



The Institute of Outdoor Theatre

Summary of Attendance for Outdoor Theatres, 2016

A summary of year over year change in attendance for all outdoor theatres is provided below. The total number of reporting theatres and total attendance is shown by group and overall for 2015 and 2016.

Overall summary by theatre grouping

	2015 Theatres	2015 Attendance	2016 Theatres	2016 Attendance
History	15	249,097	15	238,696
Variety	14	481,703	14	421,593*
Shakespeare, all	26	655,346	27	642,374
<i>"Pay" Shakespeare</i>	16	435,011	18	427,343
<i>"Free" Shakespeare</i>	10	220,335	9	215,031
Total Attendance	55	1,386,146	56	1,302,663

Note: "Variety" includes Religious, Musicals, Children's Productions and Other Non-Historical shows.

* - Pennsylvania Ren Faire reduced their schedule in 2016, which drives attendance drop in Variety and Total category.

To account for fluctuations in the number of theatres that report in a given year, a summary of year over year change in attendance for locations with the same production as last year is provided below:

Summary for theatres reporting in both 2015 and 2016

	N	2015 Attendance	2016 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	12	241,889	232,230	-9,659	-4.0%	5 (42%)
Variety*	12	243,117	255,374	+12,257	+5.0%	9 (75%)
Shakespeare	22	624,941	626,431	+1,490	+0.2%	10 (45%)
<i>"Pay" Shakespeare</i>	14	412,970	413,947	+977	+0.2%	6 (43%)
<i>"Free" Shakespeare</i>	8	211,971	212,484	+513	+0.2%	4 (50%)
All Theatres	46	1,109,947	1,114,035	+4,088	+0.4%	24 (52%)

* - Excludes Pennsylvania Renaissance Faire, which reduced their schedule in 2016.



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Year over year trends for paid attendance from 2015 to 2016 are provided below.

Paid attendance summary by theatre grouping

	2015 Theatres	2015 Attendance	2016 Theatres	2016 Attendance
History	15	227,714	15	227,158
Variety	12	391,373	11	305,835
Shakespeare	15	368,904	17	360,816
All Theatres	42	987,991	43	893,809

* - Pennsylvania Ren Faire reduced their schedule in 2016, which drives attendance drop in Variety and Total category.

Paid attendance for theatres reporting in both 2015 and 2016

	N	2015 Attendance	2016 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	12	220,759	208,077	-12,682	-5.7%	5 (42%)
Variety	10	152,793	162,080	+9,287	+6.1%	6 (60%)
Shakespeare	12	345,374	347,040	+1,666	+0.5%	4 (33%)
All Theatres	34	718,926	717,197	-1,729	-0.2%	15 (44%)

* - Excludes Pennsylvania Renaissance Faire, which reduced their schedule in 2016.

Ticket Income for theatres reporting revenue information in both 2015 and 2016

	N	2015: Attendance, Ticket Income	2016: Attendance, Ticket Income	Change from Prior Year	% Change from Prior Year	N (%) with attendance, revenue up from last year
Non-Shakespeare	17	338,220	332,647	-5,573	-1.6%	9 (53%)
		\$6,450,299	\$6,390,879	-\$59,420	-0.9%	8 (47%)
Shakespeare	12	345,374	347,040	+1,666	+0.5%	4 (33%)
		\$15,209,840	\$16,102,128	+\$892,288	+5.9%	5 (42%)
All Theatres	29	683,594	679,687	-3,907	-0.6%	13 (45%)
		\$21,660,139	\$22,493,007	+\$832,868	+3.8%	13 (45%)

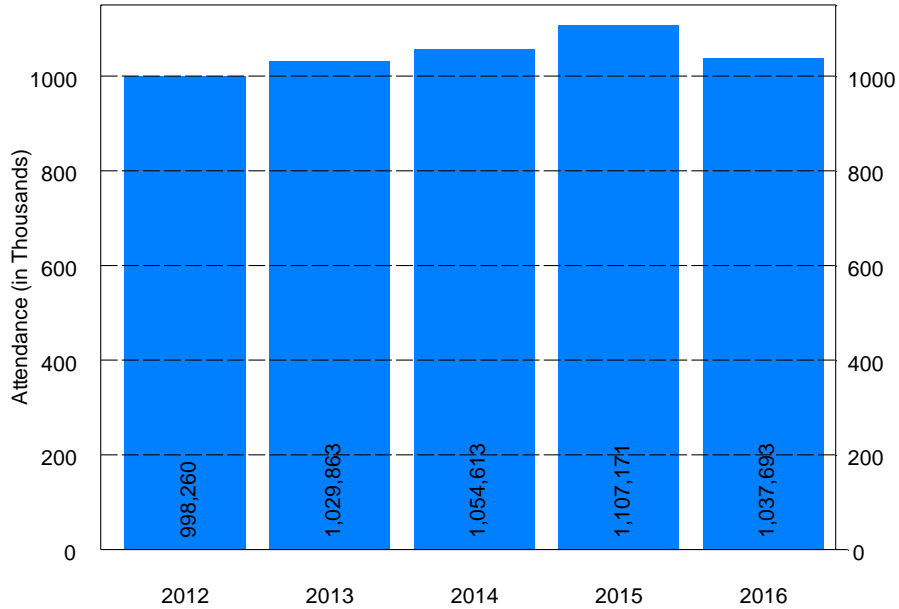
Note: Not all theatres that reported paid attendance provided ticket revenue information, therefore only the subset of theatres which provided both paid attendance and ticket revenue were compared.

Note: Total revenue for all theatres driven by the larger Shakespeare festivals.

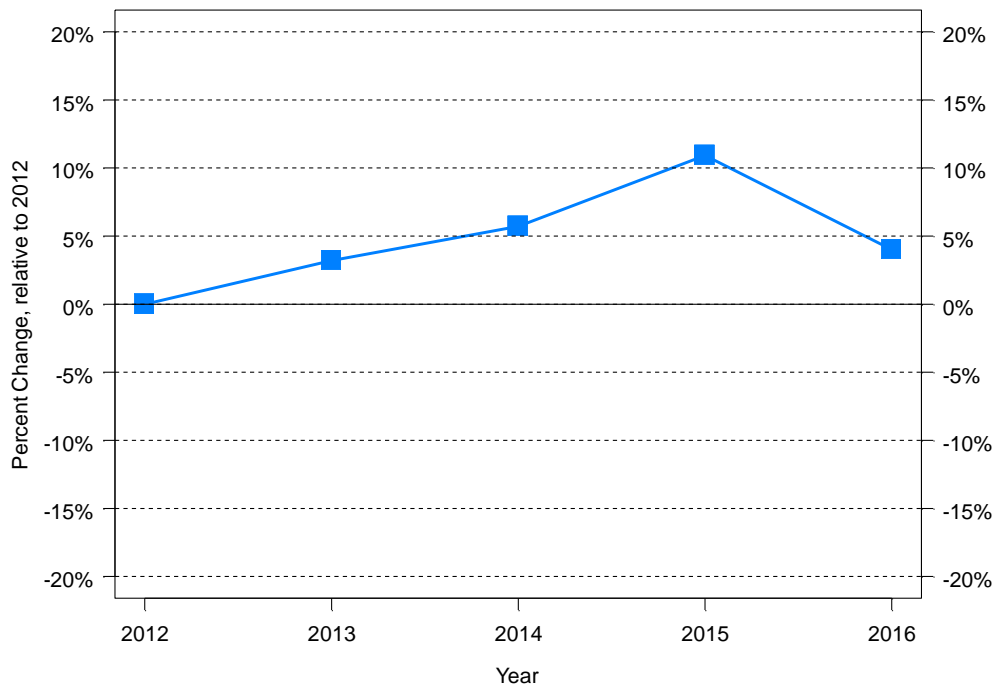


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Outdoor Theatre Attendance 2012 - 2016
Yearly Totals for 32 Consistently Reporting Productions



Outdoor Theatre Attendance 2012 - 2016
Yearly Totals for 32 Consistently Reporting Productions





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Theatres Reporting Attendance in 2016

Theatres that have reported in all years from 2012-2016 are bolded

4th Line Theatre	Montford Park Players
American Players Theatre	Mormon Miracle Pageant
Bacon Theatre	Nebraska Shakespeare Festival
Bard on the Beach	Ohio Outdoor Historical Drama Assoc. (Trumpet in the Land)
Bleu Moon Productions (Tom Dooley)	Oregon Shakespeare Festival
Caesar's Ford Theatre	Pennsylvania Renaissance Faire
Canadian Badlands Passion Play	Picture in Scripture Amphitheatre
Cherokee Historical Association (Unto These Hills)	Pine Knob Theatre
Colorado Shakespeare Festival	Pioneer Playhouse
Commonwealth Shakespeare Company	Ramona Bowl Amphitheatre
Door Shakespeare	Salado Legends
Driftwood Theatre Group	San Francisco Shakespeare Festival
EmilyAnne Theatre	Seattle Shakespeare
First Folio Shakespeare Festival	Serenbe Playhouse
From This Day Forward	Shakespeare by the Sea
Genesius Theatre Foundation	Shakespeare in Delaware Park
Great Passion Play	Shakespeare Kelowna Theatre
Harrisburg Shakespeare Festival	Sleepy Hollow Summer Theatre
Heart of America Shakespeare Festival	Snow Camp Historical Drama Society
Horn in the West	Starlight Theatre - Rock Valley College
Hudson Valley Shakespeare Festival	Stephen Foster Story
Idaho Shakespeare Festival	Syracuse Shakespeare Festival
Jenny Wiley Theatre	Texas Musical Drama
Kentucky Shakespeare Festival	The Living Word Outdoor Drama
Kingsmen Shakespeare Company	The Lost Colony
Little Shepherd of Kingdom Come	The Scioto Society (Tecumseh)
Livermore Shakespeare Festival	Utah Shakespearean Festival
Marin Shakespeare Festival	Victoria Shakespeare Society

Summary of Marketing and Budgets for Outdoor Theatres, 2016

A summary of marketing expenditure (percentage of total outdoor budget) for segments of the outdoor theatres is provided below. Summaries provided an account for theatres reporting income and budget along with attendance.

Marketing as a Percentage of Outdoor Budgets

Theatre Segment	#	Mean Total Outdoor Budget	Mean Outdoor Marketing Budget	% Outdoor Budget for Marketing
Small Outdoor Non-Shakespeare (< \$100k)	8	\$36,742	\$1,768	5%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	6	\$316,731	\$24,233	8%
Large Outdoor Non-Shakespeare (> \$500k)	8	\$1,377,811	\$68,979	5%
Small Outdoor Shakespeare (< \$250k)	12	\$107,939	\$8,024	7%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	8	\$526,326	\$22,455	4%
Large Outdoor Shakespeare (> \$2M)	5	\$4,754,968	\$206,744	4%

Mean Income From Ticket Sales by Segment

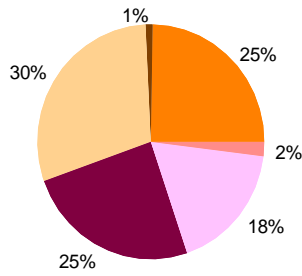
Theatre Segment	Paying Attendee Average	Ticket Income Average	Use Online Sales	% OL tix*
Small Outdoor Non-Shakespeare (< \$100k)	1,108	\$13,729	5 of 6	26%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	10,595	\$145,609	5 of 6	22%
Large Outdoor Non-Shakespeare (> \$500k)	35,062	\$737,682	8 of 8	44%
Small Outdoor Shakespeare (< \$250k)	1,888	\$53,908	9 of 9	34%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	9,744	\$310,143	3 of 3	39%
Large Outdoor Shakespeare (> \$2M)	61,579	\$2,990,040	5 of 5	52%

* - Percentage of online ticket sales for theatres who have online sales capability
 Note: Ticket income figures do not include Free Outdoor Shakespeare Festivals.

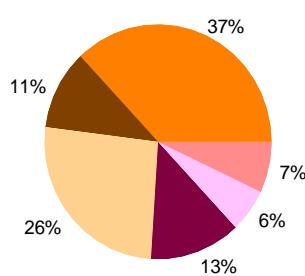
Distribution of Marketing Budget Expenditures, Outdoor Theatres

Theatre Segment	N	Brochures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Non-Shakespeare (< \$100k)	7	25%	1%	30%	25%	18%	2%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	6	37%	11%	26%	13%	6%	7%
Large Outdoor Non-Shakespeare (> \$500k)	8	12%	6%	18%	18%	29%	17%

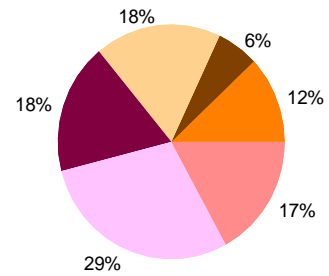
■ Brochures
 ■ Direct Mail
 ■ Print Ads
 ■ Radio/TV Ads
 ■ Web
 ■ Other



Small (<\$100K)



Medium (\$100K to \$500K)

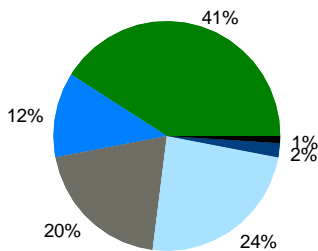


Large (>\$500K)

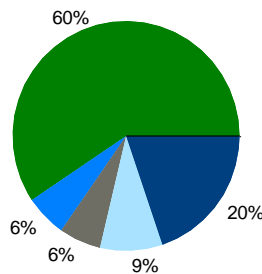
Distribution of Theatre Income, Outdoor Theatres

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Outdoor Non-Shakespeare (< \$100k)	6	41%	12%	20%	24%	2%	<1%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	5	60%	6%	6%	9%	20%	0%
Large Outdoor Non-Shakespeare (> \$500k)	8	61%	9%	9%	14%	5%	2%

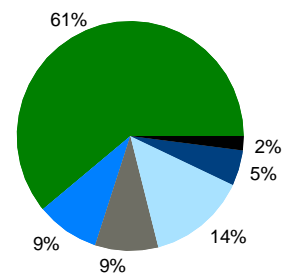
■ Earned Income
 ■ Foundations
 ■ Corporations
 ■ Government
 ■ Individual Donations
 ■ Endowment



Small (<\$100K)



Medium (\$100K to \$500K)

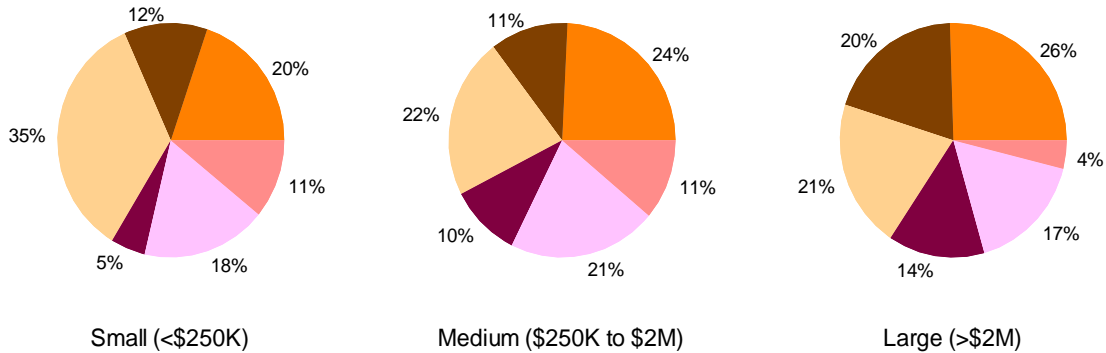


Large (>\$500K)

Distribution of Marketing Budget Expenditures, Outdoor Shakespeare

Theatre Segment	N	Brochures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Shakespeare (< \$250k)	10	20%	12%	35%	5%	18%	11%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	7	24%	11%	22%	10%	21%	11%
Large Outdoor Shakespeare (> \$2M)	5	26%	20%	21%	14%	17%	4%

■ Brochures
 ■ Direct Mail
 ■ Print Ads
 ■ Radio/TV Ads
 ■ Web
 ■ Other



Distribution of Theatre Income, Outdoor Shakespeare

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Outdoor Shakespeare (< \$250k)	12 (3/12 free)	51%	8%	7%	23%	10%	1%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	8, (5/8 free)	32%	10%	15%	36%	7%	<1%
Large Outdoor Shakespeare (> \$2M)	5, (0/5 free)	71%	2%	3%	20%	3%	<1%

■ Earned Income
 ■ Foundations
 ■ Corporations
 ■ Government
 ■ Individual Donations
 ■ Endowment

