

CASE STUDY Crested Butte Music Festival

Attracting a Wider Audience to the World-Class Music Festival



“Now that we clearly understand what our audience thinks of the festival, we can realize better use of marketing dollars and the potential for higher ticket sales.”

— Dalexander Scheirle, Artistic/Managing Director with CBMF

CHALLENGE

Folks travel from all over to attend the Crested Butte Music Festival (CBMF), featuring top-name artists who have performed with the Metropolitan Opera, award-winning bluegrass bands, renowned conductors and many others. Yet the organization struggled to attract locals to the world-class performances.

SOLUTION

During phone surveys with residents in the Crested Butte and surrounding areas, locals indicated they were willing to pay \$25–62 to attend a single performance. With the average event ticket price at \$28, actual cost was well within locals' comfort zone. Yet residents perceived the cost to be higher than actual pricing.

With that knowledge top of mind, recommendations such as these were made to help CBMF correct locals' perceptions:

- Outline specific events by cost in the festival quick reference guide that goes to all locals.
- Make it clearer that pricing changes by venue and time—that locals can choose the Friday night opera for a lower price than the Saturday night show.
- Deploy a campaign that highlights the lower-cost events and freebies offered by the CBMF—including free and pay-what-you-can performances.
- Execute a dedicated public relations campaign to make pricing clearer to residents.
- Make media aware of the different offerings at varying costs through genre-specific releases and media relations outreach

RESULTS

Now the CBMF marketing team better understands how to attract locals to the festival events. “We clearly understand what our audience thinks of the festival, so we're better able to communicate with locals and encourage them to attend more events,” says Artistic/Managing Director Alexander Scheirle. “And that means better use of marketing dollars and the potential for higher ticket sales.”

