



LA Phil

GUSTAVO DUDAMEL MUSIC & ARTISTIC DIRECTOR

WALT DISNEY  
CONCERT HALL

HOLLYWOOD  
BOWL

THE FORD

YOLA

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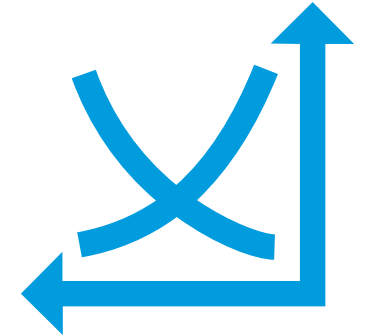
# Hollywood Bowl Pricing

## October 2024

# Overview

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- LA Phil requests approval to raise ticket prices to reflect significant cost increases.
- Sustained commitment to balancing operational and market demands with access and affordability.



# 2024 Successes

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- Over 1.3 million people attended concerts at the Hollywood Bowl
- Shuttle and bus ridership increased 7% to an average of 36% (over 400k riders)
- Wide array of engaging programming reflecting diversity of musical traditions and genres
- Effective restructuring of Hollywood Bowl parking lots to improve traffic flow and aid ingress and egress from the venue



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# COST COMPARISON ANALYSIS

# Historical Price Increases

- Concert industry average increased 90% over last 10 years
- Bowl increased 35% over last 10 years
  - Between 2.5%-3.4% annually, except no increase in 2020 and 7% in 2024
- Inflation rate remains at 4% as of July 2024

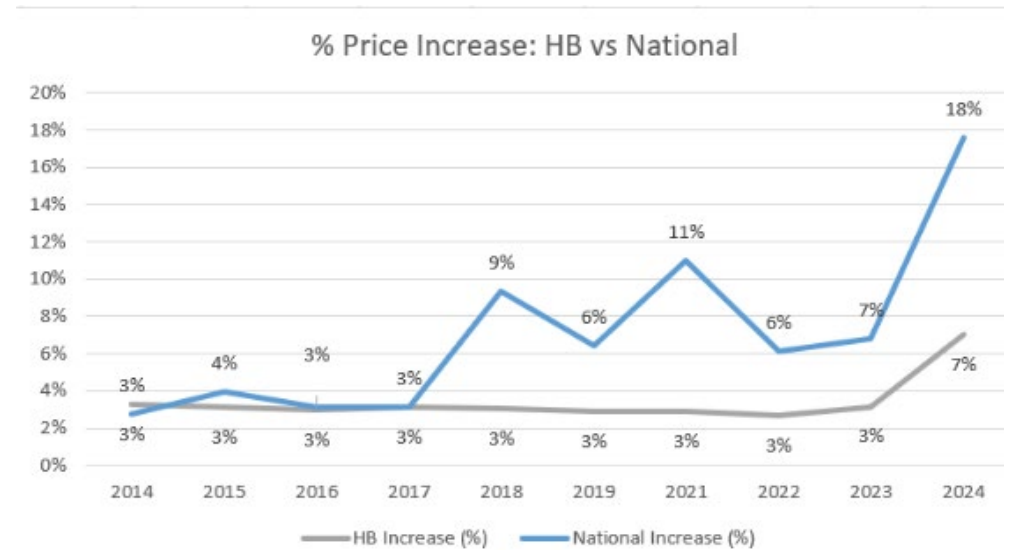
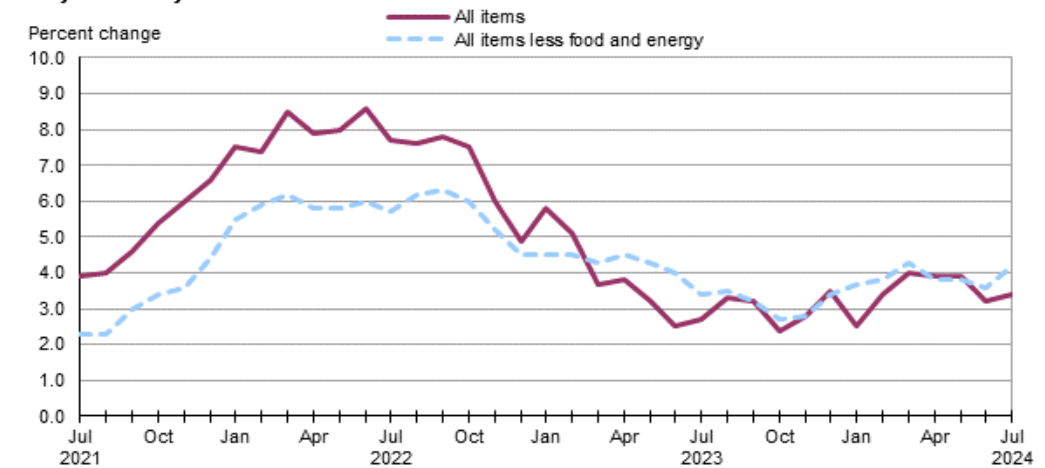


Chart 1. Over-the-year percent change in CPI-U, Los Angeles-Long Beach-Anaheim, CA, July 2021–July 2024

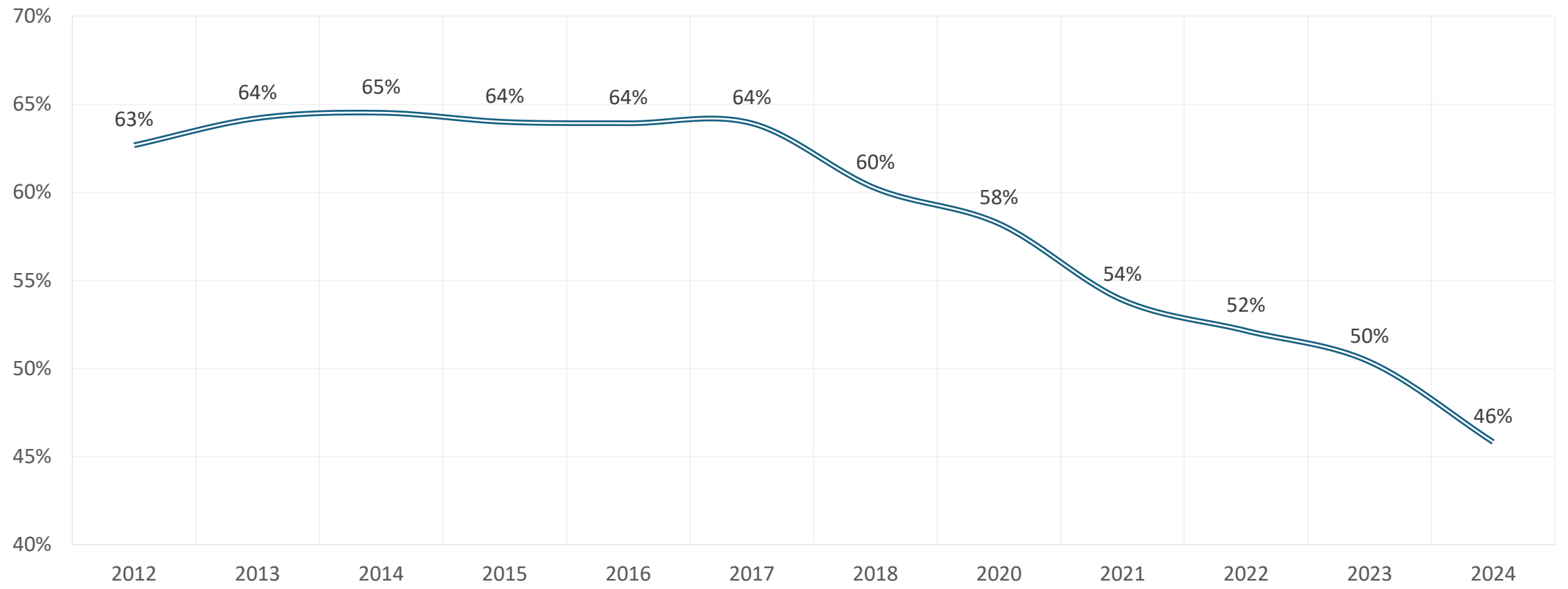


Source: U.S. Bureau of Labor Statistics.



# Avg. Ticket Price % of National Avg. Ticket Price

## HB AVG. TICKET AS A PERCENTAGE OF NATIONAL AVG. TICKET





# Hollywood Bowl vs Similar Venues - Tickets

VENUE	CAPACITY	MIN	MAX	SPECIAL EVENTS
<b>Hollywood Bowl</b>	<b>17,500</b>	<b>\$1</b>	<b>\$277</b>	<b>\$524</b>
Greek Theatre	5,900	\$21	\$309	-
The Coliseum	77,500	\$25	\$311	-
Rose Bowl*	88,500	-	-	-
Santa Barbara Bowl	4,500	\$36	\$205	-

\*No concerts on sale at time deck was prepared



# Hollywood Bowl vs Similar Venues - Parking

VENUE	CAPACITY	MIN	MAX	VALET
<b>Hollywood Bowl</b>	<b>17,500</b>	<b>\$5</b>	<b>\$55</b>	<b>\$90</b>
Greek Theatre	5,900	\$20	\$75	\$125 (QuickPark)
The Coliseum	77,500	\$40	-	-
Rose Bowl*	88,500	\$50	\$200	-
Santa Barbara Bowl	4,500	\$20	-	-



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# COSTS HAVE RISEN SHARPLY ACROSS THE BOARD

# Increased costs

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## Artist Fees

- Artist fees have increased 63% from 2018 to 2023.
- In 2024, rates surged by 200%, with a further 50% increase anticipated in 2025.

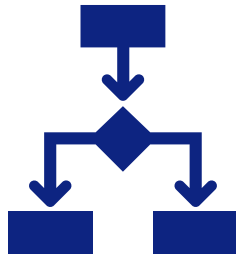


## Marketing Costs

- From 2019 to 2024, the cost of digital social and programmatic advertising has risen by 43%, with an additional 2% increase expected in 2025.

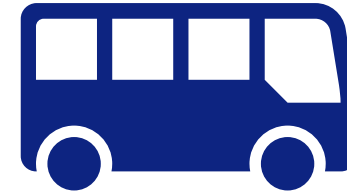
# Increased costs cont.

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## Operations

- Non-Wage costs have increased 91% between 2021 and 2023.
- Wages have increased 5.4% annually since 2017



## Park & Ride/Transportation

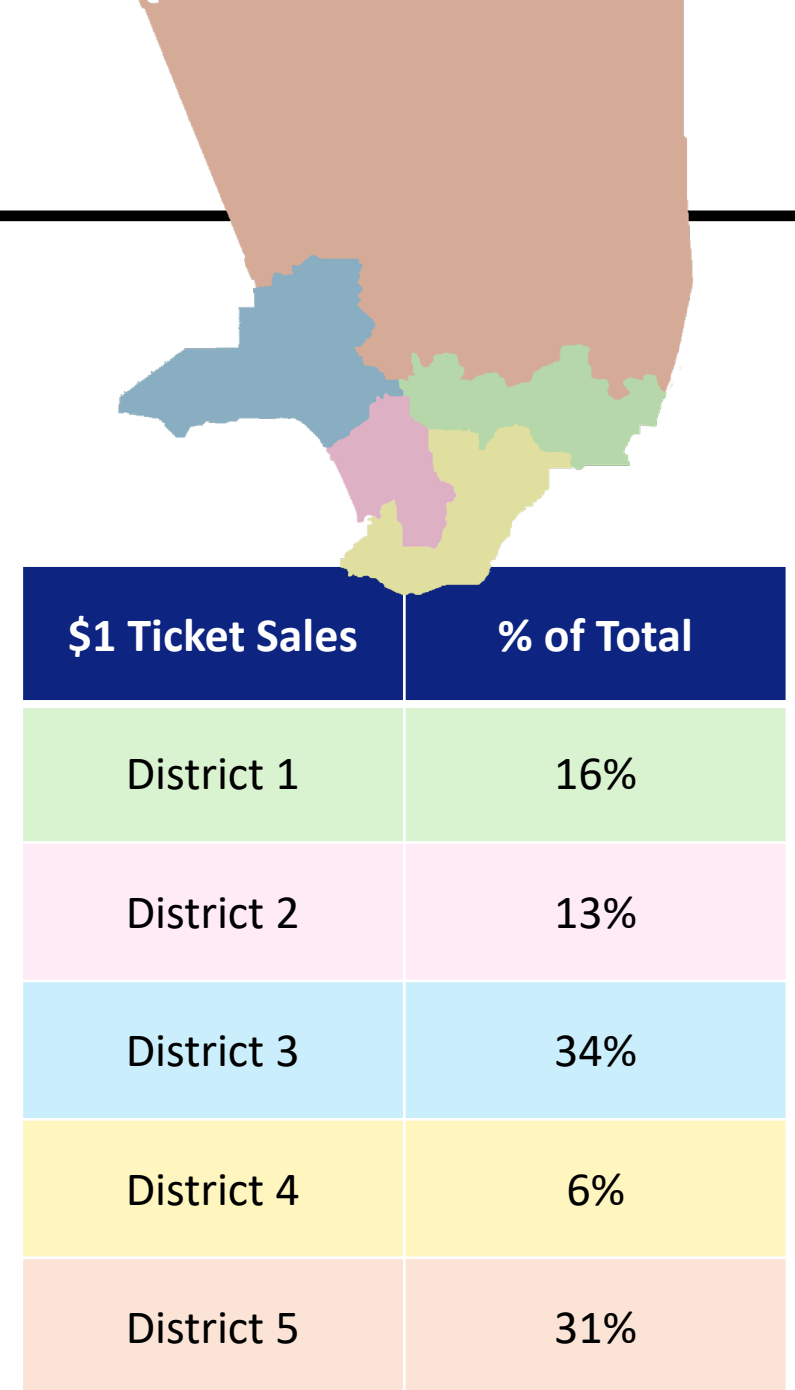
- Bus costs alone have increased 76% since 2019
- Expansion of transportation accessibility has layered in additional costs not easily covered by increases in transportation fees, as the goal is to reduce traffic and increase ridership
  - 2024 was first increase in parking prices since 2018. No increase proposed for 2025

# \$1 SEATS MARKETING



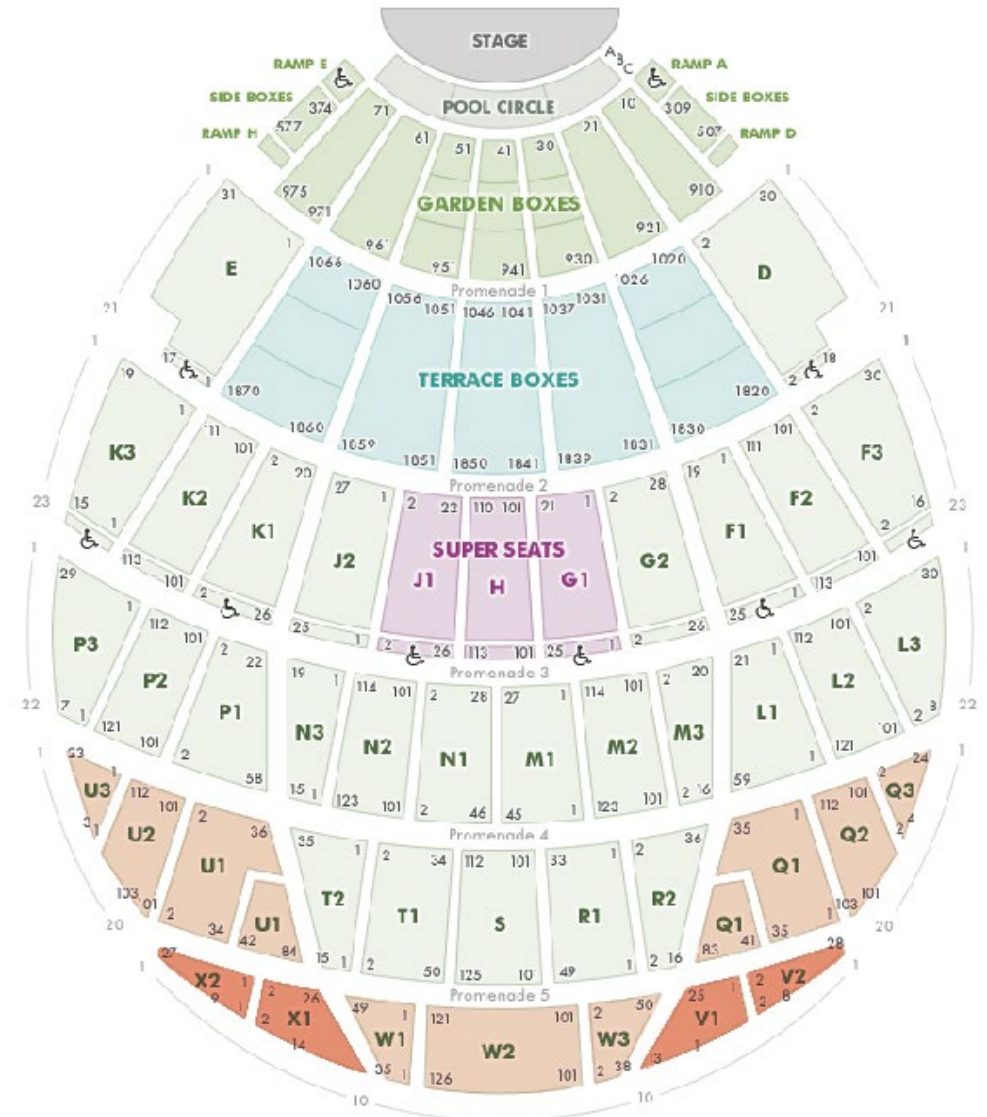
# 2024 Summary

- Promoted \$1 tickets through a multi-channel strategy, including direct mail, community outreach, social media, and press, driving broad awareness throughout the 2024 season
- Sold all 24,000 original \$1-seats.
- Expanded the program by adding 10,000 additional \$1-seats for six targeted performances.
- Collaborated with the 5 districts and Parks and Rec to offer an additional 12,000 \$1-seats across 2 specific concerts.



# Seat map

- \$1 seats are located in V/X for Jazz+ Wednesdays and V/X & W for Classical Tuesdays and Thursdays
- For a few targeted promotions, \$1 seat locations were expanded into other bench sections to ensure access to underserved communities



# Key Efforts – Promotional Campaigns & Public Relations

## Promotional Campaigns at Community Events

CicLAvia  
Districts 1-5



Smorgasburg  
District 1



Opera in the Park  
District 3



Leimert Park Jazz Festival  
District 2



## Public Relations Coverage





# Key Efforts – Direct Marketing & Social Media

## → Brochure distribution

- 80,000 brochures distributed across Los Angeles and 210,000 mailed directly to homes

## → Social Media Impact

- Posts about \$1 tickets reached 28,200 accounts, generating 910 likes, 32 shares, 9 comments and 18 saves
- Opera in the Park (District 3)
- Shared across Instagram, Facebook and X (formerly Twitter)



28.2K



910



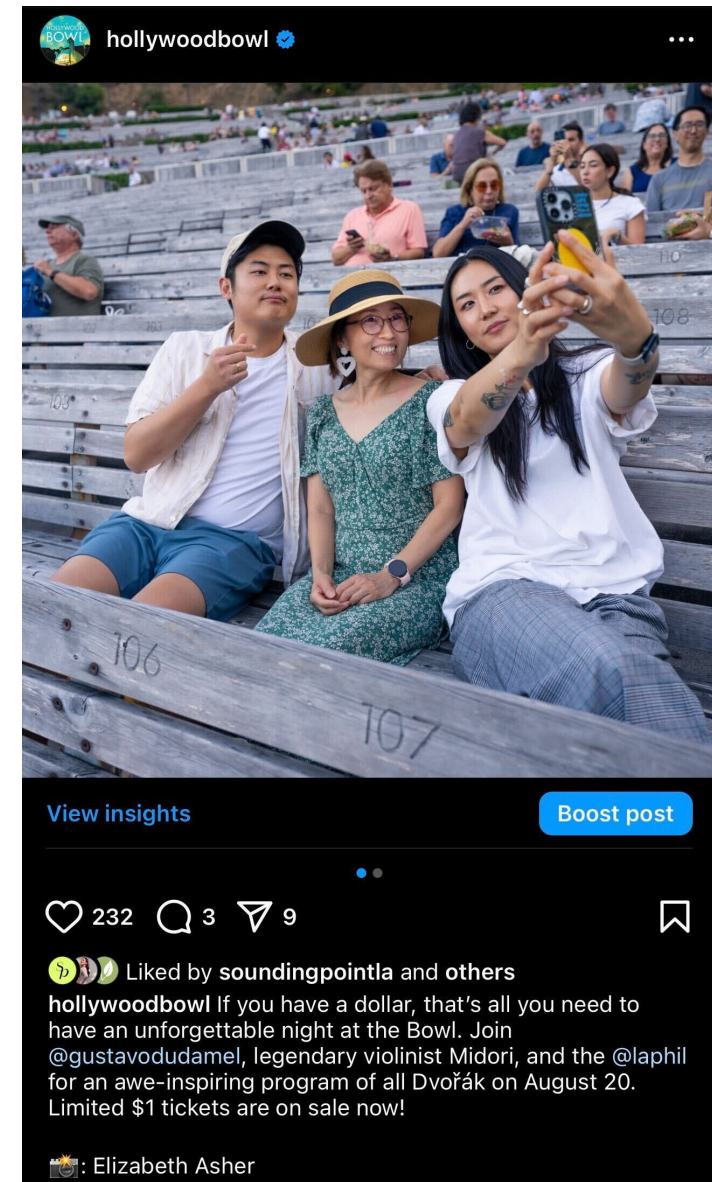
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# 2025 Plan – Early Launch & Proactive Outreach

## → Start \$1 Ticket Promotions Early

- Launch district \$1 seat promotions starting in May 2025, aligned with the single ticket sale launch.
- This will allow more time to reach the largest possible audience and coordinate efforts with districts.

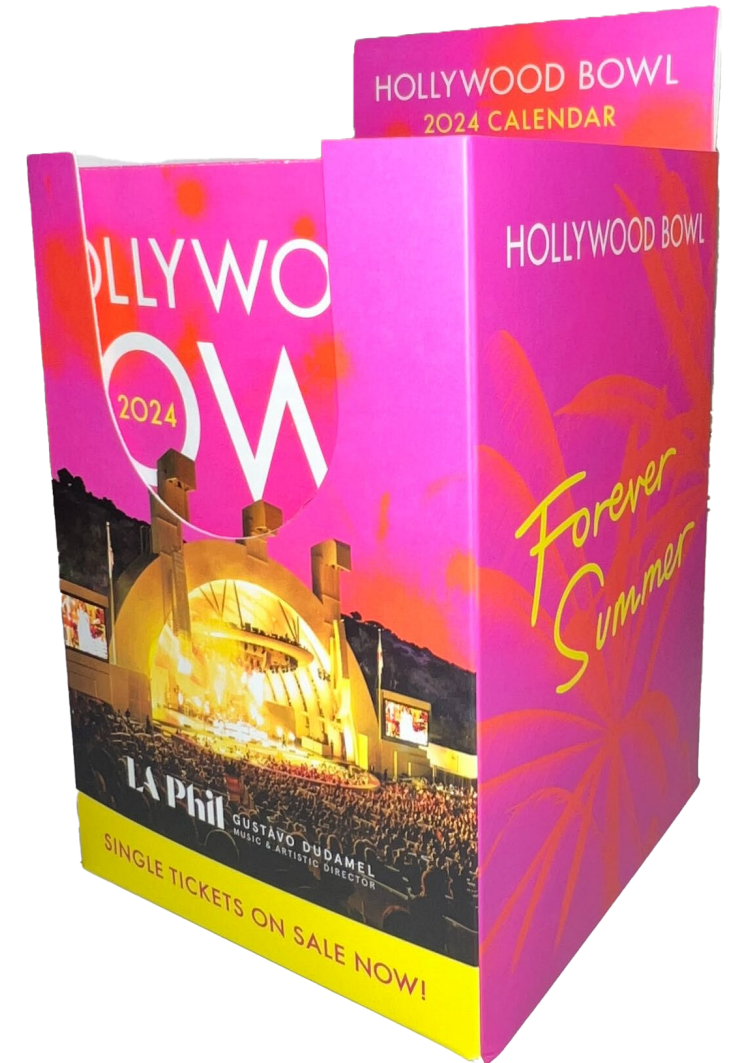
## → Collaborate with County Efforts

- Work proactively with all district offices, starting outreach earlier than in 2024.



# 2025 Plan – Enhanced Strategies

- Develop collaborative marketing plan with County at the beginning of the season for some \$1 seats
- Physical and Digital Presence
  - Increase physical promotional material distribution at county facilities, parks, libraries, and community centers starting in May.
  - Expand digital outreach through social media, and email newsletters.
- New Community Activations
  - Participate in additional community events across all districts, ensuring early promotion of \$1 tickets.



# 2025 Plan – Additional Ideas

- Targeted Social Media Campaigns
  - Create tailored social media campaigns targeting residents in each district using geo-targeted ads.
  - Build on the success of the 28.2K reach from 2024.
- Enhanced Audience Data Collection
  - Use surveys to gather data on interest in \$1 seats and better understand audience needs, helping to fine-tune the program.
- End-of-Season Report to County
  - Data analysis to inform following season



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# RECOMMENDATIONS



# Ticket Pricing Plan

- Increase average prices overall by 4% for 2025
  - Normal ask is 3-4% (2024 was 7%)
  - V, W, X would have no increases again (except Sat Eves)
  - Includes a decrease in price in Q/U on Tu/Th concerts
- Majority of increases would be in the Boxes and Superseats

# Access Plan

- Continue last year's addition of 672 \$1 seats in Section W for Tu/Th concerts
  - This maintains 24,080 \$1 seats for the season in W & V/X
- Decrease in Q/U on Tu/Th
  - 33,560 seats with a decrease.
- No increase in W & V/X prices for all subscription concerts except Sat.
  - 50,496 seats with no increase.





# Parking Pricing

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## → No change in parking prices for 2025

- It should be more affordable to use transportation options than to park at the Bowl
- Changes for 2024 have worked, with a decrease in overall car traffic and an increase in bus ridership

## → Proposed parking price scaling (no change):

- Valet \$90
- Lot A & B \$55
  - Lot B held for ADA parking and transportation buses
- Lot C & D \$45

# Contacts for questions

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