

JUNE 23, 2026

Reading the Room: How Data Helped Us Maximize Attendance and Revenue





Emily Whalen

BA, THEATRE

ADAMS STATE COLLEGE, 2007

MA, ARTS MANAGEMENT

UNIVERSITY OF DENVER, 2013

CURIOUS PATRON SERVICES MANAGER
2017-2019

CURIOUS MARKETING MANAGER
2024-PRESENT



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Curious Theatre Company

ON THE MOVE



June 2024

Curious Theatre is putting its Acoma Center performing space up for sale

Future of respected company – and where it will play – will depend largely on who buys its building

John Moore john.moore@denvergazette.com Jun 8, 2024

April 2026

With sale of building, Curious Theatre has been saved

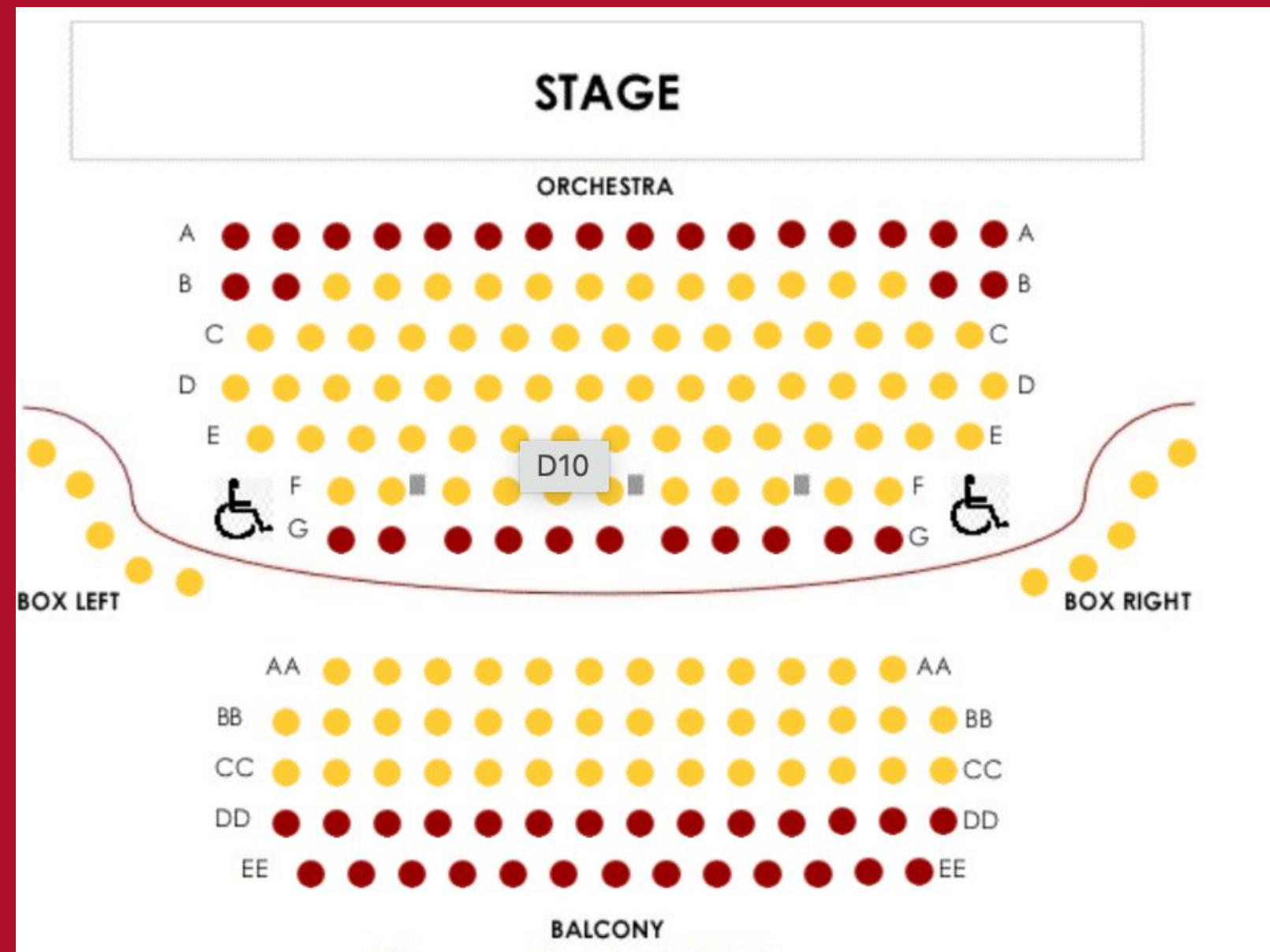
By **John Moore** April 9, 2026 | updated 2 months ago



**Season 29 In residence at
Historic Shorter AME @ Cleo parker Robinson Dance**



Heat Mapping & Seating Price



How do we make the room feel fuller? How do we make ticketing work for us?

We wanted to look at how often each seat was purchased, which were favored, which were empty and learn how we can drive patrons to sit in less favored seats and attend on less favored nights.

Heat Mapping The Theatre

4	A13	A12	A11	A10	A09	A08	A07	A06	A05	A04	A03	A02	A01				
60%	46.53%	51.49%	56.44%	66.34%	72.28%	76.24%	68.32%	69.31%	56.44%	52.48%	43.56%	39.60%	33.66%				
4	B13	B12	B11	B10	B09	B08	B07	B06	B05	B04	B03	B02	B01				
50%	59.41%	55.45%	73.27%	76.24%	80.20%	84.16%	70.30%	58.42%	53.47%	59.41%	53.47%	64.36%	68.32%				
4	C13	C12	C11	C10	C09	C08	C07	C06	C05	C04	C03	C02	C01				
27%	71.29%	75.25%	71.29%	82.18%	79.21%	81.19%	81.19%	85.15%	80.20%	64.36%	63.37%	63.37%	71.29%				
4	D13	D12	D11	D10	D09	D08	D07	D06	D05	D04	D03	D02	D01				
34%	78.22%	75.25%	83.17%	84.16%	82.18%	81.19%	81.19%	81.19%	79.21%	72.28%	54.46%	72.28%	70.30%				
4	E13	E12	E11	E10	E09	E08	E07	E06	E05	E04	E03	E02	E01				
30%	63.37%	71.29%	68.32%	77.23%	79.21%	80.20%	72.28%	76.24%	68.32%	59.41%	44.55%	33.66%	30.69%				
			F11	F10	F09	F08	F07	F06	F05	F04	F03	F02	F01				
			40.59%	35.64%	59.41%	73.27%	73.27%	64.36%	62.38%	75.25%	49.50%	66.34%	72.28%				
			G11	G10	G09	G08	G07	G06	G05	G04	G03	G02	G01				
			43.56%	45.54%	51.49%	60.40%	58.42%	63.37%	63.37%	61.39%	42.57%	47.52%	51.49%				
			AA12	AA11	AA10	AA09	AA08	AA07	AA06	AA05	AA04	AA03	AA02	AA01	BR1	53.	
			71.29%	78.22%	64.36%	72.28%	73.27%	76.24%	71.29%	64.36%	74.26%	64.36%	73.27%	71.29%	BR2	57.	
	BB14	BB13	BB12	BB11	BB10	BB09	BB08	BB07	BB06	BB05	BB04	BB03	BB02	BB01	BR3	32.	
	40.59%	43.56%	35.64%	39.60%	42.57%	44.55%	59.41%	59.41%	46.53%	44.55%	37.62%	34.65%	50.50%	52.48%	BR4	52.	
	CC14	CC13	CC12	CC11	CC10	CC09	CC08	CC07	CC06	CC05	CC04	CC03	CC02	CC01	BR5	46.	
	22.77%	22.77%	17.82%	14.85%	20.79%	22.77%	26.73%	24.75%	19.80%	17.82%	12.87%	12.87%	15.84%	16.83%			
	DD14	DD13	DD12	DD11	DD10	DD09	DD08	DD07	DD06	DD05	DD04	DD03	DD02	DD01			
	24.75%	18.81%	13.86%	14.85%	22.77%	26.73%	33.66%	36.63%	28.71%	20.79%	20.79%	15.84%	25.74%	25.74%			
		EE13	EE12	EE11	EE10	EE09	EE08	EE07	EE06	EE05	EE04	EE03	EE02	EE01			
		16.83%	7.92%	4.95%	4.95%	6.93%	8.91%	12.87%	10.89%	6.93%	7.92%	6.93%	6.93%	7.92%			

Auditorium Heat Map

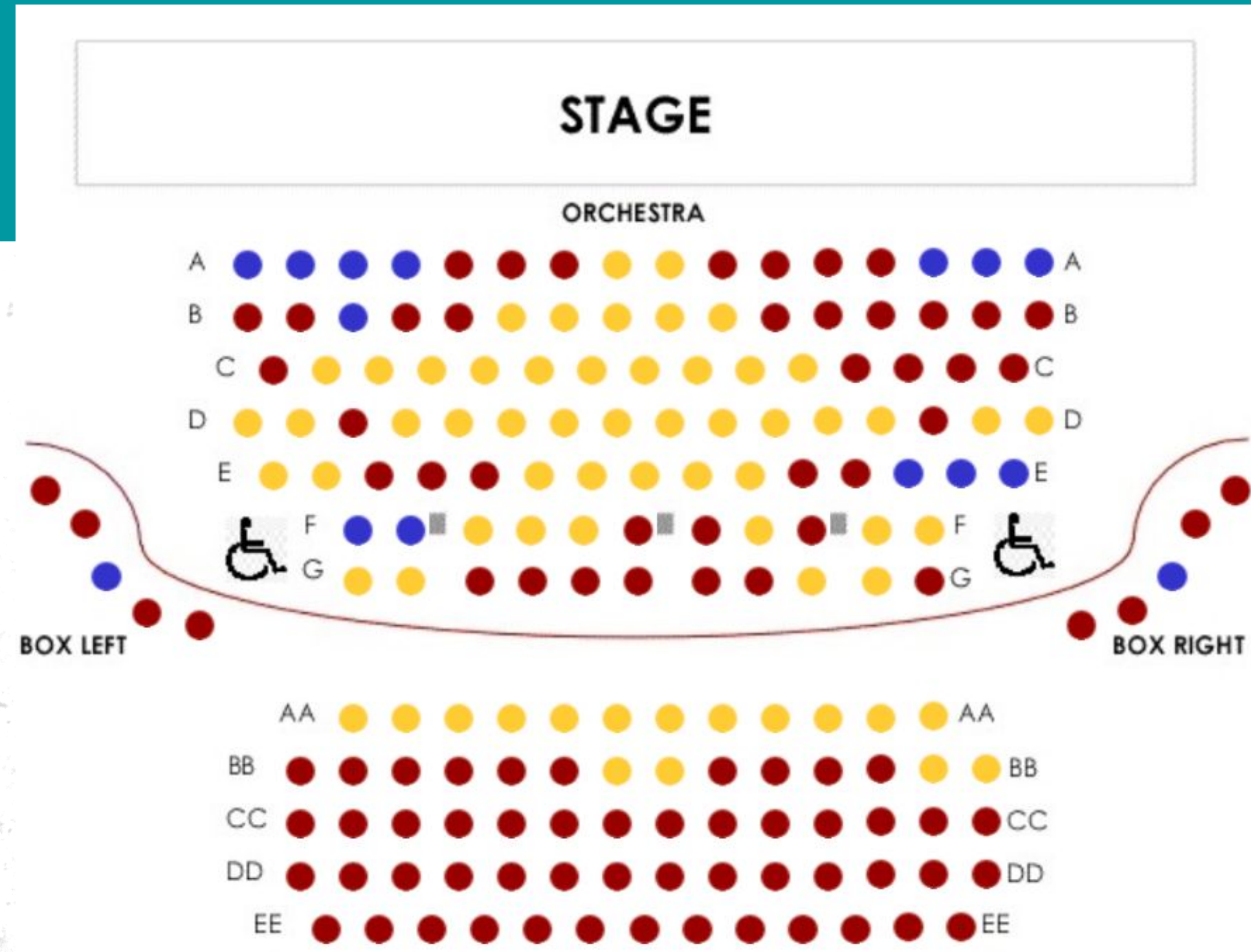
We pulled all tickets sales for Season 27 and found the percentage each seat was sold. Giving us a heat map of the favored seating. Green is less commonly purchased, while red-organge are most common.

New Seating Chart

ADDING A THIRD, REDUCED TIER

Using the Heat Map

Now more popular seats are more expensive (yellow), and less favored seats (red and blue) are now cheaper.



The Results?

THE “FIRE IS SPREADING” - THE HOTTEST SPOT IS SMALLER, MORE EVENLY SPREAD

A16	A15	A14	A13	A12	A11	A10	A09	A08	A07	A06	A05	A04	A03	A02	A01				
46.53%	52.48%	39.60%	46.53%	51.49%	56.44%	66.34%	72.28%	76.24%	68.32%	69.31%	56.44%	52.48%	43.56%	39.60%	33.66%				
B16	B15	B14	B13	B12	B11	B10	B09	B08	B07	B06	B05	B04	B03	B02	B01				
61.39%	63.37%	49.50%	59.41%	55.45%	73.27%	76.24%	80.20%	84.16%	70.30%	58.42%	53.47%	59.41%	53.47%	64.36%	68.32%				
	C15	C14	C13	C12	C11	C10	C09	C08	C07	C06	C05	C04	C03	C02	C01				
	67.33%	73.27%	71.29%	75.25%	71.29%	82.18%	79.21%	81.19%	81.19%	85.15%	80.20%	64.36%	63.37%	63.37%	71.29%				
D16	D15	D14	D13	D12	D11	D10	D09	D08	D07	D06	D05	D04	D03	D02	D01				
72.28%	70.30%	66.34%	78.22%	75.25%	83.17%	84.16%	82.18%	81.19%	81.19%	81.19%	79.21%	72.28%	54.46%	72.28%	70.30%				
	E15	E14	E13	E12	E11	E10	E09	E08	E07	E06	E05	E04	E03	E02	E01				
	70.30%	70.30%	63.37%	71.29%	68.32%	77.23%	79.21%	80.20%	72.28%	76.24%	68.32%	59.41%	44.55%	33.66%	30.69%				
					F11	F10	F09	F08	F07	F06	F05	F04	F03	F02	F01				
					40.59%	35.64%	59.41%	73.27%	73.27%	64.36%	62.38%	75.25%	49.50%	66.34%	72.28%				
					G11	G10	G09	G08	G07	G06	G05	G04	G03	G02	G01				
					43.56%	45.54%	51.49%	60.40%	58.42%	63.37%	63.37%	61.39%	42.57%	47.52%	51.49%				
BALCONY																			
BL1	50.50%				AA12	AA11	AA10	AA09	AA08	AA07	AA06	AA05	AA04	AA03	AA02	AA01	BR1	53.47%	
BL2	55.45%				71.29%	78.22%	64.36%	72.28%	73.27%	76.24%	71.29%	64.36%	74.26%	64.36%	73.27%	71.29%	BR2	57.43%	
BL3	31.68%		BB14	BB13	BB12	BB11	BB10	BB09	BB08	BB07	BB06	BB05	BB04	BB03	BB02	BB01	BR3	32.67%	
BL4	61.39%		40.59%	43.56%	35.64%	39.60%	42.57%	44.55%	59.41%	59.41%	46.53%	44.55%	37.62%	34.65%	50.50%	52.48%	BR4	52.48%	
BL5	56.44%		CC14	CC13	CC12	CC11	CC10	CC09	CC08	CC07	CC06	CC05	CC04	CC03	CC02	CC01	BR5	46.53%	
			22.77%	22.77%	17.82%	14.85%	20.79%	22.77%	26.73%	24.75%	19.80%	17.82%	12.87%	12.87%	15.84%	16.83%			
			DD14	DD13	DD12	DD11	DD10	DD09	DD08	DD07	DD06	DD05	DD04	DD03	DD02	DD01			
			24.75%	18.81%	13.86%	14.85%	22.77%	26.73%	33.66%	36.63%	28.71%	20.79%	20.79%	15.84%	25.74%	25.74%			
				EE13	EE12	EE11	EE10	EE09	EE08	EE07	EE06	EE05	EE04	EE03	EE02	EE01			
				16.83%	7.92%	4.95%	4.95%	6.93%	8.91%	12.87%	10.89%	6.93%	7.92%	6.93%	6.93%	7.92%			

Season
27

STAGE																			
A16	A15	A14	A13	A12	A11	A10	A09	A08	A07	A06	A05	A04	A03	A02	A01				
38.46%	34.62%	34.62%	38.46%	30.77%	46.15%	38.46%	42.31%	46.15%	46.15%	50.00%	46.15%	34.62%	38.46%	38.46%	38.46%				
B16	B15	B14	B13	B12	B11	B10	B09	B08	B07	B06	B05	B04	B03	B02	B01				
46.15%	42.31%	42.31%	57.69%	42.31%	42.31%	53.85%	61.54%	61.54%	38.46%	42.31%	50.00%	50.00%	50.00%	46.15%	34.62%				
	C15	C14	C13	C12	C11	C10	C09	C08	C07	C06	C05	C04	C03	C02	C01				
	50.00%	53.85%	50.00%	57.69%	65.38%	69.23%	65.38%	65.38%	61.54%	61.54%	61.54%	57.69%	57.69%	61.54%	57.69%				
D16	D15	D14	D13	D12	D11	D10	D09	D08	D07	D06	D05	D04	D03	D02	D01				
50.00%	57.69%	53.85%	57.69%	57.69%	57.69%	53.85%	61.54%	65.38%	65.38%	57.69%	61.54%	61.54%	46.15%	61.54%	61.54%				
	E15	E14	E13	E12	E11	E10	E09	E08	E07	E06	E05	E04	E03	E02	E01				
	57.69%	53.85%	57.69%	65.38%	53.85%	53.85%	69.23%	57.69%	61.54%	61.54%	61.54%	57.69%	53.85%	34.62%	34.62%				
					F11	F10	F09	F08	F07	F06	F05	F04	F03	F02	F01				
					26.92%	26.92%	42.31%	57.69%	50.00%	46.15%	42.31%	42.31%	42.31%	46.15%	50.00%				
					G11	G10	G09	G08	G07	G06	G05	G04	G03	G02	G01				
					26.92%	30.77%	38.46%	53.85%	57.69%	53.85%	53.85%	50.00%	30.77%	30.77%	30.77%				
BALCONY																			
BL1	38.46%				AA12	AA11	AA10	AA09	AA08	AA07	AA06	AA05	AA04	AA03	AA02	AA01	BR1	50.00%	
BL2	34.62%				50.00%	57.69%	50.00%	57.69%	53.85%	65.38%	61.54%	57.69%	57.69%	46.15%	61.54%	65.38%	BR2	50.00%	
BL3	42.31%		BB14	BB13	BB12	BB11	BB10	BB09	BB08	BB07	BB06	BB05	BB04	BB03	BB02	BB01	BR3	23.08%	
BL4	46.15%		46.15%	50.00%	50.00%	53.85%	50.00%	53.85%	38.46%	34.62%	53.85%	50.00%	42.31%	42.31%	42.31%	38.46%	BR4	34.62%	
BL5	50.00%		CC14	CC13	CC12	CC11	CC10	CC09	CC08	CC07	CC06	CC05	CC04	CC03	CC02	CC01	BR5	34.62%	
			15.38%	19.23%	11.54%	11.54%	11.54%	7.69%	11.54%	15.38%	15.38%	15.38%	11.54%	11.54%	15.38%	15.38%			
			DD14	DD13	DD12	DD11	DD10	DD09	DD08	DD07	DD06	DD05	DD04	DD03	DD02	DD01			
			11.54%	7.69%	7.69%	11.54%	15.38%	15.38%	19.23%	19.23%	15.38%	19.23%	15.38%	15.38%	15.38%	11.54%			
				EE13	EE12	EE11	EE10	EE09	EE08	EE07	EE06	EE05	EE04	EE03	EE02	EE01			
				11.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.85%	0.00%	0.00%	0.00%	3.85%	3.85%			

Eureka Day- 1st
show

The Results?

THE “FIRE IS RAGING” - MORE EVEN DISTRIBUTION ACROSS THE ROOM

A16	A15	A14	A13	A12	A11	A10	A09	A08	A07	A06	A05	A04	A03	A02	A01				
46.53%	52.48%	39.60%	46.53%	51.49%	56.44%	66.34%	72.28%	76.24%	68.32%	69.31%	56.44%	52.48%	43.56%	39.60%	33.66%				
B16	B15	B14	B13	B12	B11	B10	B09	B08	B07	B06	B05	B04	B03	B02	B01				
61.39%	63.37%	49.50%	59.41%	55.45%	73.27%	76.24%	80.20%	84.16%	70.30%	58.42%	53.47%	59.41%	53.47%	64.36%	68.32%				
	C15	C14	C13	C12	C11	C10	C09	C08	C07	C06	C05	C04	C03	C02	C01				
		67.33%	73.27%	71.29%	75.25%	71.29%	82.18%	79.21%	81.19%	81.19%	85.15%	80.20%	64.36%	63.37%	63.37%	71.29%			
D16	D15	D14	D13	D12	D11	D10	D09	D08	D07	D06	D05	D04	D03	D02	D01				
72.28%	70.30%	66.34%	78.22%	75.25%	83.17%	84.16%	82.18%	81.19%	81.19%	81.19%	79.21%	72.28%	54.46%	72.28%	70.30%				
	E15	E14	E13	E12	E11	E10	E09	E08	E07	E06	E05	E04	E03	E02	E01				
		70.30%	70.30%	63.37%	71.29%	68.32%	77.23%	79.21%	80.20%	72.28%	76.24%	68.32%	59.41%	44.55%	33.66%	30.69%			
					F11	F10	F09	F08	F07	F06	F05	F04	F03	F02	F01				
						40.59%	35.64%	59.41%	73.27%	73.27%	64.36%	62.38%	75.25%	49.50%	66.34%	72.28%			
					G11	G10	G09	G08	G07	G06	G05	G04	G03	G02	G01				
						43.56%	45.54%	51.49%	60.40%	58.42%	63.37%	63.37%	61.39%	42.57%	47.52%	51.49%			
BALCONY																			
BL1	50.50%				AA12	AA11	AA10	AA09	AA08	AA07	AA06	AA05	AA04	AA03	AA02	AA01	BR1	53.47%	
BL2	55.45%				71.29%	78.22%	64.36%	72.28%	73.27%	76.24%	71.29%	64.36%	74.26%	64.36%	73.27%	71.29%	BR2	57.43%	
BL3	31.68%		BB14	BB13	BB12	BB11	BB10	BB09	BB08	BB07	BB06	BB05	BB04	BB03	BB02	BB01	BR3	32.67%	
BL4	61.39%		40.59%	43.56%	35.64%	39.60%	42.57%	44.55%	59.41%	59.41%	46.53%	44.55%	37.62%	34.65%	50.50%	52.48%	BR4	52.48%	
BL5	56.44%		CC14	CC13	CC12	CC11	CC10	CC09	CC08	CC07	CC06	CC05	CC04	CC03	CC02	CC01	BR5	46.53%	
					22.77%	22.77%	17.82%	14.85%	20.79%	22.77%	26.73%	24.75%	19.80%	17.82%	12.87%	15.84%	16.83%		
					DD14	DD13	DD12	DD11	DD10	DD09	DD08	DD07	DD06	DD05	DD04	DD03	DD02	DD01	
					24.75%	18.81%	13.86%	14.85%	22.77%	26.73%	33.66%	36.63%	28.71%	20.79%	20.79%	15.84%	25.74%	25.74%	
						EE13	EE12	EE11	EE10	EE09	EE08	EE07	EE06	EE05	EE04	EE03	EE02	EE01	
						16.83%	7.92%	4.95%	4.95%	6.93%	8.91%	12.87%	10.89%	6.93%	7.92%	6.93%	6.93%	7.92%	

Season
27

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	STAGE																	
2	A16	A15	A14	A13	A12	A11	A10	A09	A08	A07	A06	A05	A04	A03	A02	A01		
3	38.89%	33.33%	38.89%	55.56%	44.44%	72.22%	88.89%	66.67%	66.67%	72.22%	77.78%	77.78%	61.11%	61.11%	22.22%	22.22%		
4	B16	B15	B14	B13	B12	B11	B10	B09	B08	B07	B06	B05	B04	B03	B02	B01		
5	61.11%	61.11%	50.00%	72.22%	72.22%	72.22%	88.89%	100.00%	94.44%	83.33%	83.33%	88.89%	100.00%	72.22%	61.11%	66.67%		
6		C15	C14	C13	C12	C11	C10	C09	C08	C07	C06	C05	C04	C03	C02	C01		
7		77.78%	61.11%	66.67%	77.78%	72.22%	77.78%	83.33%	100.00%	94.44%	77.78%	77.78%	83.33%	77.78%	77.78%	88.89%		
8	D16	D15	D14	D13	D12	D11	D10	D09	D08	D07	D06	D05	D04	D03	D02	D01		
9	77.78%	77.78%	66.67%	72.22%	83.33%	94.44%	94.44%	88.89%	88.89%	83.33%	88.89%	88.89%	77.78%	66.67%	72.22%	88.89%		
10		E15	E14	E13	E12	E11	E10	E09	E08	E07	E06	E05	E04	E03	E02	E01		
11		77.78%	72.22%	77.78%	94.44%	83.33%	83.33%	94.44%	83.33%	77.78%	88.89%	83.33%	72.22%	72.22%	33.33%	33.33%		
12						F11	F10	F09	F08	F07	F06	F05	F04	F03	F02	F01		
13						27.78%	27.78%	66.67%	83.33%	83.33%	72.22%	61.11%	77.78%	61.11%	66.67%	83.33%		
14						G11	G10	G09	G08	G07	G06	G05	G04	G03	G02	G01		
15						33.33%	33.33%	44.44%	61.11%	72.22%	61.11%	72.22%	77.78%	27.78%	27.78%	44.44%		
16	BALCONY																	
17	BL1	66.67%				AA12	AA11	AA10	AA09	AA08	AA07	AA06	AA05	AA04	AA03	AA02	AA01	
18	BL2	61.11%				83.33%	77.78%	77.78%	94.44%	83.33%	83.33%	94.44%	94.44%	88.89%	72.22%	88.89%	88.89%	
19	BL3	50.00%		BB14	BB13	BB12	BB11	BB10	BB09	BB08	BB07	BB06	BB05	BB04	BB03	BB02	BB01	
20	BL4	83.33%		83.33%	72.22%	72.22%	77.78%	72.22%	66.67%	61.11%	55.56%	72.22%	66.67%	55.56%	55.56%	83.33%	88.89%	
21	BL5	83.33%		CC14	CC13	CC12	CC11	CC10	CC09	CC08	CC07	CC06	CC05	CC04	CC03	CC02	CC01	
22						11.11%	16.67%	16.67%	16.67%	16.67%	16.67%	38.89%	38.89%	22.22%	22.22%	16.67%	16.67%	16.67%
23				DD14	DD13	DD12	DD11	DD10	DD09	DD08	DD07	DD06	DD05	DD04	DD03	DD02	DD01	

Furlough’s Paradise - 5th
show

How did we do this?

Run Seat Status by Instance

Seating Analysis

Seats with

Seat Status

☒ Sold

☐ Available

☐ Locked

☐ Selected

☐ Reserved

☐ Scanned

☐ Held (Fixed Series)

does

▼

include

and Event Instances

Instances

includes

Furlough's Paradise 10 May 2026 14:00, 14 May 2026 19:30, 22 May 2026 19:30, 29 May 2026 19:30, 28 May 2026 19:30, 30 Apr 2026 19:30, 01 May 2026 19:30, 07 May 2026 19:30, 02 May 2026 19:30, 21 May 2026 19:30, 08 May 2026 19:30, 15

and Instance included in metrics

☒

Custom Report: Seat
Status by Instance

Furlough's Paradise	2026-05-16 19:30	A1	A1	2
Furlough's Paradise	2026-05-17 14:00	A1	A2	3
Furlough's Paradise	2026-05-22 19:30	A10	A3	5
Furlough's Paradise	2026-05-07 19:30	A10	A4	7
Furlough's Paradise	2026-05-02 19:30	A10	A5	10
Furlough's Paradise	2026-05-08 19:30	A10	A6	12
Furlough's Paradise	2026-05-17 14:00	A10	A7	11
Furlough's Paradise	2026-05-30 19:30	A10	A8	11
Furlough's Paradise	2026-05-24 14:00	A10	A9	11
Furlough's Paradise	2026-05-31 14:00	A10	A10	8
Furlough's Paradise	2026-05-22 19:30	A11	A11	9
Furlough's Paradise	2026-04-30 19:30	A11	A12	6
Furlough's Paradise	2026-05-07 19:30	A11	A13	7
Furlough's Paradise	2026-05-02 19:30	A11	A14	5
Furlough's Paradise	2026-05-08 19:30	A11	A15	8
Furlough's Paradise	2026-05-17 14:00	A11	A16	9
Furlough's Paradise	2026-05-30 19:30	A11	B1	7
Furlough's Paradise	2026-05-24 14:00	A11	B2	9

Moved the info to a
Google Sheet

How did we do this?

	A	B	C	D
1	SEATS	How Many Nights Filled	%FILLED	
2	A1	4	21.05%	
3	A2	4	21.05%	
4	A3	11	57.89%	
5	A4	11	57.89%	
6	A5	14	73.68%	
7	A6	14	73.68%	
8	A7	13	68.42%	
9	A8	12	63.16%	
10	A9	12	63.16%	
11	A10	16	84.21%	
12	A11	13	68.42%	
13	A12	8	42.11%	
14	A13	10	52.63%	
15	A14	7	36.84%	
16	A15	6	31.58%	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	STAGE																			
2	A16	A15	A14	A13	A12	A11	A10	A09	A08	A07	A06	A05	A04	A03	A02	A01				
3	38.89%	33.33%	38.89%	55.56%	44.44%	72.22%	88.89%	66.67%	66.67%	72.22%	77.78%	77.78%	61.11%	61.11%	22.22%	22.22%				
4	B16	B15	B14	B13	B12	B11	B10	B09	B08	B07	B06	B05	B04	B03	B02	B01				
5	61.11%	61.11%	50.00%	72.22%	72.22%	72.22%	88.89%	100.00%	94.44%	83.33%	83.33%	88.89%	100.00%	72.22%	61.11%	66.67%				
6		C15	C14	C13	C12	C11	C10	C09	C08	C07	C06	C05	C04	C03	C02	C01				
7		77.78%	61.11%	66.67%	77.78%	72.22%	77.78%	83.33%	100.00%	94.44%	77.78%	77.78%	83.33%	77.78%	77.78%	88.89%				
8	D16	D15	D14	D13	D12	D11	D10	D09	D08	D07	D06	D05	D04	D03	D02	D01				
9	77.78%	77.78%	66.67%	72.22%	83.33%	94.44%	94.44%	88.89%	88.89%	83.33%	88.89%	88.89%	77.78%	66.67%	72.22%	88.89%				
10		E15	E14	E13	E12	E11	E10	E09	E08	E07	E06	E05	E04	E03	E02	E01				
11		77.78%	72.22%	77.78%	94.44%	83.33%	83.33%	94.44%	83.33%	77.78%	88.89%	83.33%	72.22%	72.22%	33.33%	33.33%				
12						F11	F10	F09	F08	F07	F06	F05	F04	F03	F02	F01				
13						27.78%	27.78%	66.67%	83.33%	83.33%	72.22%	61.11%	77.78%	61.11%	66.67%	83.33%				
14						G11	G10	G09	G08	G07	G06	G05	G04	G03	G02	G01				
15						33.33%	33.33%	44.44%	61.11%	72.22%	61.11%	72.22%	77.78%	27.78%	27.78%	44.44%				
16	BALCONY																			
17	BL1	66.67%				AA12	AA11	AA10	AA09	AA08	AA07	AA06	AA05	AA04	AA03	AA02	AA01	BR1	66.67%	
18	BL2	61.11%				83.33%	77.78%	77.78%	94.44%	83.33%	83.33%	94.44%	94.44%	88.89%	72.22%	88.89%	88.89%	BR2	66.67%	
19	BL3	50.00%		BB14	BB13	BB12	BB11	BB10	BB09	BB08	BB07	BB06	BB05	BB04	BB03	BB02	BB01	BR3	50.00%	
20	BL4	83.33%		83.33%	72.22%	72.22%	77.78%	72.22%	66.67%	61.11%	55.56%	72.22%	66.67%	55.56%	55.56%	83.33%	88.89%	BR4	50.00%	
21	BL5	83.33%		CC14	CC13	CC12	CC11	CC10	CC09	CC08	CC07	CC06	CC05	CC04	CC03	CC02	CC01	BR5	55.56%	
22				11.11%	16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	38.89%	38.89%	22.22%	22.22%	16.67%	16.67%	16.67%			
23				DD14	DD13	DD12	DD11	DD10	DD09	DD08	DD07	DD06	DD05	DD04	DD03	DD02	DD01			

Translated to a visual representation of the seat map

- How often the seat was sat in
- What percentage of shows that seat was sold during run

What's Next?

- Dynamic Pricing
- Moving to CPRD next season
- New Seating when we return to 1080 Acoma

