

Online Booking and Ticket Purchasing - UK - January 2011

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What is this report about?

All sides of the commercial terrain are fast evolving and today's consumer faces an increasingly challenging market due to the level of vertical integration in the value chain – from the artist through promoter, venue, primary and even secondary ticket markets. This report explores all these issues, by examining the hypothesis that “today's online ticket consumers are combating an increasingly integrated value chain by becoming ever more connected to – and influenced by – their peers”.

What have we found out?

- The activities which most people have booked online are concerts (39% of internet users), cinema (34%) and theatre (30%).
- Eating has a good level of repeat business online; the majority who have booked tables or ordered online have done so in the last six months. This applies particularly to takeaway meals where 67% of those who have ever ordered online have done so in the last six months.
- ABC1s are the most at home with buying tickets on the internet. Amongst this group, levels of buying concert and cinema tickets online are similar across the age bands, but theatre ticket purchasing and theme park booking is significantly higher for 35-54-year olds, whereas under-35s are much more likely to order takeaways.
- Over half of respondents say a poor website would put them off going to a venue they were researching and a significant proportion say the presence of photos (four in ten) and, to a lesser extent, videos (three in ten) of the venue influence their decision to purchase.
- Discounts and availability are the key drivers that attract consumers online to buy tickets: of consumers who had bought tickets for or booked leisure activities online, some 42% said they did so to get an online discount, while 34% did so because they were booking something that could only be booked online.
- While 56% of internet users agree that online financial transactions are secure and only 11% disagree, some 57% say they only trust well-known sites for booking tickets, suggesting that there is still a large degree of wariness about buying online as a whole, but that a good reputation will overcome this fear.

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