Ticket Buyers Are Still Spending

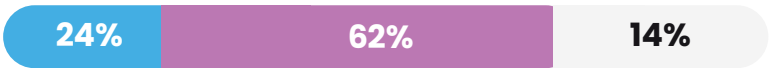
But They Know What Good Value Looks Like.

The full 2027 UK Ticket Buyer Report takes the stage early next year. For now, here's your first look. Early findings from our survey of more than 1,300 WhatsOnStage audience members show that UK audiences are still making room for live experiences. Price, seats, transparency and ongoing benefits all play a part in winning their next booking.

86%

Expect to Spend the Same or More on Live Events

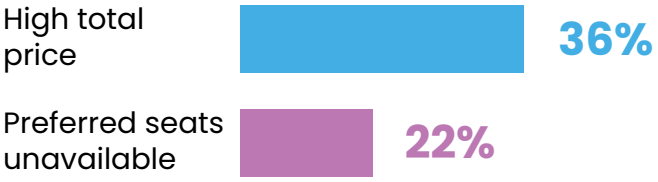
Live event experiences still make the budget



24% expect to spend more, while another 62% expect to spend about the same over the next 12 months.

Price clarity can help close the sale

MAIN REASON FOR ABANDONING A PURCHASE

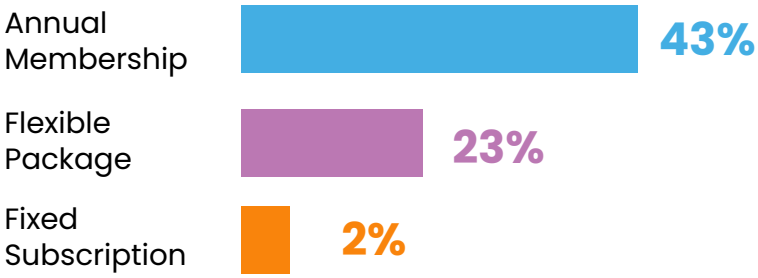


74%

Want the Full Price Upfront Including fees, to feel more confident completing a purchase.

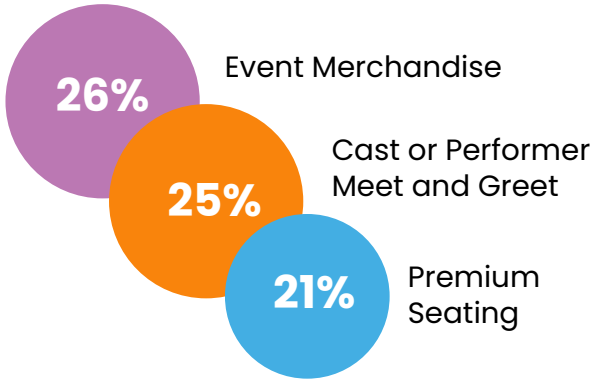
They Want Commitment That Rewards Them

PREFERRED MEMBERSHIP OR PACKAGE TYPE



Value Can Extend Beyond the Ticket

INTEREST IN EXPERIENCE ENHANCING ADD ONS



This Is Just the Opening Act

The full report will explore how UK audiences discover shows, make purchasing decisions, judge value and build relationships with venues and live event organisations.

Source: AudienceView and WhatsOnStage UK Audience Survey, Autumn 2026. Based on 1,325 respondents.