

Key City Players dba Key City Public Theatre (KCPT)
Port Townsend LTAC 2023 Winter Grant Cycle

Tourism Attendance Data as of Feb 28, 2024

Key City Players Events: 2023-24 Season Plays	Event Dates	Lodging Tax Allocation	Estimated Tourist #s	Estimated Overnight Stays
Canterville Ghost - 3 weeks, 12 performances	Oct 12 - 29, 2023	2000	121	80
What the Dickens - 4 weeks, 23 performances	Nov 30 - Dec 23, 2023	2000	152	110
Great Expectations - 3 performances, including First Night	Dec 30 & 31, 2023	220	34	20
Living Incognegro - 2 weeks, 8 performances	Feb 1 - 18, 2024	2000	85	70
Gunmetal Blues - 4 weeks, 22 performances	Apr 3 - 28, 2024	880	165*	130*

Measurements that demonstrate Impact

KCPT tracks patron attendance and demographics through Ovation database. 2% of patrons purchasing walk-up tickets on event day decline providing address/phone info.

Previous audience trends measured from June2005 - June2022 had grown tourist attendance to an average of 7% by 2019 and had returned to 5% post-Covid as of Spring 2023. Attendance for the first three events within the LTAC grant period in Oct and Dec rose to 11% and the Feb event saw nearly 15% tourist attendance. This does not include attendees from Kitsap and Clallam Counties who make up another 25 – 30% and may or may not include overnight stays. Overnight stays estimates based upon average 1.5 nights per tourist attendee at a Key City event during project timeframe.

*The fifth event is on sale and has reached 20% of ticket sales projections and shows 10% tourist attendees confirmed to date with regional marketing campaign in early phase.

Surveys conducted post-attendance for four completed events provided a 20% sampling. Trends confirming overnight stays in commercial accommodations indicated a range of 30-40% of tourists. Fluctuation was consistent for higher average stays when tourist % from further distances was higher. Estimates include 15% unconfirmed.

Passive surveys conducted during ticket check-out provided 5% response that KUOW or KCTS Ch9 spots were "How they heard about the show."

Another LTAC supported event, First Night was also indicated at 2% from respondents purchasing tickets to KCPT's performances held in conjunction with that event.

Repeat tourists have already been tracked within the project timeframe. 60% of respondents who initially indicated hearing about an event via LTAC supported marketing shifted to hearing via KCPT email newsletters, pointing towards a trend in return visits built from this marketing investment.

Nearly 95% of all tourist survey respondents selected Dining Out in Port Townsend as an activity they added to their trip to the theater.

2 additional one-night events within the project time frame were held, one each in November and February. These events did not include additional direct regional marketing on KUOW and KCTS, however, the second event (Feb) saw a 5% increase in tourist attendance over the Nov event.

Additional observations by KCPT staff:

- An immediate "bump" (within 12 hours) in online ticket sales from outside Jefferson County followed each time a new radio or tv spot aired.

-Tourist survey respondents ranged in age from 20s - 80s with the highest percentage in their 60s.

-10% of tourist attendees added a "round-up" donation to their ticket purchase.

-An unmeasured increase in recommendations for hotel accommodations during phone ticket purchases.