.00	2	0.38	10.00	10.00	0.24
BIKE HELMET DISCOUNT	9.00	1	0.19	9.00	9.00	0.22
STAFF PASS	0.00	3	0.57	0.00	0.00	0.00
MOVIE TOKEN	0.00	28	5.29	0.00	0.00	0.00
DEAL TIX	0.00	14	2.65	0.00	0.00	0.00
ANNUAL/LIFETIME MEMBER	0.00	2	0.38	0.00	0.00	0.00



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Sales Channel Analysis									
	POS Sales		Internet Ticketing					Total	
Film	Admits	GBO	Admits	GBO				Admits	GBO
The Princess Bride	61	570.00	26	240.00				87	810.00
The Handmaiden	63	530.00	21	210.00				84	740.00
Don't Think Twice	53	502.00	18	170.00				71	672.00
Miss Peregrine's Home for Peculiar Children	40	296.00	14	132.00				54	428.00
The Secret Life of Pets	51	299.00	19	128.00				70	427.00
Howl's Moving Castle (Japanese w/English Subs.)	29	235.00	9	82.00				38	317.00
Kubo and the Two Strings	28	184.00	17	113.00				45	297.00
Queen of Katwe	43	267.00	3	21.00				46	288.00
American Honey	21	69.00	3	21.00				24	90.00
Total	389	2952.00	130	1117.00				519	4069.00
%	74.95	72.55	25.05	27.45					

Ticket Sales by Film and Showtime									
				Same Day					
Film	>4 Days	2-4 Days	Day Before	>2 Hrs	1-2 Hrs	15-60 Mins	Last 15	After Start	Total
The Princess Bride				24		20	32	11	87
The Handmaiden				15	4	32	22	11	84
Don't Think Twice				14		37	9	11	71
The Secret Life of Pets				12	7	30	17	4	70
Miss Peregrine's Home for Peculiar Children				7	4	15	16	12	54
Queen of Katwe					3	19	19	5	46
Kubo and the Two Strings				13	5	15	11	1	45
Howl's Moving Castle (Japanese w/English Subs.)		2		7		14	9	6	38
American Honey					3	9	8	4	24
Total		2		92	26	191	143	65	519
%		0.39		17.73	5.01	36.80	27.55	12.52	100.00



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Ticket Sales by Channel and Showtime									
				Same Day					
Sales Channel	>4 Days	2-4 Days	Day Before	>2 Hrs	1-2 Hrs	15-60 Mins	Last 15	After Start	Total
POS Sales				3	3	175	143	65	389
Internet Ticketing		2		89	23	16			130
Total		2		92	26	191	143	65	519
%		0.39		17.73	5.01	36.80	27.55	12.52	100.00

Group Size Analysis By Film							
Film	Single	2	3	4	>4	Total	Families
The Princess Bride (PG)	12	14	3	3	4	87	
The Handmaiden (NR)	21	26	1	2		84	
Don't Think Twice (R)	3	22	5	1	1	71	
The Secret Life of Pets (PG)	5	12	7	2	2	70	
Miss Peregrine's Home for Peculiar Children (PG-13)	13	11	5	1		54	
Queen of Katwe (PG)	3	6	3	3	2	46	
Kubo and the Two Strings (PG)	3	7	4	1	2	45	
Howl's Moving Castle (Japanese w/English Subs.) (PG)	13	11	1			38	
American Honey (R)	8	3	2	1		24	
Total	81	112	31	14	11	519	
%	32.53	44.98	12.45	5.62	4.42		



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Concession Class Analysis

Class	Value	%	Per Admit
Beer	1035.34	24.91	1.96
Popcorn	494.85	11.91	0.94
Sandwiches	438.35	10.55	0.83
Starters	411.45	9.90	0.78
Pizza	333.26	8.02	0.63
Wine	316.88	7.63	0.60
Entrees	308.66	7.43	0.58
Drinks - Non-Alcoholic	253.00	6.09	0.48
Drinks - Alcoholic	187.20	4.50	0.35
Kids Meals	149.78	3.60	0.28
Surcharges	70.99	1.71	0.13
Candy	62.15	1.50	0.12
Other - Food	54.78	1.32	0.10
Sides a La Carte	52.06	1.25	0.10
Hot Drinks	48.48	1.17	0.09
Sweets	45.67	1.10	0.09
Modifications - Charge	11.84	0.28	0.02
Discounts	-40.64	-0.98	-0.08
Promotions	-78.51	-1.89	-0.15
Total	4155.59		7.86