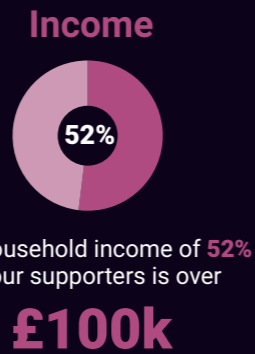
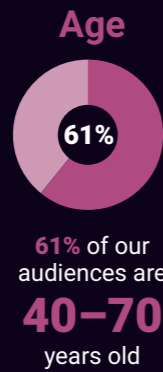




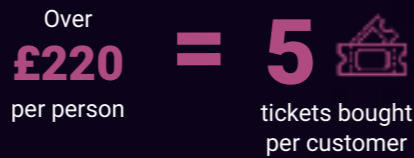
Audiences



Our audiences are classed as **Commuterland Culturebuffs**, **Metroculturals** and **Experience Seekers**



Average spend



Reading

- The Times
- The Sunday Times
- Evening Standard
- The Guardian
- BBC News online
- The Economist

- Private Eye
- The Spectator
- Time Out
- The Week



Cultural venues

- V&A
- Tate Modern
- National Gallery
- British Museum
- National Theatre
- National Portrait Gallery
- Barbican Centre
- Southbank Centre
- Royal Albert Hall
- Tate Britain
- National Trust
- English Heritage

Location

77% of our audience are London based

33% live in the Royal Borough of Kensington & Chelsea

21% live in the top five most affluent postcodes in the country

Attendance

94% would come again

female to male ratio of 1:1

65% attended 2 or more times

29% are first time visitors to the festival

51% attend with Friends. Average group size is **2.8**

Ecomms
47.8% average open rate
8.34% average click rate



Twitter
14.3k impressions per day*



Facebook
10.3k organic impressions per day*

Digital stats

1.4% engagement rate
*May - August 2018

45k engaged users
*May - August 2018

Website

129.4k visitors
493.2k page views

Inspire

Over **10,900** people engaged

140 sessions



Working with **22** partners

2,960 free or reduced-price tickets

Reviews

"Opera Holland Park has become the most exciting and adventurous company in the UK" *Bloomberg*
"It's a long time since any La traviata looked and felt as beguiling as this" *The Times*
"The most distinguished new La traviata to reach London in years" *The Stage*

"In a performance that deserves wide notice, the tenor David Butt Philip has never sounded more exciting as Folco" *The Guardian*
"Once again OHP presents an intelligent, thought-provoking Mozart staging" *Classical Source*
"A confident display of world-class brilliance" *What's on Stage*

1 Season

2 months of opera
Season every year

30 Around performances

96% occupancy rate
1,001 guests per performance



Over **7,800** bookers for OHP Season and Events throughout the year
Over **34,000** guests entertained every year

Sponsors



RUSSELL-COOKE SOLICITORS



WORLD CLASS DRINKS



LAZARD



Out of Season Events

Over **1,000** tickets bought for events outside the 2018 Season

Around **20** out-of-Season events held a year