

“We’ve been upselling dinner packages and **pre-show parties** like the “I Love the 90’s Totally Rad Party.” — RYAN MACIVOR

CROWDS CHEER... CONTINUED FROM PAGE 34

the weak year, according to Donnelly. “We’re a strong rock market,” he explained. “Less rock equals less revenue.”

Bruno Mars, Ed Sheeran, Kanye West and Red Hot Chili Peppers were all good shows for Bell MTS Place this year. Ticket prices were \$25-\$200. “People respond to reasonable ticket prices,” said Donnelly. “We see promoters working with us to keep ticket prices down for the economy tickets. The upper prices for big acts have good traction; a good mix works best.”

F&B was strong. “We added a lot of premium offerings,” he said. “The spend continues to grow on our hockey products and the country acts per caps are really, really healthy.” Donnelly said adding craft beer and imported beer was a big bonus. “The beer market for the premium beers is getting bigger every day.”

Bell MTS Place is in the third year of a four-year renovation. This year \$13 million was spent on a complete overhaul of the public spaces. “We’re getting a new front atrium; new ceilings; new flooring; new walls; new art; new televisions and new digital displays,” he said.

Security is a big concern in Canada, as it is everywhere since the Manchester (U.K.) bombing. “We’ve changed security procedures and now use our own bomb dog, Daisy, and some of her peers at every event,” said Donnelly. Daisy lives with one of the security employees when she’s not on duty.

“We’ll have a record year,” said Wayne Zronik, SVP, music & live events, **AIR CANADA CENTRE** (soon to be Scotiabank Arena), Toronto. “It was an amazing year. The traffic was very strong.” Zronik said they were up 10 percent and attributes the bump to “multiples, comedy and a tremendous music schedule.”

Highlights included Louis C.K., Amy Schumer, Jeff Dunham, “Game of Thrones,” Bon Jovi, Kendrick Lamarr, Bruno Mars, Lady Gaga and Coldplay. Tickets range from \$40-\$300 for VIP packages.

F&B was up 10 percent as well. “We added new Toronto-centric local flavors in the form of local food truck offerings like Fidel

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Based on concert and event grosses from July 1, 2016 – June 30, 2017, as reported to *Venues Today*.

> 15,001 AND MORE CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Air Canada Centre, Toronto	20,000	\$48,936,190	751,242	57
2. Bell Centre, Montreal	21,500	\$40,067,709	488,105	69
3. Rogers Arena, Vancouver, British Columbia	20,763	\$30,258,577	387,867	33
4. FirstOntario Centre, Hamilton	19,000	\$14,081,207	193,755	27
5. Videotron Centre, Quebec City	18,482	\$13,333,003	153,668	23

> 10,001-15,000 CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Budweiser Gardens, London	10,200	\$10,141,085	206,733	54
2. Bell MTS Place, Winnipeg, Manitoba	15,000	\$2,998,694	50,270	11
3. SaskTel Centre, Saskatoon	13,300	\$1,567,043	28,334	3
4. Uniprix Stadium, Montreal	11,700	\$205,315	5,550	1
5. Scotiabank Centre, Halifax, Nova Scotia	13,000	\$111,515	2,361	1

> 5,001-10,000 CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Abbotsford (British Columbia) Centre	8,500	\$3,948,386	96,956	31
2. Rogers K-Rock Centre, Kingston, Ontario	5,700	\$2,840,601	54,250	24
3. Hershey Centre, Mississauga, Ontario	5,200	\$2,074,021	83,778	47
4. Tribute Communities Centre, Oshawa, Ontario	6,000	\$1,896,334	43,144	15
5. South Okanagan Events Centre, Penticton, B.C.	5,200	\$941,075	30,236	10

> 2,001-5,000 CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Place des Arts, Montreal	2,982	\$4,352,630	81,701	48
2. FirstOntario Concert Hall, Hamilton	2,205	\$2,581,003	58,501	69
3. Metropolis, Montreal	2,318	\$1,647,377	55,971	34
4. Massey Hall, Toronto	2,753	\$918,065	15,402	6
5. Olympia Theatre, Montreal	2,438	\$552,672	15,295	14

> 2,000 OR FEWER CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Virgin Mobile Corona Theatre, Montreal	925	\$601,572	27,645	40
2. L'Etoile Banque Nationale, Brossard, Quebec	860	\$295,250	7,766	12
3. Le Zenith, St- Eustache, Quebec	720	\$169,048	3,841	7
4. The Danforth Music Hall, Toronto	1,250	\$134,136	4,689	4
5. Salle Albert Rousseau, Quebec City	1,348	\$131,203	4,266	4

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