



## Summary of Attendance for U.S. Outdoor Dramas, 2012

A summary of year over year change in attendance for all U.S. outdoor dramas is provided below. The total number of reporting theatres and total attendance is shown by group and overall for 2011 and 2012. Note that there are significantly fewer theatres reporting for the current year.

### Overall summary by theatre grouping

	2011 Theatres	2011 Attendance	2012 Theatres	2012 Attendance
History	25	311,407	23	285,697
*Shakespeare, all	27	814,680	19	497,952
<i>"Pay" Shakespeare</i>	16	438,932	10	325,408
<i>"Free" Shakespeare</i>	11	375,748	9	172,544
*Religious and Variety	13	301,792	12	356,576
<b>All Theatres</b>	<b>65</b>	<b>1,427,879</b>	<b>54</b>	<b>1,140,225</b>

\* Note: One production was reclassified from Shakespeare to Variety in 2012.

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 2011 and 2012

	N	2011 Attendance	2012 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	21	307,616	281,272	-26,344	-8.6%	4 (19%)
Shakespeare	17	558,710	491,672	-67,038	-12.0%	5 (29%)
<i>"Pay" Shakespeare</i>	10	355,693	325,408	-30,285	-8.5%	4 (40%)
<i>"Free" Shakespeare</i>	7	203,017	166,264	-36,753	-18.1%	1 (14%)
Religious and Variety	12	304,342	356,576	+52,234*	+17.2%*	7 (58%)
<b>All Theatres</b>	<b>50</b>	<b>1,285,390</b>	<b>1,235,503</b>	<b>-49,887</b>	<b>-3.9%</b>	<b>19 (35%)</b>

\*Note: One theatre accounted for an increase of 52,500 attendees.

History and Shakespeare production groups were down from last year. Other productions (including religious dramas and variety) were comparable to last year's attendance.



# The Institute of Outdoor Drama

Year over year trends for paid attendance from 2011 to 2012 were largely similar to the trends for overall attendance. The overall and year over year totals are provided below.

## *Paid attendance summary by theatre grouping*

	2011 Theatres	2011 Attendance	2012 Theatres	2012 Attendance
History	25	268,473	23	262,752
*Shakespeare	16	491,990	10	289,348
*Religious and Variety	9	129,437	10	295,303
<b>All Theatres</b>	<b>50</b>	<b>889,900</b>	<b>43</b>	<b>847,403</b>

\* Note: One production was reclassified from Shakespeare to Variety in 2012.

## *Paid attendance for theatres reporting in both 2011 and 2012*

	N	2011 Attendance	2012 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	21	265,127	258,352	-6,775	-2.6%	7 (33%)
Shakespeare	10	322,231	289,348	-32,883	-10.2%	4 (40%)
Religious and Variety	10	244,437	295,303	+50,866*	+20.8%*	5 (50%)
<b>All Theatres</b>	<b>41</b>	<b>831,795</b>	<b>843,003</b>	<b>+11,208</b>	<b>1.3%</b>	<b>16 (39%)</b>

\*Note: One theatre accounted for an increase of 49,500 attendees. Total includes the reclassified production.

## *Ticket Income for theatres reporting revenue information in both 2011 and 2012*

	N	2011: Attendance, Ticket Income	2012: Attendance, Ticket Income	Change from Prior Year	% Change from Prior Year	N (%) with attendance, revenue up from last year
History	16	199,354	191,026	-8,328	-4.2%	5 (31%)
		\$3,375,770	\$3,047,450	-\$328,320	-9.7%	5 (31%)
Shakespeare	9	319,136	285,424	-33,712	-10.6%	3 (33%)
		\$12,496,585	\$11,424,684	-\$1,071,901	-8.6%	3 (33%)
<b>All Theatres*</b>	<b>32</b>	<b>679,161</b>	<b>687,603</b>	<b>+8,442</b>	<b>+1.2%</b>	<b>11 (34%)</b>
		<b>\$18,726,564</b>	<b>\$18,623,497</b>	<b>-\$103,067</b>	<b>-0.6%</b>	<b>13 (41%)</b>

\* - All theatres total also include three variety productions and four religious dramas.

\* - Note: One production had an increase of 49,500 attendees and \$1,125,000 in additional revenue.

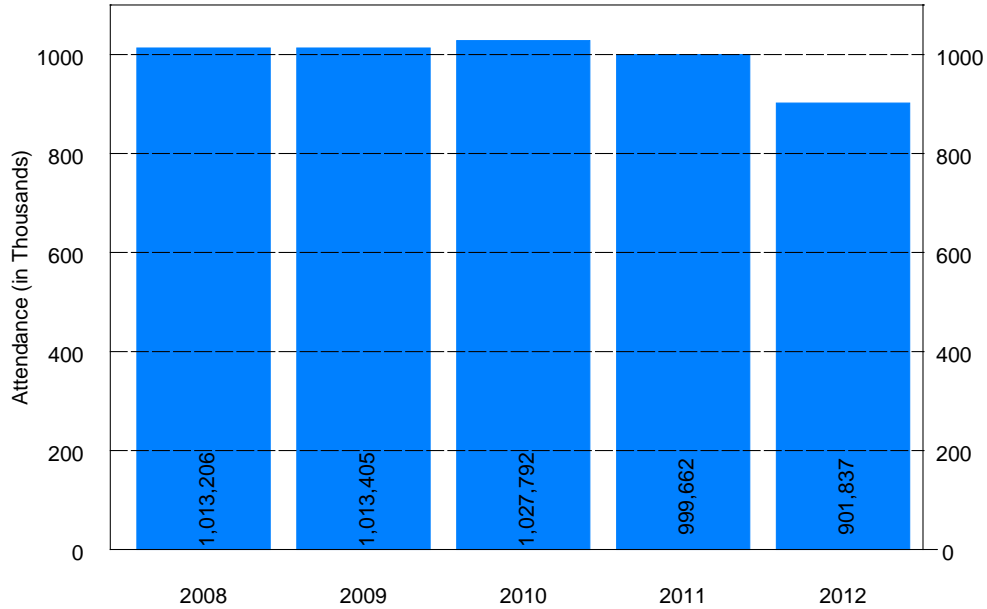
Note: Not all theatres that reported attendance provided ticket revenue information, therefore we only compared that subset of theatres which provided both attendance and ticket revenue.

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



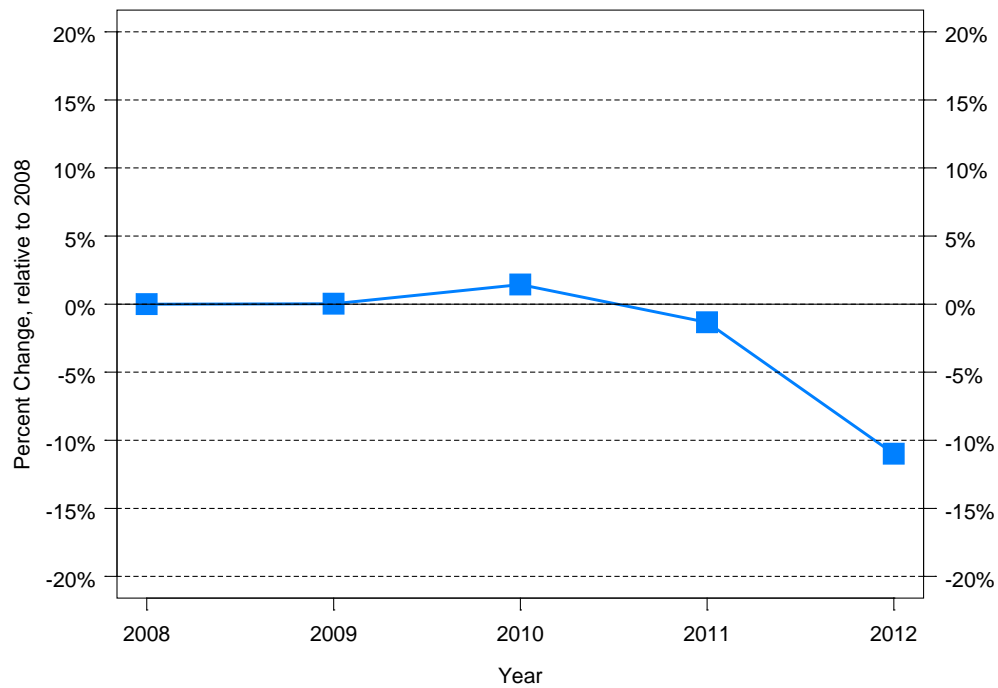
## U.S. Outdoor Drama Attendance 2008 - 2012

Yearly Totals for 41 Consistently Reporting Productions



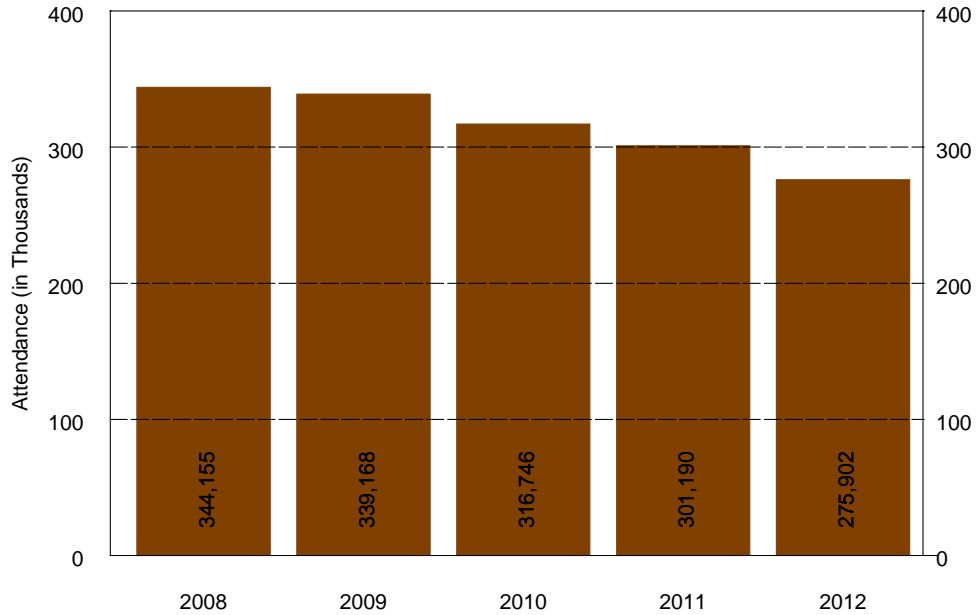
## Overall Attendance Over the Past 5 Years

for the 41 consistently reporting productions from 2008-2012



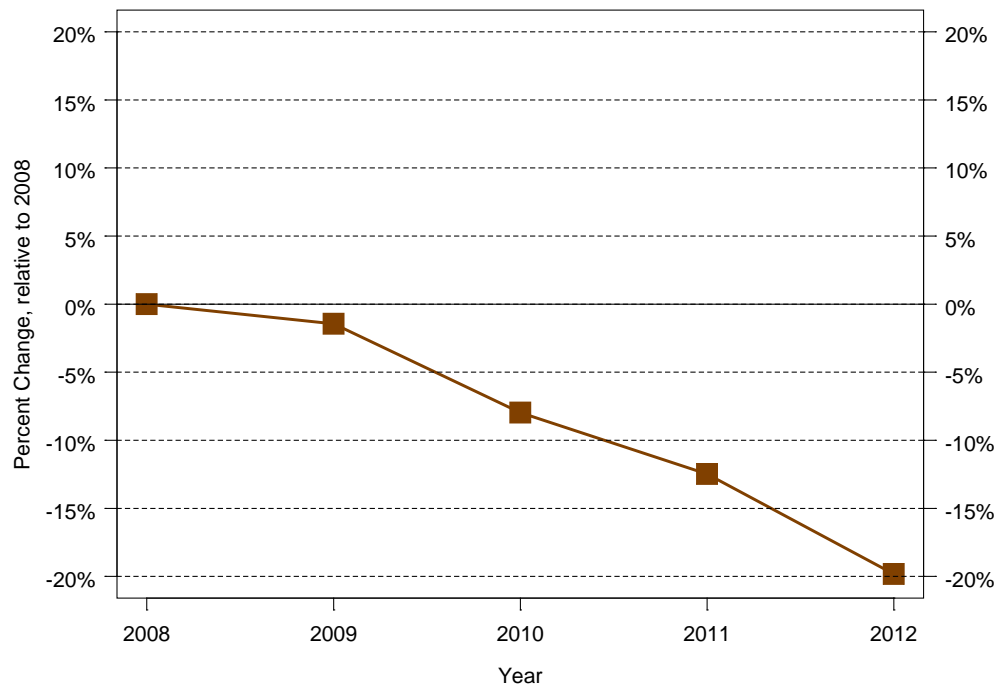
## Attendance for History Productions 2008 - 2012

Yearly Totals for 19 Consistently Reporting Productions



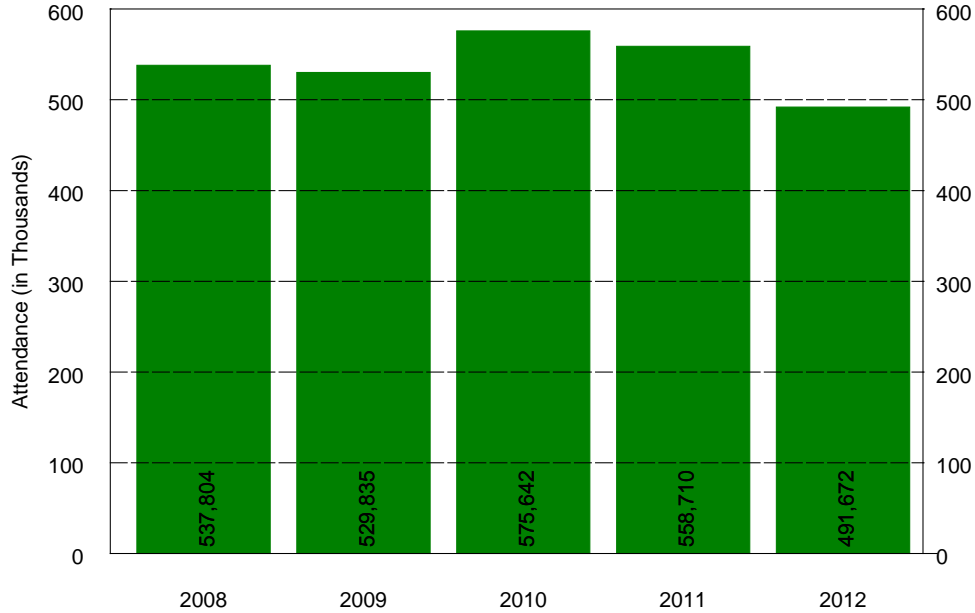
## History Attendance Over the Past 5 Years

for the 19 consistently reporting productions from 2008-2012



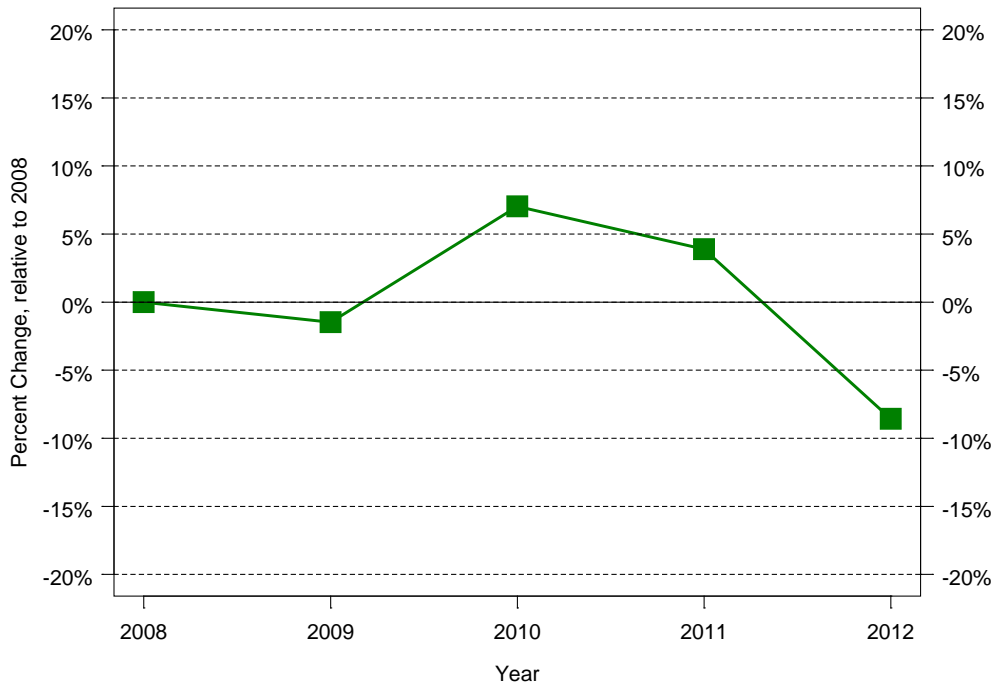
## Attendance for Shakespeare Productions 2008 - 2012

Yearly Totals for 17 Consistently Reporting Productions



## Shakespeare Attendance Over the Past 5 Years

for the 17 consistently reporting productions from 2008-2012



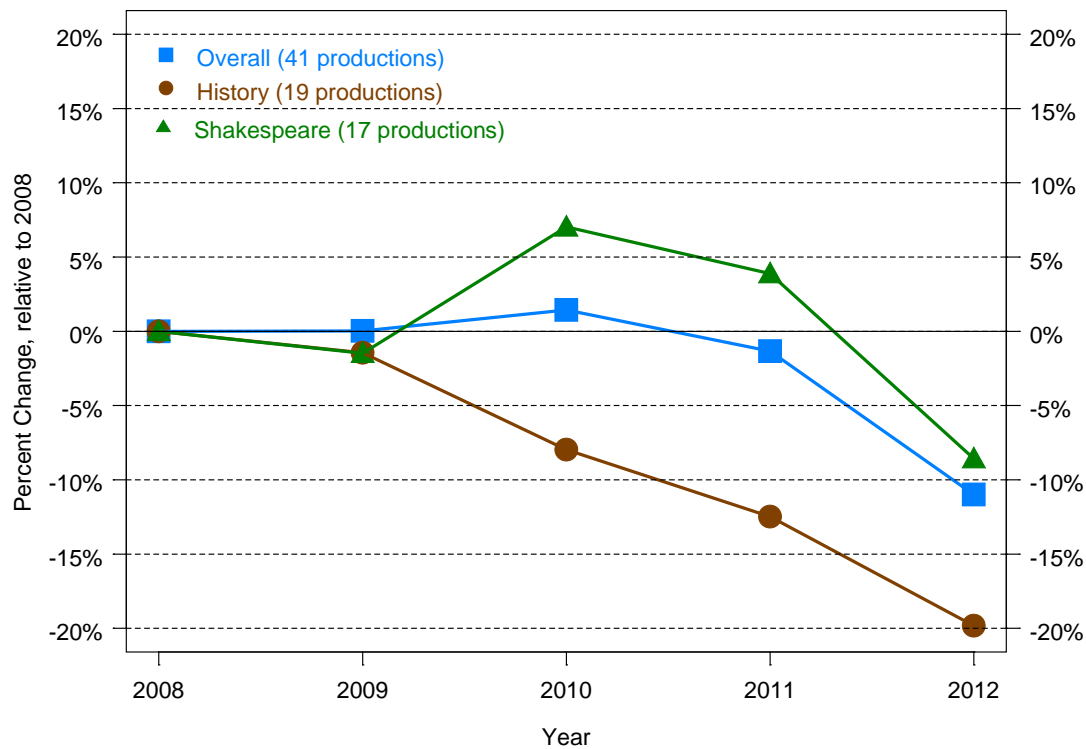


## Consistently Reporting Productions, 2008-2012

<i>History</i>	<i>Shakespeare</i>	<i>Religious/Variety</i>
Dock Brown: Legend of an Outlaw	American Players Theatre	Great Passion Play
From This Day Forward	Colorado Shakespeare Festival	Pioneer Playhouse
Hatfields & McCoys / Honey in the Rock	Commonwealth Shakespeare Company	Story of Noah
Horn in the West	Door Shakespeare	The Hill Cumorah Pageant
Jenny Wiley Theatre	EmilyAnne Theatre	The Living Word
Laura's Memories	Harrisburg Shakespeare Festival	
Liberty: Saga of Sycamore Shoals	Idaho Shakespeare Festival	
Miracle on the Mountain	Illinois Shakespeare Festival	
Ramona	Kentucky Shakespeare Festival	
Salado Legends	Montford Park Players	
Stephen Foster -- The Musical	Nebraska Shakespeare Festival	
Sword of Peace / Pathway to Freedom	Oklahoma Shakespeare in the Park	
Tecumseh!	Oregon Shakespeare Festival	
TEXAS	Seattle Shakespeare	
The Lost Colony	Shakespeare by the Sea	
The Miracle Worker	Shakespeare in Delaware Park	
Tom Dooley: A Wilkes County Legend	Utah Shakespearean Festival	
Trumpet in the Land / The White Savage		
Unto These Hills		

## Attendance Trend, Past 5 Years

for the consistently reporting productions from 2008-2012





# The Institute of Outdoor Drama

## Summary of Marketing and Budgets for U.S. Outdoor Dramas, 2012

A summary of marketing expenditure (percentage of total outdoor budget) for segments of the U.S. outdoor dramas 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 Non-Shakespeare Theatres (< \$100k)	9	\$41,252	\$4,120	10%
Mid-size Non-Shakespeare Theatres (\$100k - \$500k)	8	\$201,783	\$53,081	26%
Large Non-Shakespeare Theatres (> \$500k)	9	\$918,992	\$115,153	13%
Small Shakespeare Productions (< \$250k)	3	\$69,812	\$3,707	5%
Mid-size Shakespeare Productions (\$250k - \$2M)	2	\$865,151	\$46,000	5%
Large Shakespeare Productions (> \$2M)	4	\$4,844,985	\$232,343	5%

Note: Non-Shakespeare category combines History, Religious and Variety Productions.

### Mean Income From Ticket Sales by Segment

Theatre Segment	Paying Attendee Average	Ticket Income Average	Use Online Sales	% OL tix*
Small Non-Shakespeare Theatres (< \$100k)	2,071	\$20,712	4 of 9	28%
Mid-size Non-Shakespeare Theatres (\$100k - \$500k)	7,135	\$97,451	5 of 8	9%
Large Non-Shakespeare Theatres (> \$500k)	36,881	\$698,073	8 of 9	51%
Small Shakespeare Productions (< \$250k)	2,170	\$30,887	2 of 3	27%
Mid-size Shakespeare Productions (\$250k - \$2M)	12,539	\$358,577	2 of 2	80%
Large Shakespeare Productions (> \$2M)	63,459	\$2,653,718	4 of 4	45%

\* - Percentage of online ticket sales for theatres who have online sales capability

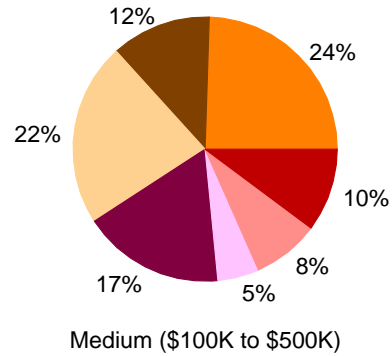
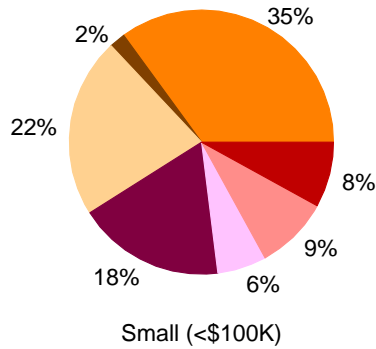
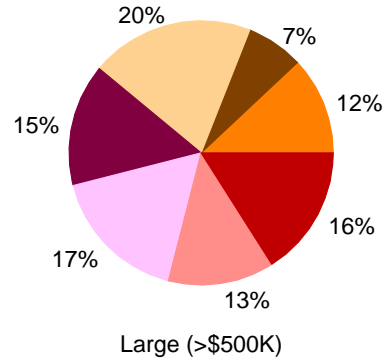
Note: Ticket income figures do not include Free Shakespeare Festivals.

### Distribution of Marketing Budget Expenditures by Segment

Theatre Segment	N	Bro- chures	Direct Mail	Newsp. or Mags	Radio	TV	Web	Other
Small History Theatres (< \$100k)	9	35%	2%	22%	18%	6%	9%	8%
Mid-size History Theatres (\$100k - \$500k)	8	24%	12%	22%	17%	5%	8%	10%
Large History Theatres (> \$500k)	9	12%	7%	20%	15%	17%	13%	16%
Small Shakespeare Productions (< \$250k)	3	12%	1%	72%	2%	0%	9%	6%
Mid-size Shakespeare Productions (\$250k - \$2M)	2	9%	13%	33%	24%	3%	4%	16%
Large Shakespeare Productions (> \$2M)	4	13%	21%	19%	7%	8%	7%	25%

### Outdoor Marketing Budget Percentages, Non-Shakespeare Productions

Outdoor Marketing Budget Allocation, Non-Shakespeare Productions



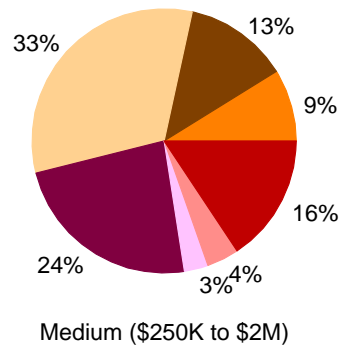
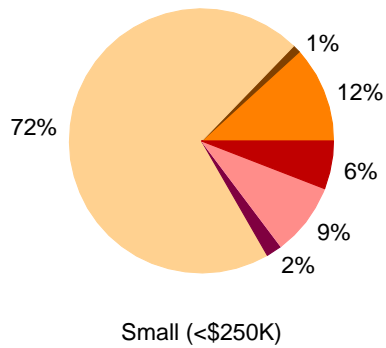
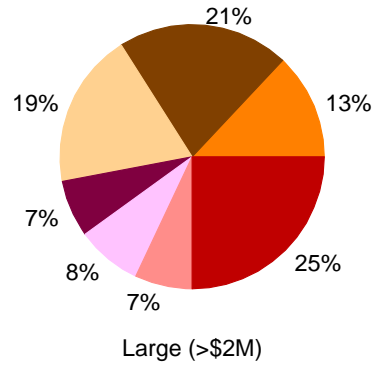


### Outdoor Marketing Budget Percentages, Shakespeare Productions

Theatre Segment	N	Bro-chures	Direct Mail	Newsp. or Mags	Radio	TV	Web	Other
Small Shakespeare Productions (< \$250k)	3	12%	1%	72%	2%	0%	9%	6%
Mid-size Shakespeare Productions (\$250k - \$2M)	2	9%	13%	33%	24%	3%	4%	16%
Large Shakespeare Productions (> \$2M)	4	13%	21%	19%	7%	8%	7%	25%

### Outdoor Marketing Budget Percentages, Shakespeare Productions

Outdoor Marketing Budget Allocation, Shakespeare Productions

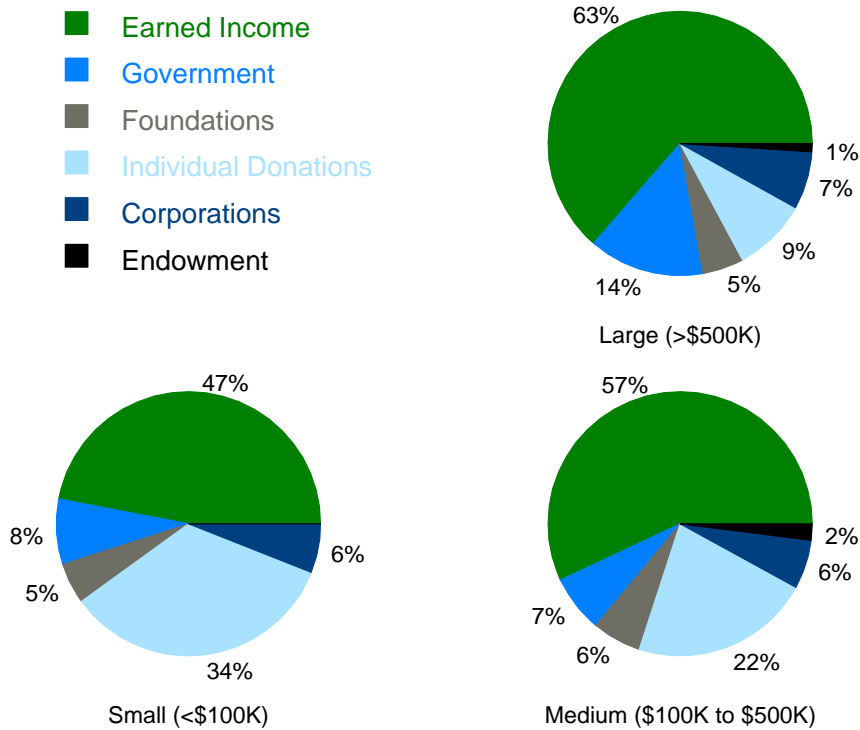


### Distribution of Theatre Income by Segment

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Non-Shakespeare Theatres (< \$100k)	9	47%	8%	5%	34%	6%	0%
Mid-size Non-Shakespeare Theatres (\$100k - \$500k)	8	57%	7%	6%	22%	6%	2%
Large Non-Shakespeare Theatres (> \$500k)	9	63%	14%	5%	9%	7%	1%
Small Shakespeare Productions (< \$250k)	3	60%	7%	2%	23%	8%	2%
Mid-size Shakespeare Productions (\$250k - \$2M)	2	52%	30%	7%	11%	1%	0%
Large Shakespeare Productions (> \$2M)	4	72%	4%	3%	17%	4%	1%

### Outdoor Budget Income Percentages, Non-Shakespeare Productions

Outdoor Budget Income Allocation, Non-Shakespeare Productions

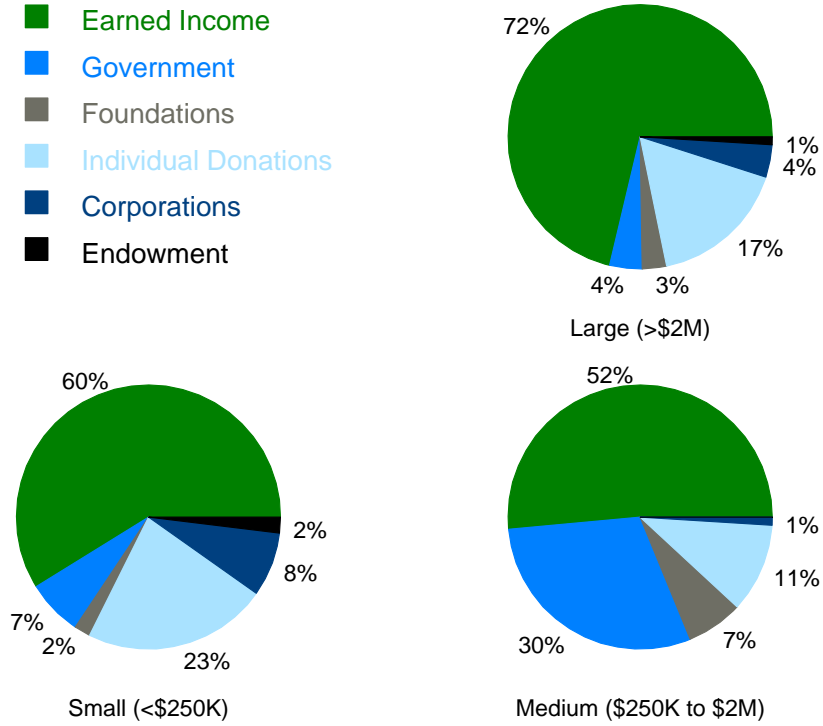


### Outdoor Budget Income Percentages, Shakespeare Productions

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Shakespeare Productions (< \$250k)	3	60%	7%	2%	23%	8%	2%
Mid-size Shakespeare Productions (\$250k - \$2M)	2	52%	30%	7%	11%	1%	0%
Large Shakespeare Productions (> \$2M)	4	72%	4%	3%	17%	4%	1%

### Outdoor Budget Income Allocation, Shakespeare Productions

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



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**Final Report - 2012  
 Outdoor Drama Attendance  
 December 7, 2012**



	Drama	Type	Paying Attendees	Comps	Total Attendance	Scheduled Performances	Completed Performances	Cancellations	(Total) Average Nightly Paying Attendees	(Total) Average Nightly Free Theatre Attendance	2011 Comparison Total Attendance
1	American Players Theatre Spring Green, WI	S	80,417	3,850	84,267	95	92	3	874		93,073
2	Canadian Badlands Passion Play Drumheller, Alberta Canada	R	10,825	784	11,609	7	7	0	1,546		14,023
3	Charlotte Shakespeare Festival Charlotte, NC	S	0	3,680	3,680	14	14	0		263	NA
4	Colorado Shakespeare Festival Boulder, CO	S	15,496	2,084	17,580	30	26	4	596		20,719
5	Commonwealth Shakespeare Company Boston, MA	S	0	62,000	62,000	18	13.5	4.5		4,592	92,000
6	Dock Brown: Legend of an Outlaw Pine Knob Theatre, Caneyville, KY	H	1,524	152	1,676	36	35	1	44		1,879
7	Door Shakespeare Baileys Harbor, WI	S	2,398	210	2,608	36	33	3	73		4,186
8	Drums Along the Mohawk American Heritage Living History Productions	H	200	25	225	1	1	0	200		NA
9	Emily Ann Theatre & Gardens Wimberley, TX	S	3,400	181	3,581	35	35	0	97		2,845
10	First For Freedom Eastern Stage, Inc., Halifax, NC	H	No Report								303
11	From This Day Forward Old Colony Players, Valdese, NC	H	566	123	689	12	11	1	51		769
12	Great Passion Play Elna Smith Fdn., Eureka Springs, AR	R	71,739	1,645	73,384	110	107	3	670		80,510
13	Happy Canyon Co, Inc Pendleton, OR	H	6,947	0	6,947	4	4	0	1,737		7,395
14	Harrisburg Shakespeare Festival Harrisburg, PA	S	0	2,826	2,826	10	8	2		353	2,826

	Drama	Type	Paying Attendees	Comps	Total Attendance	Scheduled Performances	Completed Performances	Cancellations	(Total) Average Nightly Paying Attendees	(Total) Average Nightly Free Theatre Attendance	2011 Comparison Total Attendance
15	Hatfields and McCoys/Honey in the Rock Theatre West Virginia, Beckley WV	H	9,660	3,449	13,109	53	41	12	236		24,231
16	Hill Cumorah Pageant Church of LDS, Palmyra, NY	R	0	33,100	33,100	7	7	0		4,728	30,000
17	Horn in the West Southern App. Hist. Assn., Boone, NC	H	9,543	1,229	10,772	50	45	5	212		12,638
18	Idaho Shakespeare Festival Boise, ID	S	52,622	5,790	58,412	92	92	0	572		56,624
19	Illinois Shakespeare Festival Normal, IL	S	9,582	0	9,582	36	35	1	274		12,040
20	Jenny Wiley Theatre Prestonburg, KY	H	6,827	1,391	8,218	35	35	0	195		9,880
21	Kentucky Conservatory/SummerFest Lexington, KY	V	No Report								15,066
22	Kentucky Shakespeare Festival Louisville, KY	S	0	9,081	9,081	18	15	3		605	15,066
23	Last of the Mohicans Lake George, NY	H	1,613	160	1,773	15	11	4	147		2,109
24	Laura's Memories Ozark Mtn Players, Mansfield, MO	H	2,500	0	2,500	13	13	0	192		1,725
25	Liberty: Saga of Sycamore Shoals Elizabethtown, TN	H	4,200	0	4,200	9	7	2	600		NA
26	Lincoln Amphitheatre Lincoln City, IN	V	8,155	778	8,933	35	35	0	233		5,500
27	Living Word Outdoor Drama Cambridge, OH	R	2,942	250	3,192	35	31	4	95		4,287
28	Lost Colony Roanoke Island Hist. Assoc., Manteo, NC	H	40,245	2,850	43,095	87	68	19	592		45,258
29	Miracle On The Mountain The Crossnore School, Crossnore, NC	H	476	0	476	4	4	0	119		446
30	The Miracle Worker Helen Keller Fdn., Tuscumbia, AL	H	3,200	0	3,200	12	11	1	291		4,625
31	Montford Park Players Asheville, NC	S	711	8,147	8,858	55	54	1	71	185	6,340
32	Nebraska Shakespeare Festival Omaha, NE	S	0	18,000	18,000	12	12	0		1,500	20,000
33	Oklahoma Shakespeare in the Park Edmond, OK	S	3,924	338	4,562	31	29	2	135		4,057

	Drama	Type	Paying Attendees	Comps	Total Attendance	Scheduled Performances	Completed Performances	Cancellations	(Total) Average Nightly Paying Attendees	(Total) Average Nightly Free Theatre Attendance	2011 Comparison Total Attendance
34	Oregon Shakespeare Festival Ashland, OR	S	91,909	10,940	102,849	114	114	0	806		112,629
35	Pennsylvania Renaissance Faire Manheim, PA	V	164,500	14,000	178,500	31	31	0	5,306		126,000
36	Picture in Scripture/The Man Who Ran Disney, OK	R	2,258	429	2,687	12	12	0	188		2,602
37	Pioneer Playhouse Danville, KY	V	9,640	370	10,010	57	57	0	169		9,689
38	The Promised Land Walk in the Light Productions, Bath, NC	H	0	850	850	2	2	0	425		995
39	Ramona Ramona Bowl, Hemet, CA	H	5,638	3,467	9,105	5	5	0	1,128		10,081
40	Salado Legends Tablerock Festival, Salado, TX	H	2,559	37	2,596	13	13	0	197		2,330
41	Seattle Shakespeare/Wooden O Seattle, WA	S	0	10,400	10,400	40	40	0		260	11,640
42	Serenbe Playhouse Chattahoochee Hills, GA	V	2,771	424	3,195	46	39	7	71		2,797
43	Shakespeare by the Sea Redondo Beach, CA	S	0	19,240	19,240	41	41	0		469	19,249
44	Shakespeare in Delaware Park Buffalo, NY	S	0	44,717	44,717	44	41	3		1,090	42,236
45	Shakespeare Players Rochester Community Players, Rochester, NY	S	0	2,600	2,600	12	11	1		236	NA
46	Sleepy Hollow Summer Theatre Bismark, ND	V	9,088	96	9,184	24	23	1	395		4,035
47	Stephen Foster-The Musical Bardstown, KY	H	21,736	5,605	27,341	68	66	2	329		31,724
48	Story of Noah Power & Light Prod., Wauchula, FL	R	13,359	1,218	14,577	10	10	0	1,336		15,276
49	Sword of Peace/Pathway to Freedom Snow Camp, NC	H	2,713	635	3,348	36	33	3	82		3,740
50	Tecumseh! Scioto Society Inc., Chillicothe, OH	H	36,999	2,914	39,913	74	71	3	521		42,898
51	TEXAS Musical Drama TX Panhandle Hrtg. Fdn., Canyon, TX	H	54,888	3,800	58,680	67	67	0	819		54,660
52	Theatre In the Park Springfield, IL	V	8,181	24	8,205	36	35	1	234		9,623

	<b>Drama</b>	<b>Type</b>	<b>Paying Attendees</b>	<b>Comps</b>	<b>Total Attendance</b>	<b>Scheduled Performances</b>	<b>Completed Performances</b>	<b>Cancellations</b>	<b>(Total) Average Nightly Paying Attendees</b>	<b>(Total) Average Nightly Free Theatre Attendance</b>	<b>2011 Comparison Total Attendance</b>
53	Tom Dooley: A Wilkes County Legend Wilkes Playmakers, North Wilkesboro, NC	H	1,100	0	1,100	12	12	0	92		2,683
54	Trail of the Lonesome Pine Lonesome Pine Arts, Big Stone Gap, VA	H	No Report								2,218
55	Trumpet in the Land/ The White Savage Ohio Outdoor Hist., New Philidelphia, OH	H	8,482	1,561	10,043	52	45	7	188		10,623
56	Unto These Hills Cherokee Hist. Assn., Cherokee, NC	H	32,981	2,860	35,841	68	67	1	492		36,827
57	Utah Shakespearean Festival Cedar City, UT	S	28,889	4,220	33,109	60	60	0	481		43,180
	<b>2012 Attendance Totals</b>		<b>847,403</b>	<b>292,530</b>	<b>1,140,225</b>	<b>1,931</b>	<b>1,827</b>	<b>105</b>	<b>23,111</b>	<b>14,281</b>	
	<b>Number of Theatres Reporting= 54</b>										