Jackrabbit Dance

Dance Studio Industry Benchmark Report

2024

A Note From the Creator:

Introduction

Key metrics like class size, discount percentages and month-to-month income growth are all integral to the success of your dance studio. But without context, these numbers may leave you with more questions than answers.

- Do I have the right class size to maximize tuition revenue?
- Am I offering too many family and student discounts?
- Should I consider adding more staff to my roster?

These questions are just the beginning. In this report, we present industry benchmarks to enable you to gauge your program's performance relative to other dance studios globally. Armed with this information, you'll be better positioned to pinpoint growth opportunities for your program and determine where to concentrate your efforts most effectively.

From all of us at Jackrabbit Technologies and our integration partners, we appreciate you diving into the 2024 Dance Studio Industry Benchmark Report.

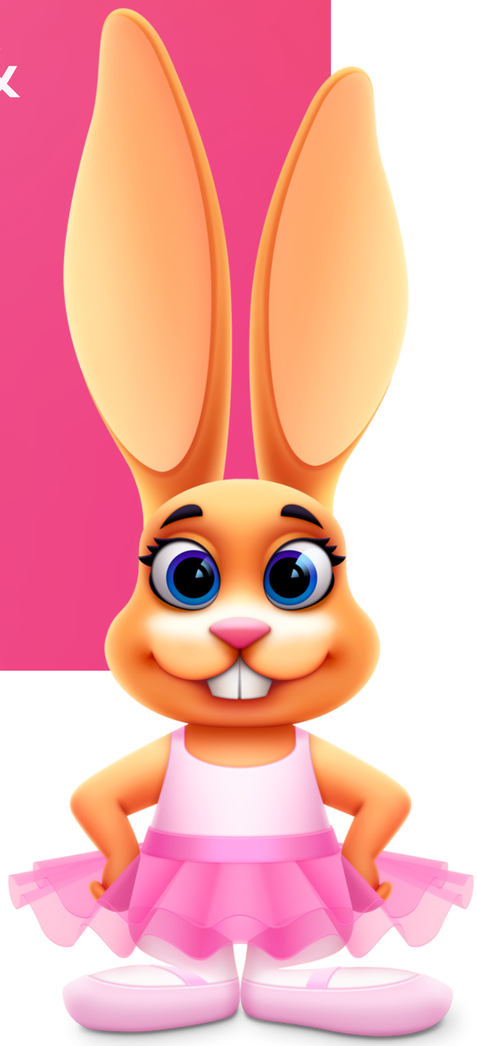
Emily Correa
Director of Marketing
Jackrabbit Technologies

Jackrabbit Dance

2024 REPORT

Methodology

A combination of blind & aggregated Jackrabbit client data.



jackrabbitdance.com

4,414 Organizations

Our report covers 4,414 dance studios, giving you a broad look at what's working in the industry. From small, local studios to larger, enterprise organizations, you'll get a real-world view of how different businesses operate and grow.

4 Years of Data

We've gathered four years' worth of information, showing you the ups and downs and big changes in your industry. This helps you see not just what's happening now, but how things have changed over time.

4 Business Sizes

Whether your studio is just starting out or has been around for years, our report has useful information for you. We've split the data to match different sizes of businesses, so you can find insights that fit your studio's needs.

25 Countries

With data from 25 countries, our report gives you a global picture of the dance studio world. See what studios are doing in different parts of the world and get fresh ideas for your own studio, no matter where it is.

2024 REPORT

Business Sizes

Small

1 - 100 Students

Mid-Market

101 - 500 Students

Large

501 - 1,000 Students

Enterprise

1,001+ Students

KEY FINDINGS

Jackrabbit Dance

CUSTOMER & STAFF LOYALTY

Increased Digital and Technology Utilization

The continued rise in the use of digital tools, including Jackrabbit's Spot TV integration and mobile app, reflects an industry shift towards tech-driven solutions. Studios should invest in technology to improve customer experience and streamline operations.

Family Engagement as a Core Strategy

The high usage of family engagement tools and the popularity of classes for younger age groups underscore the importance of family-centric approaches in marketing and customer service.

Staff and Workforce Development

With staff wages increasing and the number of active staff growing, studios should focus on staff development and retention strategies. Offering competitive wages and a positive work environment can be key to retaining quality instructors and staff.

Policy and Payment Protocol Importance

The trend towards more structured payment protocols and policy implementation continues. Studios should ensure their payment and policy systems are user-friendly to secure revenue and enhance customer loyalty.

ENROLLMENT GROWTH

Sustained Enrollment Growth with Various Studio Sizes

Consistent growth across all studio sizes from 2022 to 2023, especially in the mid-market and enterprise categories, reinforces the trend of increasing interest in dance. However, the growth rate seems to be stabilizing, as indicated by the similar percentages in 2022 and 2023.

Enrollment Growth and Diversification in Services

There is significant growth in enrollment, particularly the mid-market and enterprise categories. The high engagement through Jackrabbit's digital tools and the popularity of special events suggests that diversifying services beyond traditional classes is a key strategy. Studios should continue to innovate in class offerings and explore additional revenue streams like events and merchandise sales.

Adapting to Market Dynamics

The trend of larger businesses growing further suggests a dynamic market. Smaller studios may need to explore niche offerings or focus on community engagement to compete effectively or consider investing in or creating a marketing strategy similar to their larger competitors.

REVENUE & EXPENSES

Strategic Pricing Amidst Financial Pressures

Despite inflationary pressures, tuition fees have increased, suggesting a move towards strategic pricing to offset rising costs. Studios should evaluate their pricing strategies carefully, considering the balance between remaining competitive and maintaining profitability.

Continued Expense Challenges Amidst Growth

Despite growth in enrollments and diversification in revenue streams, studios continue to face challenges with increased inflation and supply chain issues. Staff wages have risen, in line with last year's trend of increased wages to combat staff turnover. This highlights the need for careful financial planning and budget management.

Evaluating Discounting Practices

With over-discounting identified as a risk last year, studios should carefully evaluate their discounting practices, ensuring they strike the right balance between attracting students and maintaining profitability.

Families

This year's detailed enrollment data, broken down by month and year, across various studio sizes showed trends in how dance studio operators are maximizing Jackrabbit to enhance their business, stay ahead of parent enrollment preferences and gain insights into effective communication strategies that keep families engaged and informated.

2024

Year-Over-Year

Business Development

What does enrollment growth look like across Jackrabbit Dance clients? Enrollments are coming in, but customer loyalty is declining.

Benchmarks 2024

2023 vs. 2022

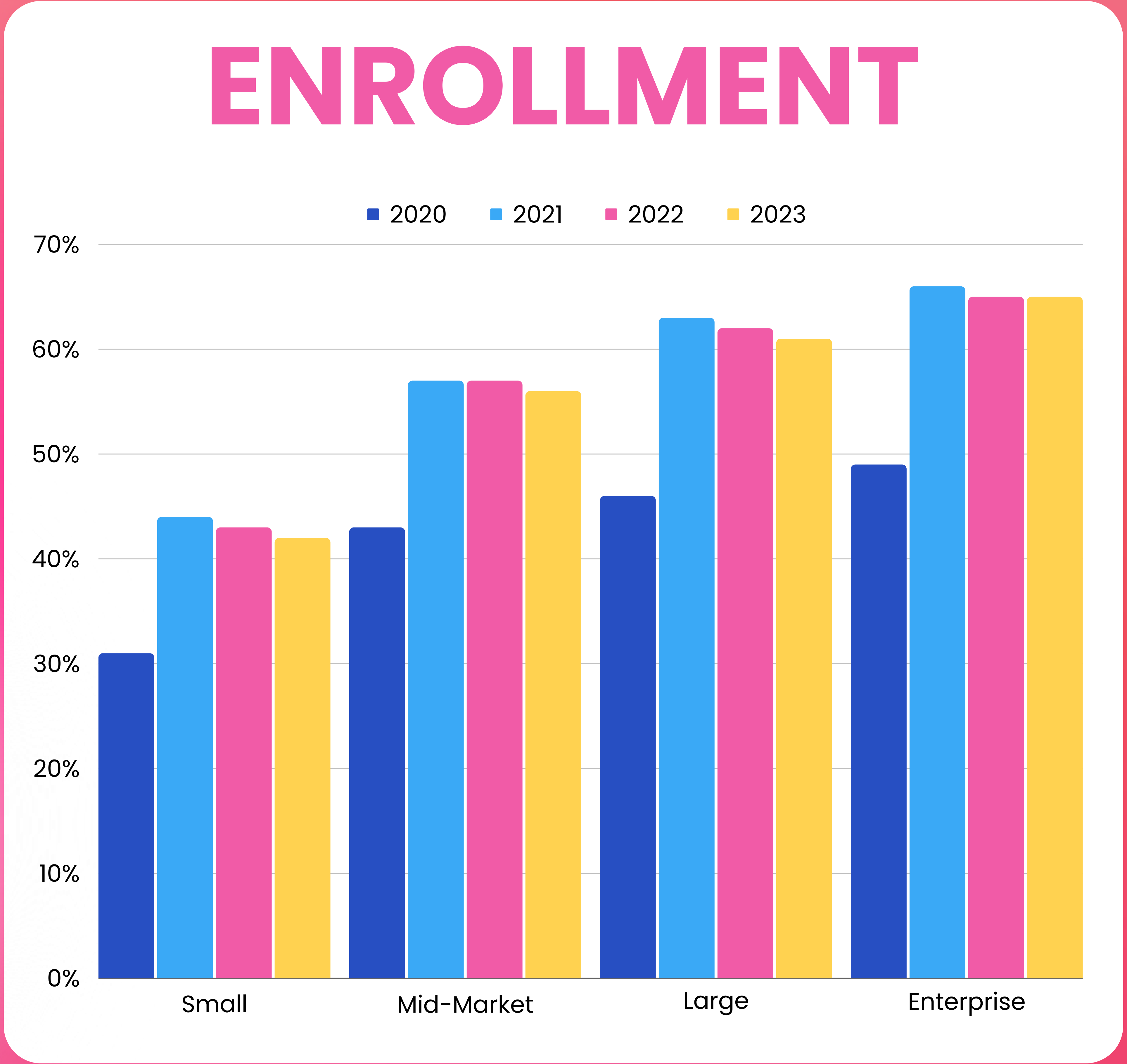
Peak enrollment season: June, July, August

+8%

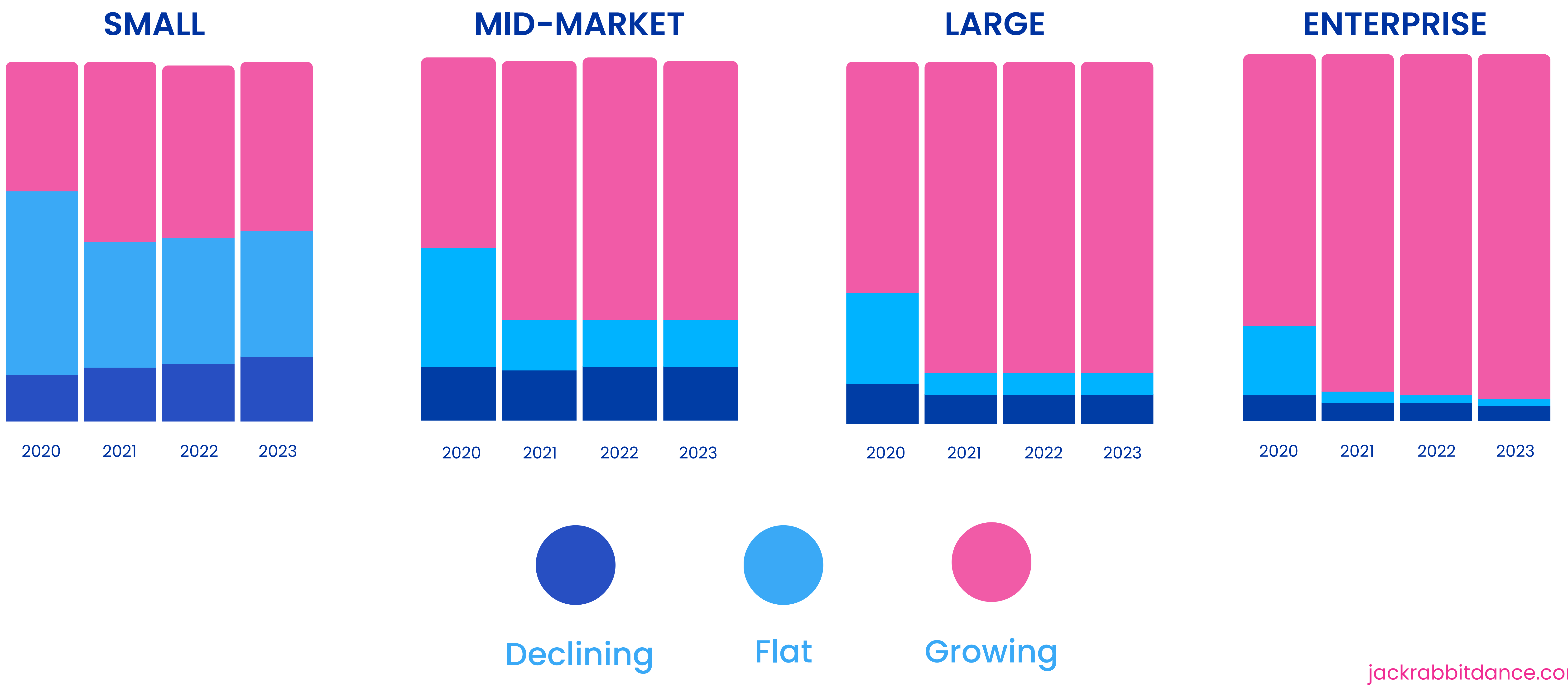
During peak enrollment months dance clients reported 8% more enrollments than the previous year.

-10%

During peak drop months, clients reported 10% more class drops than the previous year.



Clients by size and year, student growth category month-over-month.



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Family Engagement

Jackrabbit Dance

86%

Top 3 Resource Types: Recital Music, Costumes, and Dress Code.

Resources added to Classes, of which 94% are viewable in the Parent Portal.

TU

Most popular day for resource sharing in the Parent Portal is Tuesday.

Percentage of Dance clients who utilized the Jackrabbit Parent Portal for family communication and engagement each month in 2023.

82%	95%	97%	97%
SMALL	MID	LARGE	ENTERPRISE

1.4M

Approximately 1.4 million custom-branded mobile app downloads since 2021 through Jackrabbit Plus.

27k+

More than 27,000 dance families live streamed classes each month using Jackrabbit's Spot TV integration.

#1 CAMERA SYSTEM & STREAMING APP

70K+

Over 70,000 active users monthly in the Jackrabbit Plus group chat feature released in early 2023.

7M

Over seven million push notifications were sent through Jackrabbit Plus mobile apps in 2023.

280k

Over 280,000 class enrollments were initiated from Jackrabbit Plus mobile apps in 2023 in addition to Online Registration and Parent Portal sources.

Your Brand.
Your App.

Jackrabbit Plus+

New Feature!

One Connection, Unlimited Possibilities.

Simplify your workflows using Jackrabbit's Zapier integration.

- 3,000 active zaps
- Most popular zap is triggered when a student enrolls
- Most common connection is lead management

"Zapier is an assistant on your team doing simple tasks that make our day often mundane."

—Jennifer, Owner

Jackrabbit Dance

COMING IN 2024

Zippy AI

Communicate efficiently and reduce staff workload with Zippy AI.

Introducing: Zippy AI, your very own AI-powered chatbot found when creating an email so you get more done in less time with ease.

Let Zippy do the work for you!

See the Product Roadmap

Jackrabbit Dance

Classes & Students

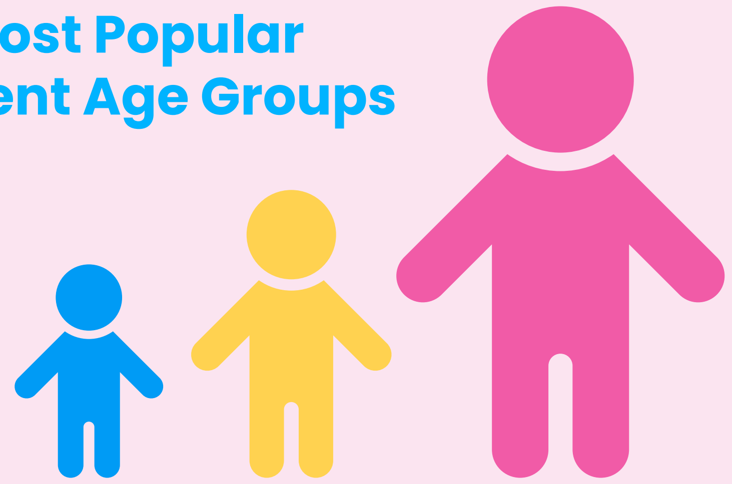
Class and student data across Jackrabbit clients illustrated the standards on program schedule, as well as the optimal class sizes and service options - including reporting and makeup class options being offered.

2024

2023 Class & Student
Program Trends

Consistency was key in 2023, with most Jackrabbit Dance clients maintaining class times and schedules. Service offerings like scheduling absences and makeups through the Parent Portal gained momentum.

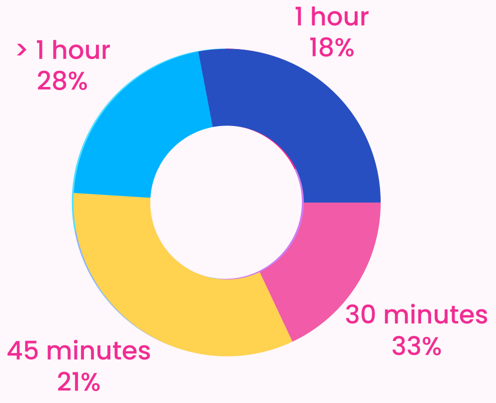
Most Popular Student Age Groups



7 The average family enrolled among Jackrabbit Dance clients takes seven classes annually.

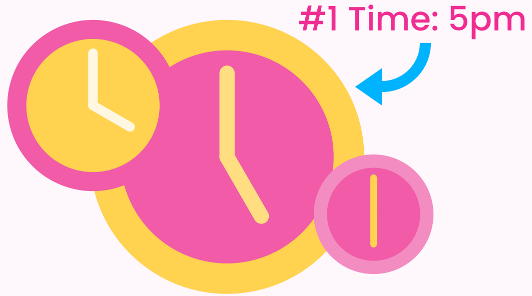
classes

CLASS DURATIONS

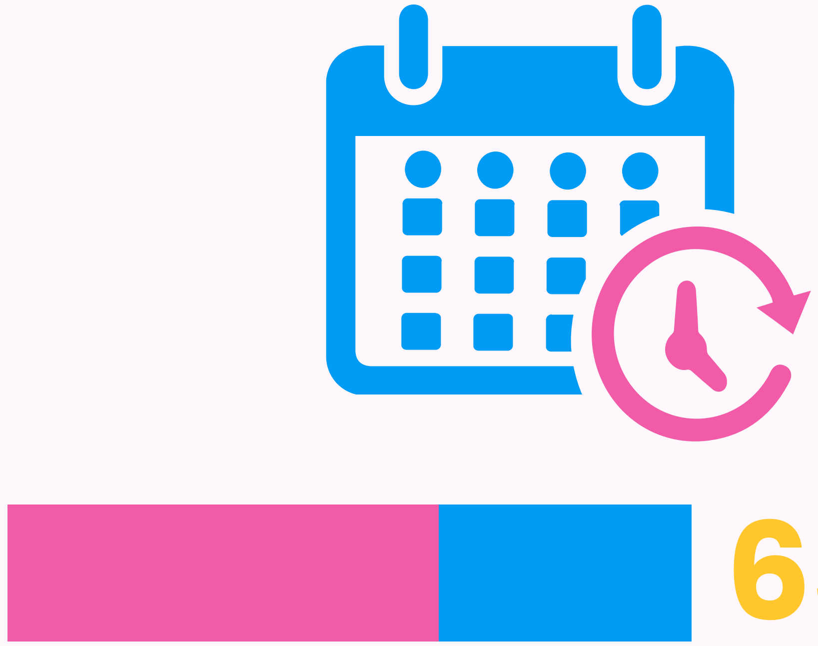


times

CLASS TIMES



popular days

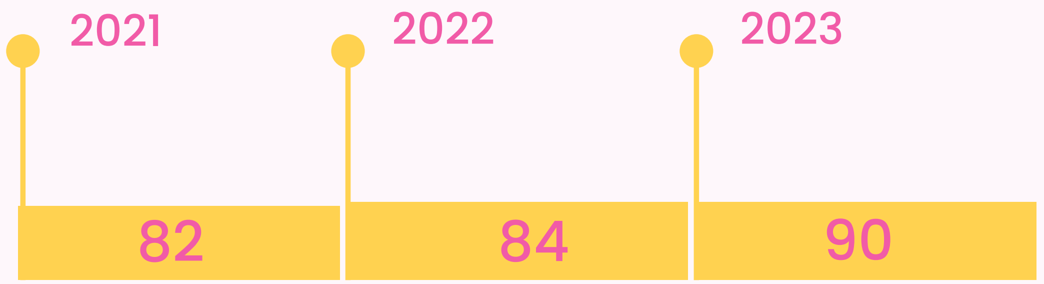


63%

of all scheduled makeups had a makeup class completed

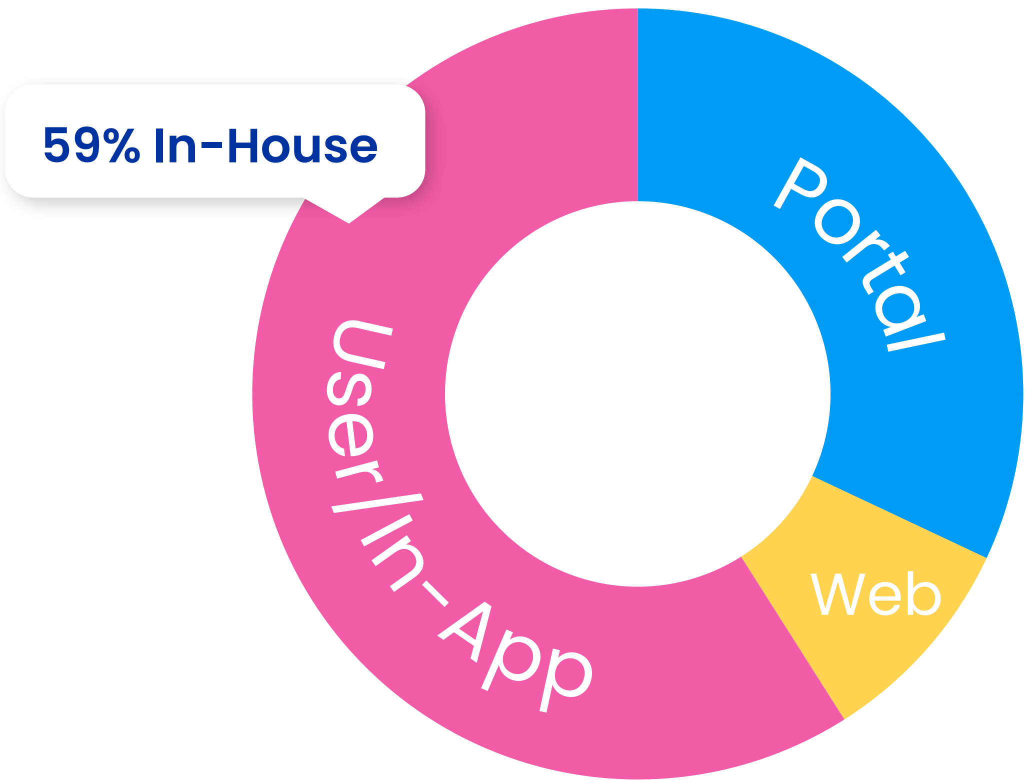
85

Average number of active classes held per Jackrabbit Dance client annually

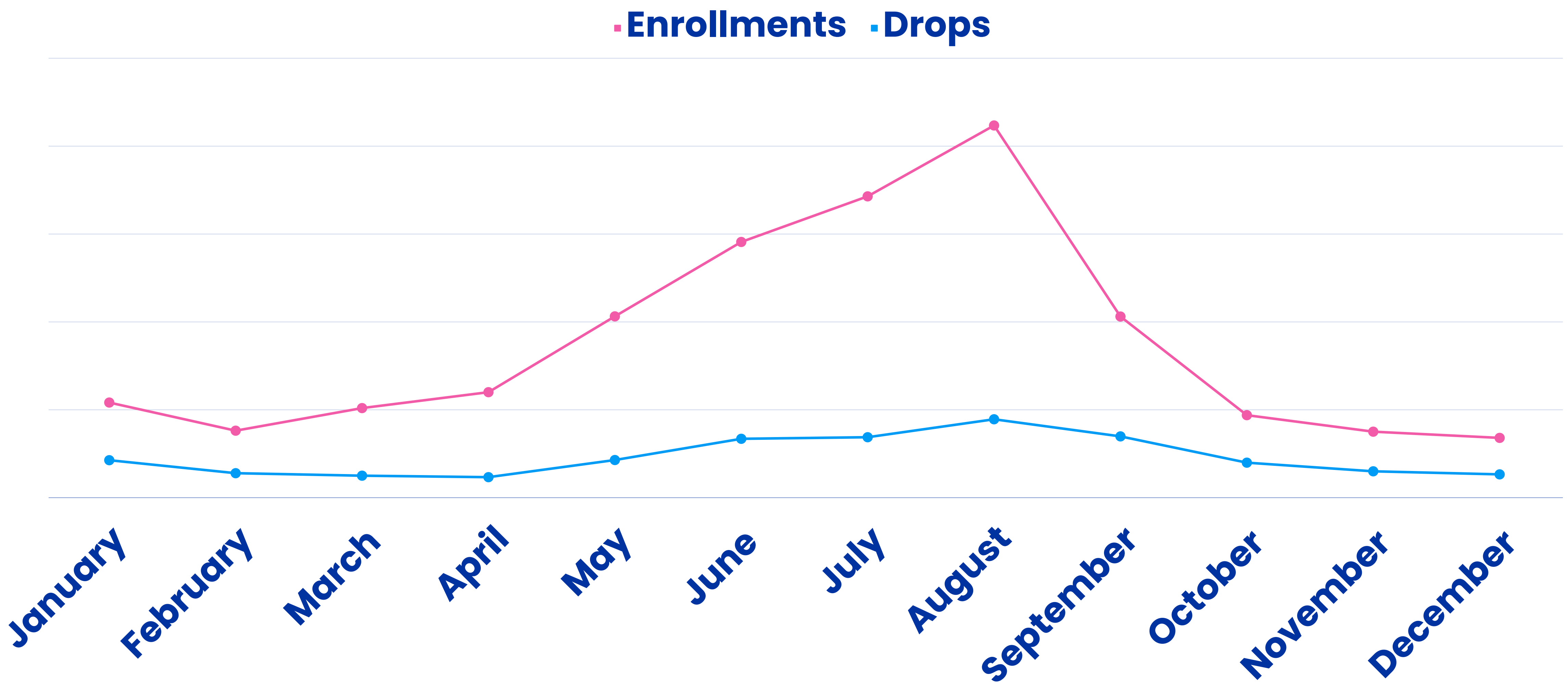


2023 Trends
Class Registration

In 2023, Jackrabbit Dance clients chose to control registration and class roster moves in-house 59% of the time, versus opening enrollment to parents via the Portal or Web Registration.



2023 Total Class Enrollments vs. Drops



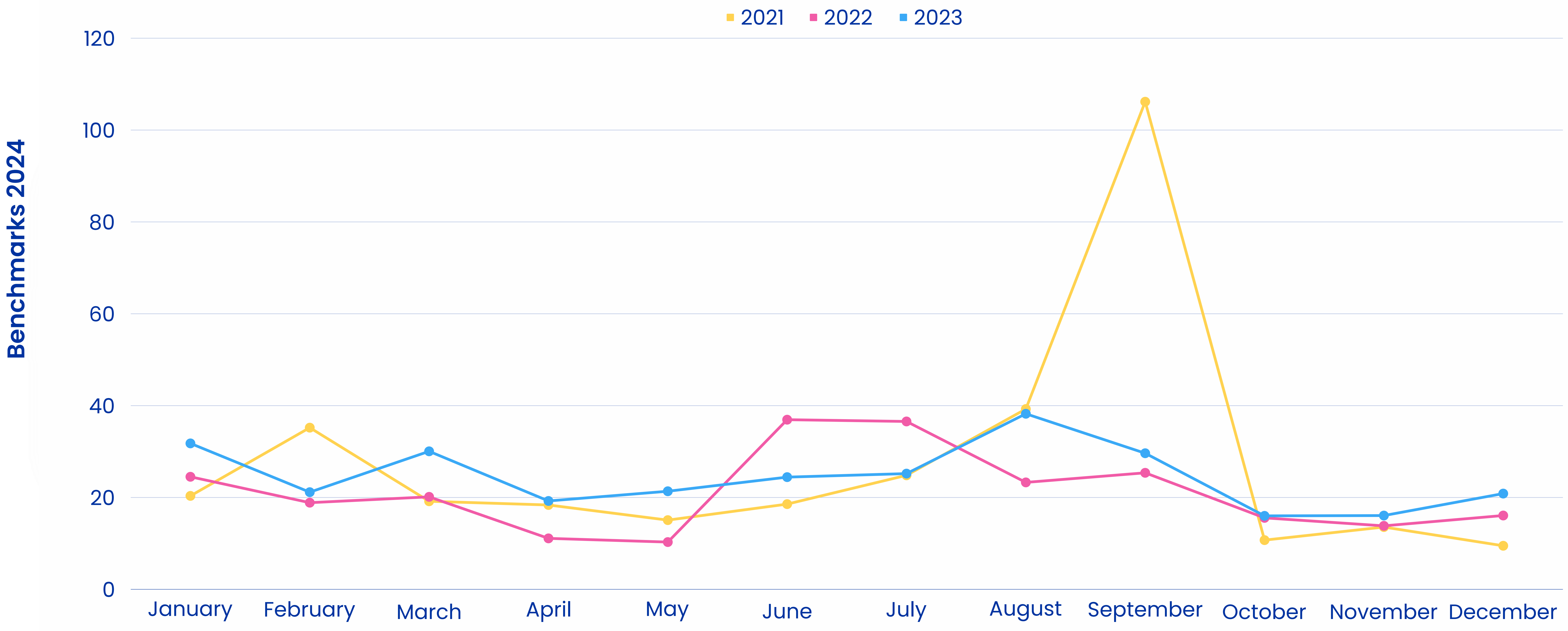
75% of classes include a registration fee

Average of 6 classes per studio with a wait list

Average of 10 trial students each month

Year-Over-Year
Event Trends

Jackrabbit Dance



Average events held month over month per dance studio since 2021

Recitals

5,700 Performances Managed in 2023

24% More recitals organized by Jackrabbit Dance clients over 2022

1.7M Tickets or recital merch sold by our preferred partner, TutuTix

89k Dancers digitally checked in to a recital with Check In Pointe

320k Class costumes and sizing managed for performances

"Having a digital app to check in our dancers across 12 shows is a game-changer. No more printed sheets to look for the dancer's name and highlight them and no more radioing from backstage to upfront to see if someone checked in."
-GINA, MANAGER

Check In Pointe

"We used TutuTix for the first time this year. Everything went great, we will never go back to in house sales. It is super easy to re-email tickets to people when they lose the email and any phone or tablet can scan tickets at the show."
-JESSIE, MANAGER

Tututix powered by etix

2023 Trends

Client Policies

Jackrabbit Dance

49,200 Policies in Place

69% of Jackrabbit Dance clients have business policies in place

14 Average number of policies per client

78% of classes have policy groups enabled

2 Average of policy groups per client

Top 3 Policy Types

- Payment/Financial
- Liability
- Medical Emergencies

Jackrabbit Dance

Staff

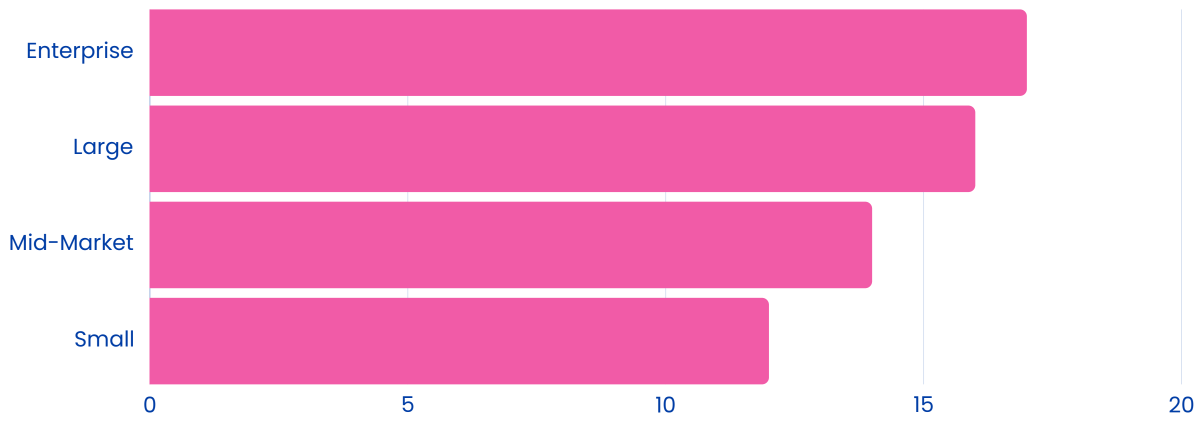
Staff and instructor data was tracked across US-based dance studios of four different sizes in order to standardize the rate of pay in US dollars. Benchmark data compared employee wages by business size, average salary info by role and wages compared to the previous year.

2024

Jackrabbit Dance

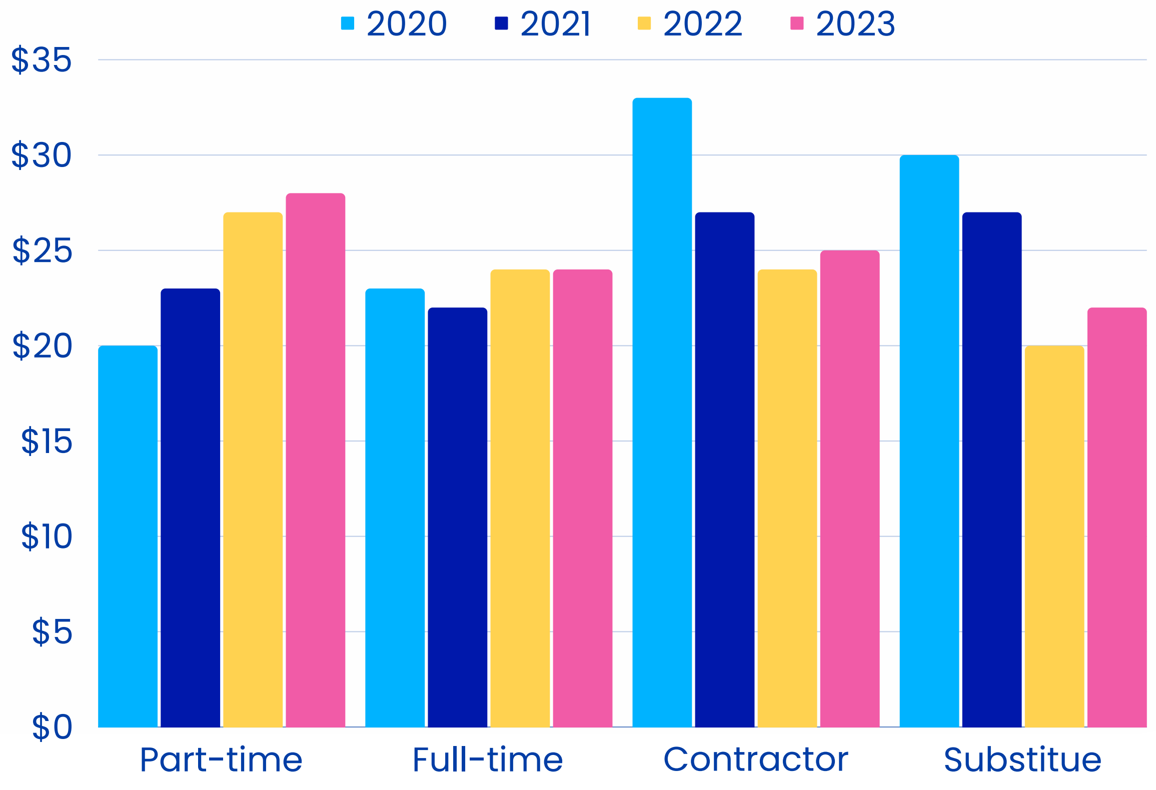
ACTIVE STAFF

Average number by studio size in 2023



EMPLOYEE WAGES

Base hourly rate average by studio size in 2023



8%

Staff wages have increased 8% on average since 2021, but have leveled out since 2020 among Jackrabbit Dance clients.

140k

Payroll for more than 140,000 staff was processed by Express Payroll in 2023, which equals almost 20,000 staff each week.

44%

of OneTeam360 users saw an average increase in employee retention of 44%, year over year.

OneTeam360

"Switching to Express Payroll is one of the best decisions we ever made, we tried ADP and Paychex and hands down the customer service is so great with Sean and his team."

-LEIGHANN, OWNER

EXPRESS PAYROLL

staff pay

averages by role

Instructor
$24

Office Admin
$17

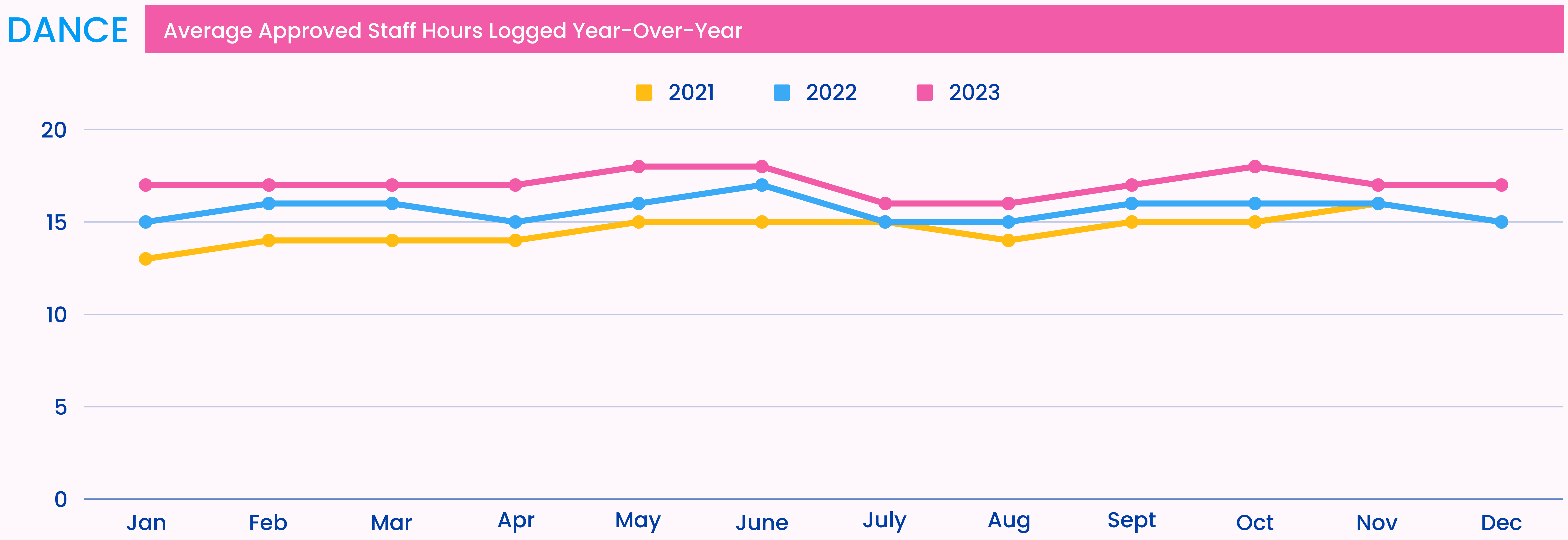
Manager
$33

Substitute
$19

*Staff Salary Info (US Only)

2023 Month-Over-Month

Staff Approved Hours Summary



Jackrabbit Dance

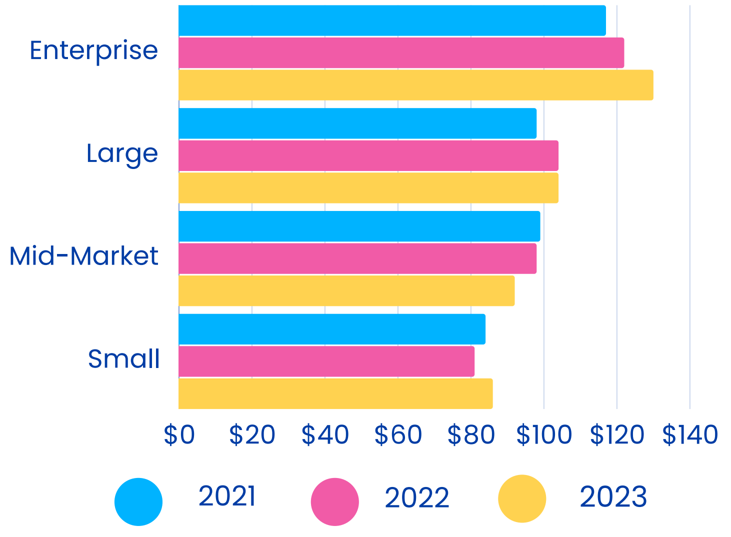
Financials

In order to set benchmark highs and lows on financial data across dance studios, Jackrabbit compared data including tuition billing, additional revenue streams and discounts offered across all four business sizes.

2024

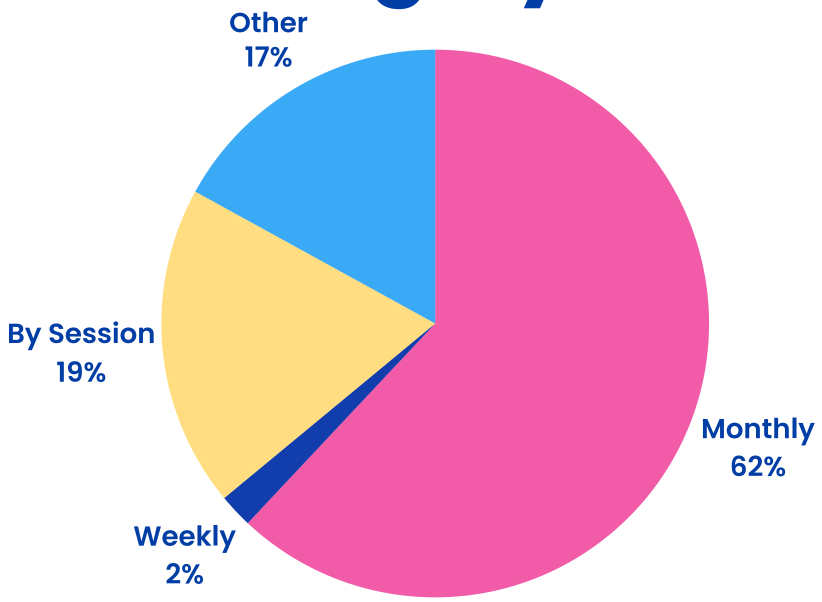
Income Growth

$105 Average class monthly tuition



Based on businesses who bill monthly (62% of all classes) for consistency.

Billing Cycles



53% Businesses processing contactless, automatic ePayments each month

Learn More

3%

Tuition fees in 2023 increased steadily at almost 2% on average from the previous year and are more than 3% higher than 2021.

Average tuition increase in percentage over previous two years by business size

SMALL	MID	LARGE	ENTERPRISE
2%	-7%	6%	11%

Jackrabbit Pay

"I consider [online payments] one of the most worthy expenses. It saves me time and my accounts payable is reduced to zero by the first week of each session. No more chasing checks!

—MONICA, OWNER

2023

Percentage of Classes Discounted

Enterprise & Large Studios

Enterprise

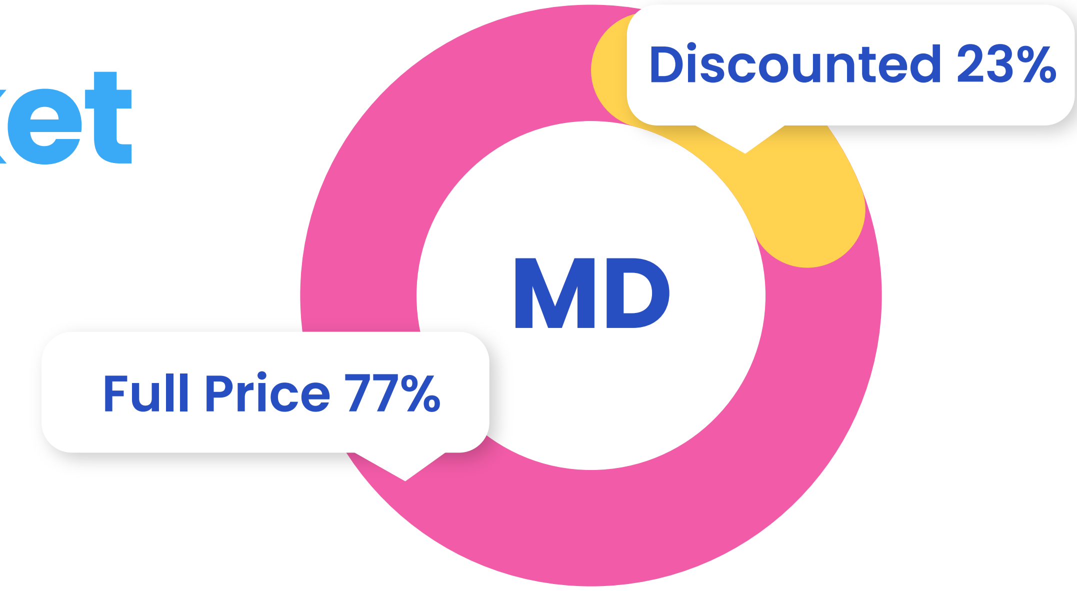
Large

2023

Percentage of Classes Discounted

Small & Mid-Market Studios

Mid-Market



Small

Software That Pays Back

Studio management software can be an investment of time and money but the power of efficiency is well worth it. Use our ROI guide to help you calculate:

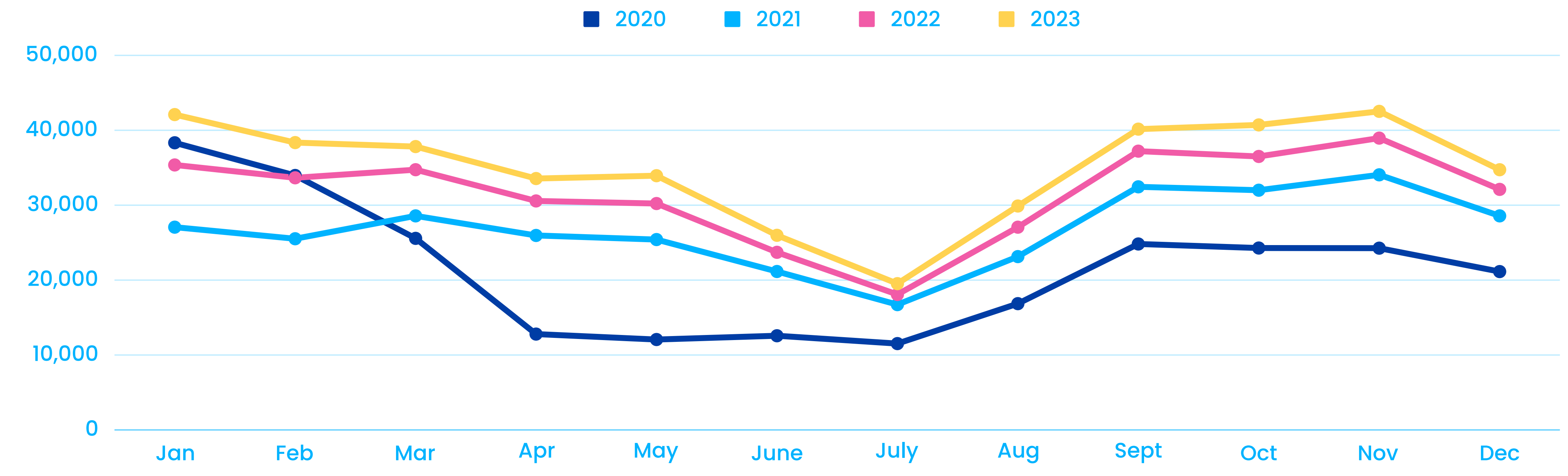
- Two simple formulas that uncover what ROI means to your studio
- Direct costs
- Opportunity costs you're currently experiencing
- Estimated ROI

[Download the Full Guide]

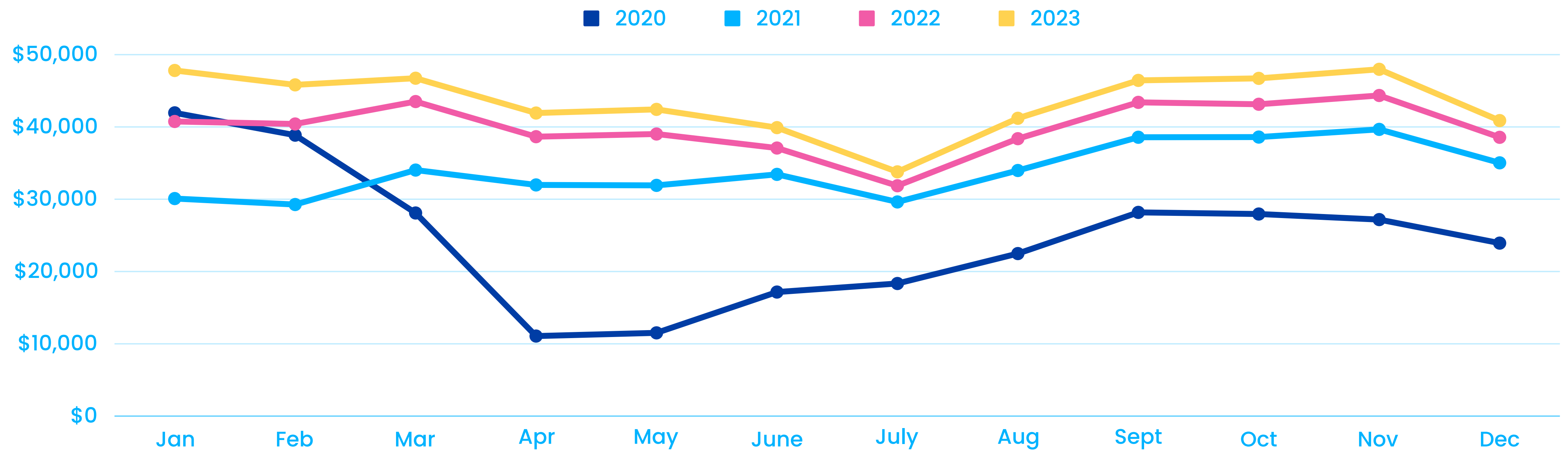
YoY financial health

Income Growth

DANCE — Client Avg Net Payments across the Jackrabbit Dance client base



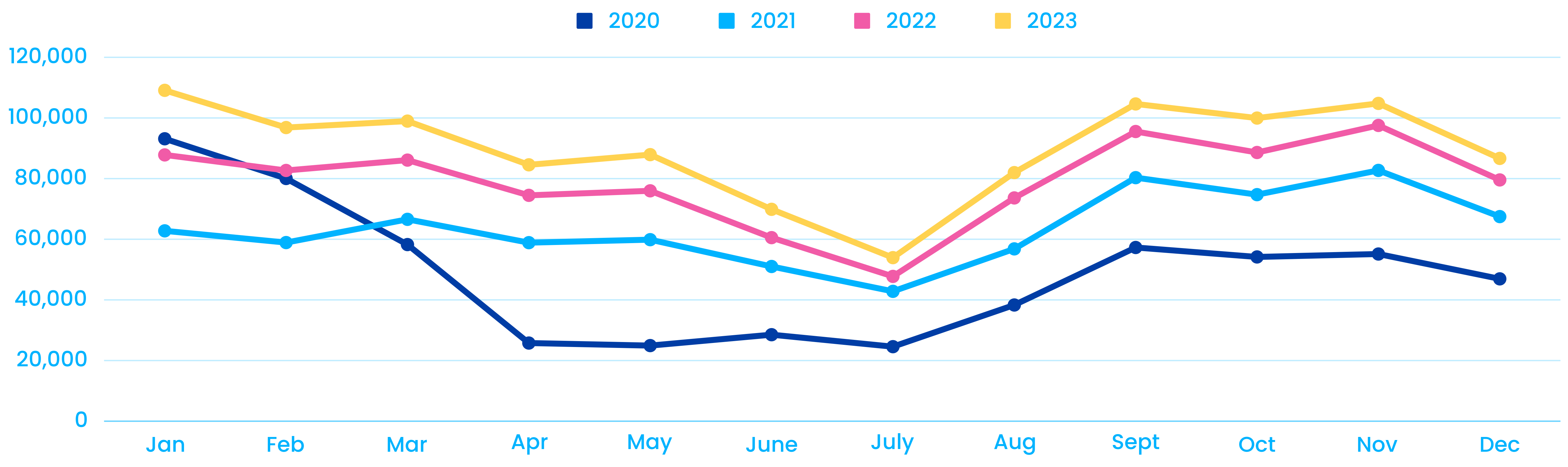
ALL — Client Avg Net Payments across all Jackrabbit markets



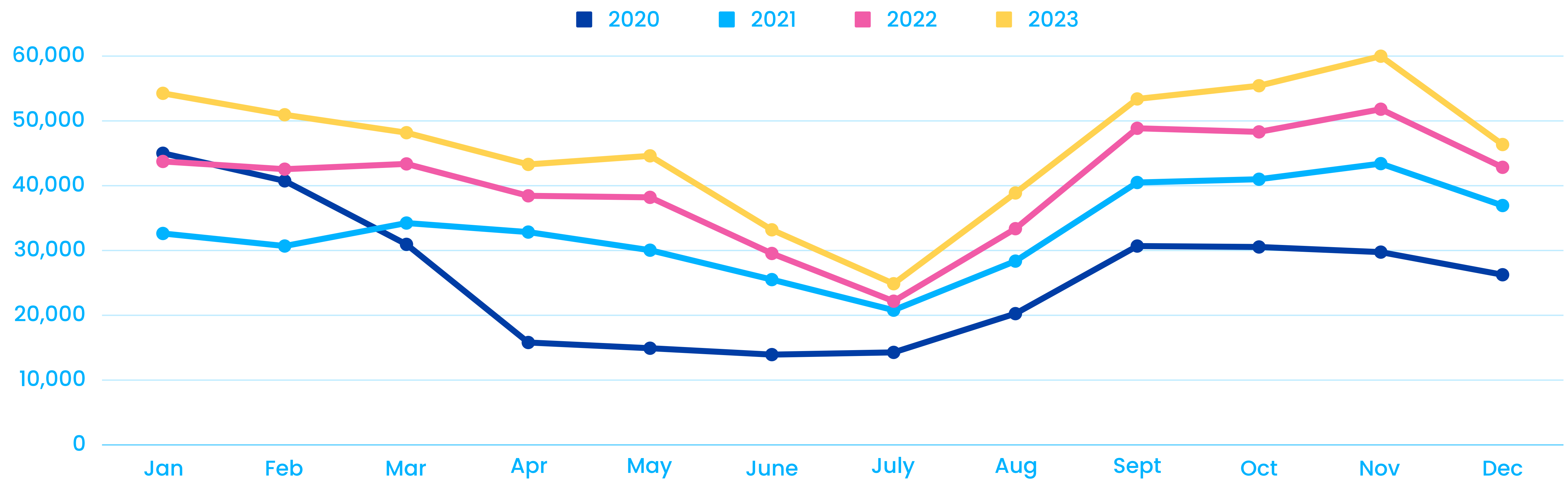
In 2023, the trend of revenue growth and stability continued in most Jackrabbit Dance clients, regardless of size. The data displayed above includes the average total net payments (payments less refunds).

INCOME GROWTH

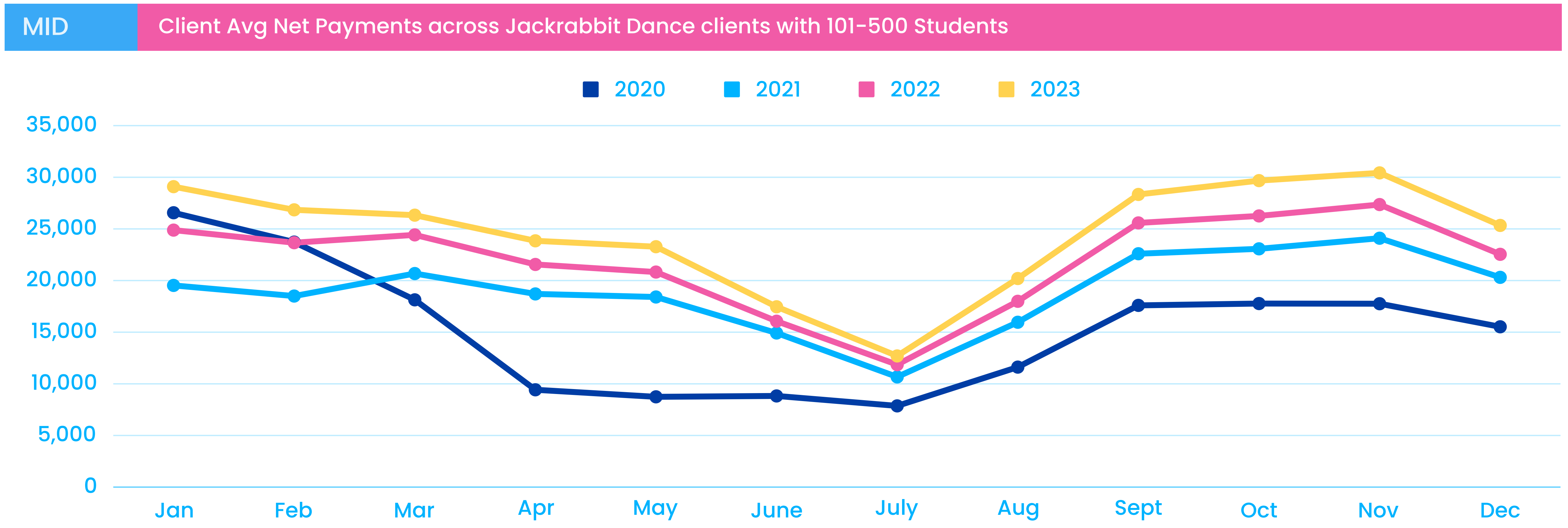
ENTERPRISE Client Avg Net Payments across Jackrabbit Dance clients with 1,001+ students

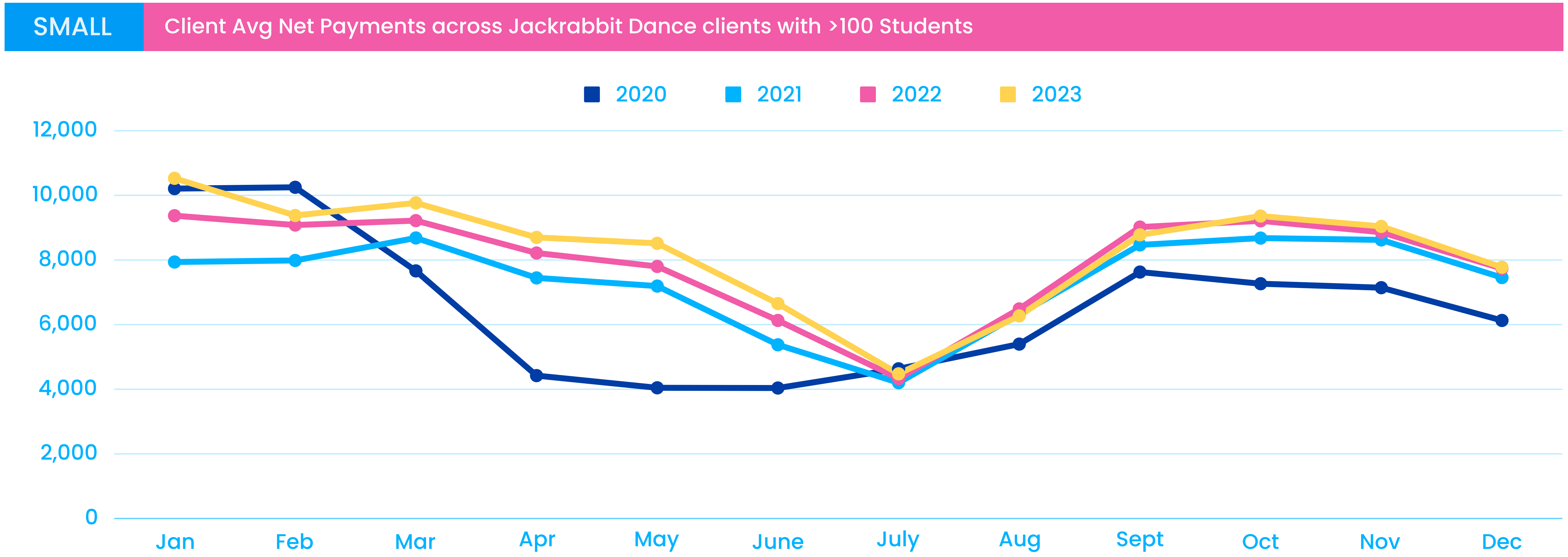


LARGE Client Avg Net Payments across Jackrabbit Dance clients with 501-1,000 students



INCOME GROWTH





Jackrabbit Dance

3RDLEVEL CONSULTING

Frank Sahlein

Jackrabbit Trusted Partner

Industry Insights

The world is changing fast - and with those changes, Child Activity Centers need the knowledge to stay ahead of the curves. With two key elements, you can elevate both your business and every staff team member.

The Future - Collaboration & Individualization

COLLABORATION

- Actively partner with your client base to find new sources of staff.
- Use benchmark reports to turn everyday information into valuable action steps.
- Recognize private equity groups are consolidating the industry and elevating top talent.

INDIVIDUALIZATION

- With ease of access to information, coupled with the rapid rise of AI tools, staff consider themselves 'free agents', causing varying degrees of uncertainty with respect to staff training.
- Self-Directed Learning (SDL) and Self-Propelled Journeys (SPJ) are quickly going to become the industry standard for staff training.

Human Ingenuity + Artificial Intelligence = Maximum Learning Results

Key Findings

Leverage digital tools for customer engagement and retention

Be Ready for Growth

The dance studio industry has grown to new heights and rivals many of its competitors in the market. How do you stack up?

Read the Comparison Report

With the high use of Jackrabbit's digital features like live streaming with Spot TV, custom-branded mobile apps, and self-service through the Parent Portal, investing in digital tools is necessary to enhance customer engagement. Focus on improving online registration processes, utilizing mobile apps for communication, and offering one-of-a-kind services like live streaming of classes to increase accessibility and convenience for families.

Read More

Jackrabbit Dance

Flexible Payment Options

Consider more flexible payment options for both you and your customers.

Offering shorter sessions or specialized drop-in classes with a low commitment makes it easier for families to join with a schedule that works for them.

Find ways to save on your bottom line by passing on a nominal technology fee to all online payments in place of a monthly software bill when you opt for PayPath* and recoup some of your costs for processing credit cards with Surcharges* to get money faster without sacrificing convenience for your families.

**Currently available in the US only.*

Jackrabbit Dance
PayPath

Jackrabbit Dance

2024 Predictions
What comes next?

Benchmarks 2024

TRENDS ON THE RISE

01 FOCUS ON FAMILY ENGAGEMENT

02 CAPITALIZE ON ENROLLMENT GROWTH TRENDS

03 SEASONAL PLANNING AND PROMOTIONS

04 PRICING STRATEGY REVIEW & DIVERSIFY REVENUE STREAMS

05 INVEST IN TECHNOLOGY AND TRANING

After looking at the numbers, where are you willing to adjust and what's off the table?

This year, continue to build on the trend of high family engagement. Consider implementing more family-friendly policies, organizing family-friendly events and using the Jackrabbit Parent Portal to its fullest to keep families involved and informed.

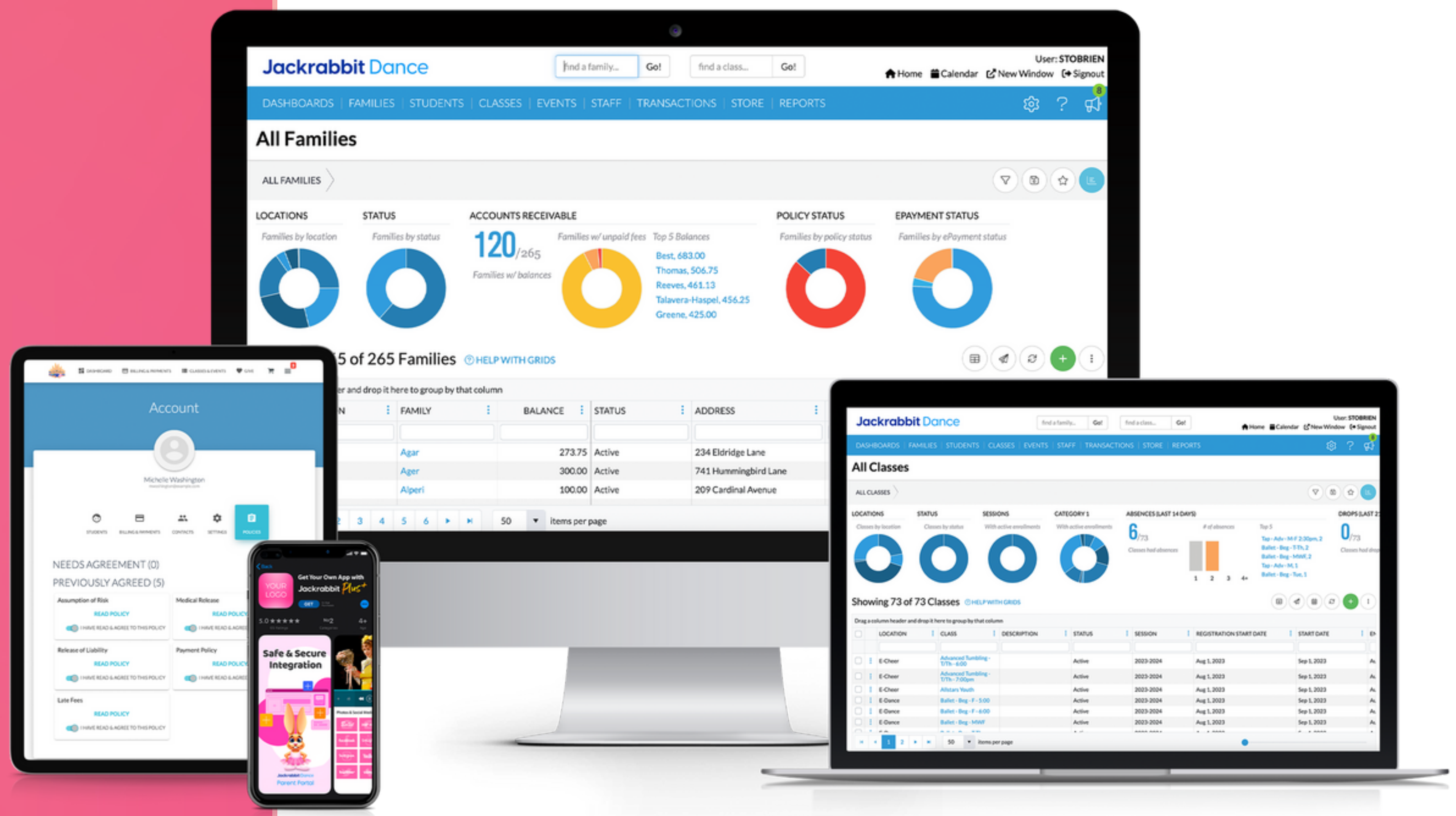
Be prepared to accommodate more students by expanding your class offerings. Whether you're introducing new dance classes, expanding age group ranges or offering more classes at peak times, enrollment is trending up.

Given enrollment and drop patterns, plan targeted marketing and promotions during peak enrollment months. Offer special classes, workshops, or discounts during typically low enrollment periods to maintain steady revenue throughout the year.

Reevaluate your tuition fees and discount policies in light of industry trends. If your studio falls into a category that has seen tuition increases, consider if a similar increase is feasible for your market. Alternatively, consider hosting more events and recitals, exploring opportunities to sell dance-related merchandise or offer specialized workshops and summer camps.

Reliance on technology in studio management is growing. Invest in training for your staff to fully utilize these tools to ensure ROI and consider upgrading your technology infastructure if needed. Integrations like Zapier not only clear up staff capacity but they also ensure accuracy!

Jackrabbit Dance



DO MORE IN '24

Increase Your Bottom Line Without Sacrificing Studio Management Software

Using a top-rated, cloud-based solution to streamline the operations of your dance studio gives you the opportunity to focus on strategic growth.

Partner with a Jackrabbit Coach to target areas of improvement in your program that will increase student count, boost family engagement and loyalty, and reduce business costs.

Start your Jackrabbit journey or connect with Jackrabbit support!

TALK TO OUR SALES TEAM

CONNECT WITH SUPPORT

jackrabbitdance.com

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marketing@jackrabbittech.com