



The Institute of Outdoor Theatre

Summary of Attendance for Outdoor Theatres, 2013

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 2012 and 2013.

Starting this year, the reporting breakdown for each specific group (History, Shakespeare or Variety) is based on specific attendance breakdowns within each production that reports their data. Therefore, a single production site can contribute to multiple sub-categories.

Overall summary by theatre grouping

	2012 Theatres	2012 Attendance	2013 Theatres	2013 Attendance
History	24	280,223	23	303,336
Variety*	24	454,824	29	557,240
Shakespeare, all	20	405,178	33	527,591
<i>"Pay" Shakespeare</i>	11	234,648	23	321,631
<i>"Free" Shakespeare</i>	9	170,530	10	205,960
Total Attendance**	54	1,140,225	67	1,388,167

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

**Note: A single production can contribute to multiple sub-categories

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 2012 and 2013

	N	2012 Attendance	2013 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	18	268,089	255,960	-12,129	-4.5%	6 (33%)
Variety	18	430,408	453,107	+22,699	+5.3%	10 (56%)
Shakespeare	17	398,769	401,595	+2,826	+0.7%	11 (65%)
<i>"Pay" Shakespeare</i>	9	230,839	212,540	-18,299	-7.9%	5 (56%)
<i>"Free" Shakespeare</i>	8	167,930	189,055	+21,125	+12.6%	6 (75%)
All Theatres**	46	1,117,595	1,156,606	+39,011	+3.5%	27 (59%)

**Totals for "All Theatres" will not match subtotals, as some productions did not produce in all categories in both years.



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Year over year trends for paid attendance from 2012 to 2013 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

	2012 Theatres	2012 Attendance	2013 Theatres	2013 Attendance
History	23	249,875	23	271,648
Variety	22	391,321	27	430,319
Shakespeare	11	206,199	21	257,682
All Theatres	43	847,403	53	959,649

Paid attendance for theatres reporting in both 2012 and 2013

	N	2012 Attendance	2013 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	18	241,886	229,257	-12,629	-5.2%	7 (39%)
Variety	17	371,351	400,931	+29,580	+8.0%	9 (53%)
Shakespeare	9	203,043	187,267	-15,776	-7.8%	5 (56%)
All Theatres	37	832,490	858,573	+26,083	+3.1%	18 (49%)

Note: Totals for "All Theatres" will not match the subtotals, as some productions did not produce in all categories in both years.

Ticket Income for theatres reporting revenue information in both 2012 and 2013

	N	2012: Attendance, Ticket Income	2013: Attendance, Ticket Income	Change from Prior Year	% Change from Prior Year	N (%) with attendance, revenue up from last year
Non-Shakespeare	17	369,094	364,311	-4,783	-1.3%	6 (35%)
		\$6,818,604	\$6,697,297	-\$121,307	-1.8%	6 (35%)
Shakespeare	8	283,026	291,990	+8,964	+3.2%	5 (63%)
		\$11,374,352	\$12,002,044	+\$627,692	+5.5%	6 (75%)
All Theatres	25	652,120	656,301	+4,181	+0.6%	11 (44%)
		\$18,192,956	\$18,699,341	+\$506,385	+2.8%	13 (52%)

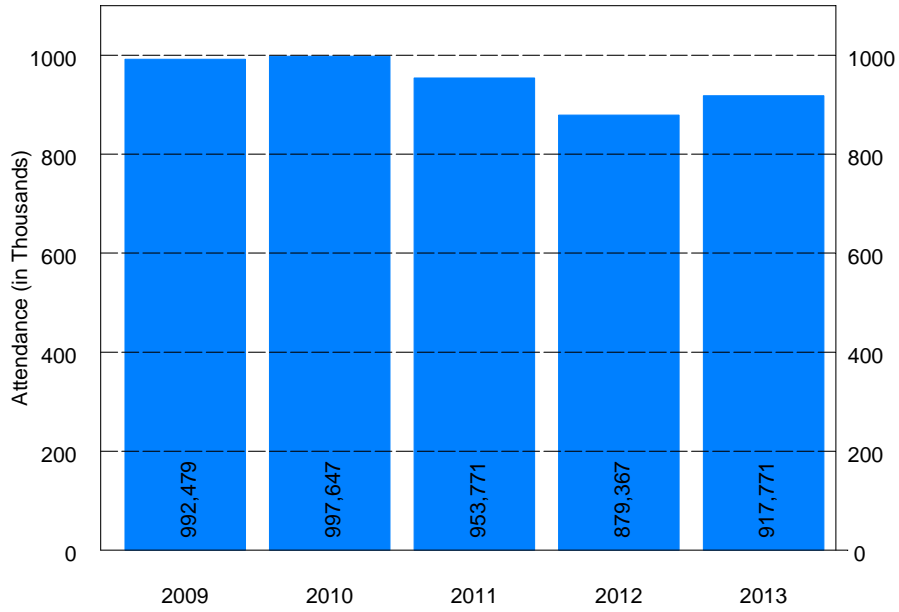
Note: Not all theatres that reported attendance provided ticket revenue information, therefore only the subset of theatres which provided both attendance and ticket revenue were compared.

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

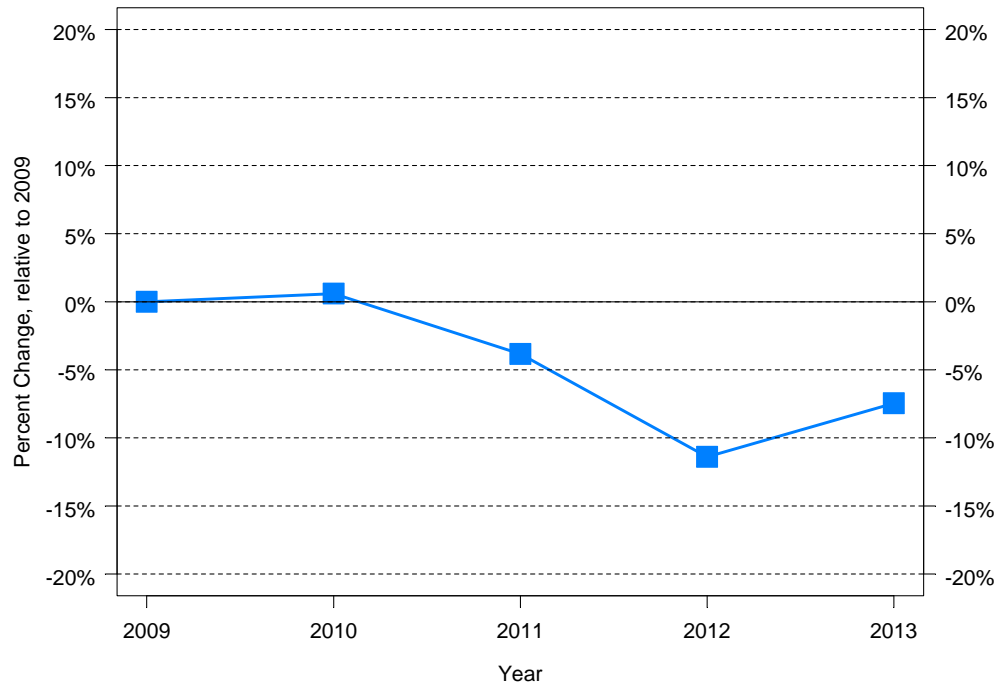


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Outdoor Theatre Attendance 2009 - 2013
Yearly Totals for 36 Consistently Reporting Productions



Outdoor Theatre Attendance 2009 - 2013
Yearly Totals for 36 Consistently Reporting Productions





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Theatres Reporting Attendance in 2013

Theatres that have reported in all years from 2009-2013 are bolded

Accademia dei Licini (Italy)	Pendleton Round-Up & Happy Canyon Company
A Company of Fools Theatre (Canada)	Pennsylvania Renaissance Faire
American Players Theatre	Picture in Scripture Amphitheater
Bard on the Beach (Australia)	Pine Knob Theatre
Bleu Moon Productions	Pioneer Playhouse
Canadian Badlands Passion Play (Canada)	Power and Light Productions
Charlotte Shakespeare	Ramona Bowl Amphitheatre
Cherokee Historical Association	Roanoke Island Historical Association
Colorado Shakespeare Festival	Seattle Shakespeare Company
Commonwealth Shakespeare Company	Serenbe Playhouse
Downtown Players	Shady Shakespeare Theatre Company
Emily Anne Theatre & Gardens	Shakespeare by the Sea
Free Will Players Theatre Guild (Canada)	Shakespeare by the Sea Festival (Canada)
Harrisburg Shakespeare Festival	Shakespeare in Clark Park
Heart of America Shakespeare Festival	Shakespeare in Delaware Park
Hill Cumorah Pageant	Shakespeare Western Australia (Australia)
Hudson Valley Shakespeare Festival	Shakespeare's Associates
Idaho Shakespeare Festival	Sleepy Hollow Theatre & Arts Park
Illinois Shakespeare Festival	Snow Camp Historical Drama Society
Jenny Wiley Theatre	Southern Appalachian Historical Association
Kentucky Shakespeare	St. Lawrence Shakespeare Festival (Canada)
Kingsmen Shakespeare Company	Sycamore Shoals
Kitsap Forest Theatre	Tablerock Festival of Salado
Lincoln Boyhood Drama Association	Texas Musical Drama
Little Shepherd Drama	The Aracoma Story
Marin Shakespeare Company	The Elna M. Smith Foundation
Montford Park Players	The Living Word Outdoor Drama
Mormon Miracle Pageant	The Miracle Worker
Nebraska Shakespeare	The Scioto Society
Ohio Historical Drama Association	The Stephen Foster Story
Oklahoma Shakespeare in the Park	Theatre in the Park
Oregon Shakespeare Festival	Trail of the Lonesome Pine
Original Practice Shakespeare Festival	Utah Shakespeare Festival
Ozark Mountain Players	



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Summary of Marketing and Budgets for Outdoor Theatres, 2013

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 Theatres (< \$100k)	4	\$52,081	\$8,148	16%
Mid-size Outdoor Theatres (\$100k - \$500k)	5	\$274,025	\$32,611	12%
Large Outdoor Theatres (> \$500k)	6	\$1,349,245	\$71,474	5%
Small Outdoor Shakespeare (< \$250k)	12	\$94,255	\$9,696	10%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	11	\$465,135	\$24,498	5%
Large Outdoor Shakespeare (> \$2M)	4	\$4,611,837	\$220,216	5%

Mean Income From Ticket Sales by Segment

Theatre Segment	Paying Attendee Average	Ticket Income Average	Use Online Sales	% OL tix*
Small Outdoor Theatres (< \$100k)	1,874	\$14,667	4 of 4	22%
Mid-size Outdoor Theatres (\$100k - \$500k)	7,274	\$121,038	3 of 4	14%
Large Outdoor Theatres (> \$500k)	31,756	\$645,403	6 of 6	41%
Small Outdoor Shakespeare (< \$250k)	2,734	\$38,369	6 of 7	43%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	9,123	\$245,916	6 of 6	41%
Large Outdoor Shakespeare (> \$2M)	65,337	\$2,782,740	4 of 4	42%

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

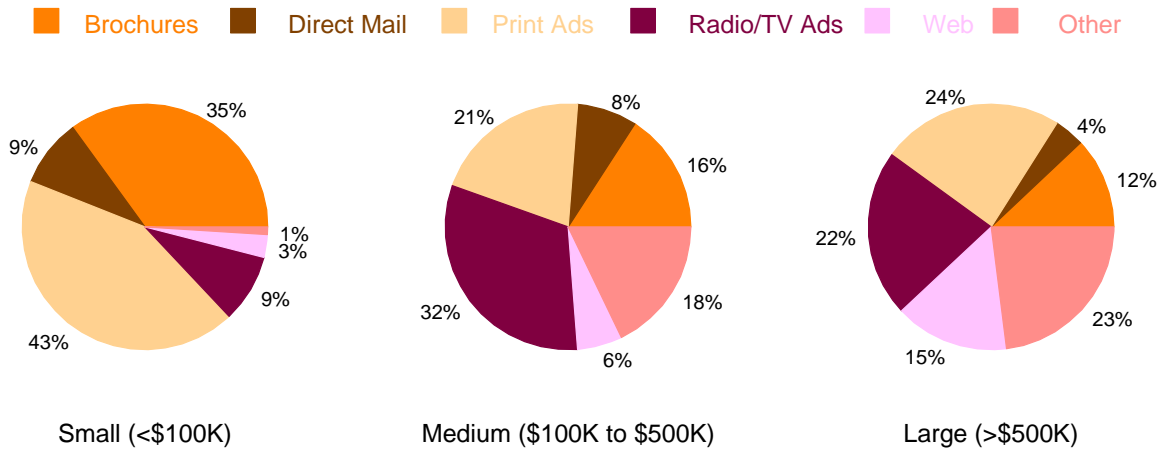
Note: Ticket income figures do not include Free Outdoor Shakespeare Festivals.



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Distribution of Marketing Budget Expenditures, Outdoor Theatres

Theatre Segment	N	Bro- chures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Theatres (< \$100k)	3	35%	9%	43%	9%	3%	1%
Mid-size Outdoor Theatres (\$100k - \$500k)	4	16%	8%	21%	32%	6%	18%
Large Outdoor Theatres (> \$500k)	6	12%	4%	24%	22%	15%	23%

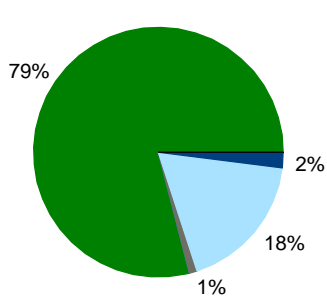
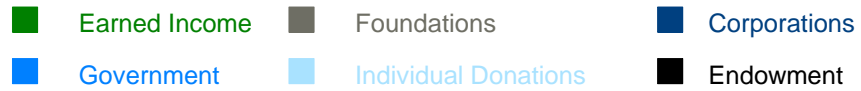




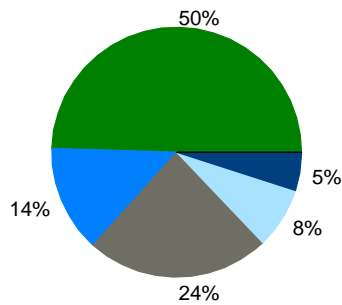
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Distribution of Theatre Income, Outdoor Theatres

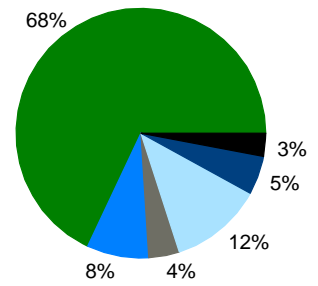
Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Outdoor Theatres (< \$100k)	3	79%	0%	1%	18%	2%	0%
Mid-size Outdoor Theatres (\$100k - \$500k)	5	50%	14%	24%	8%	5%	0%
Large Outdoor Theatres (> \$500k)	5	68%	8%	4%	12%	5%	3%



Small (<\$100K)



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



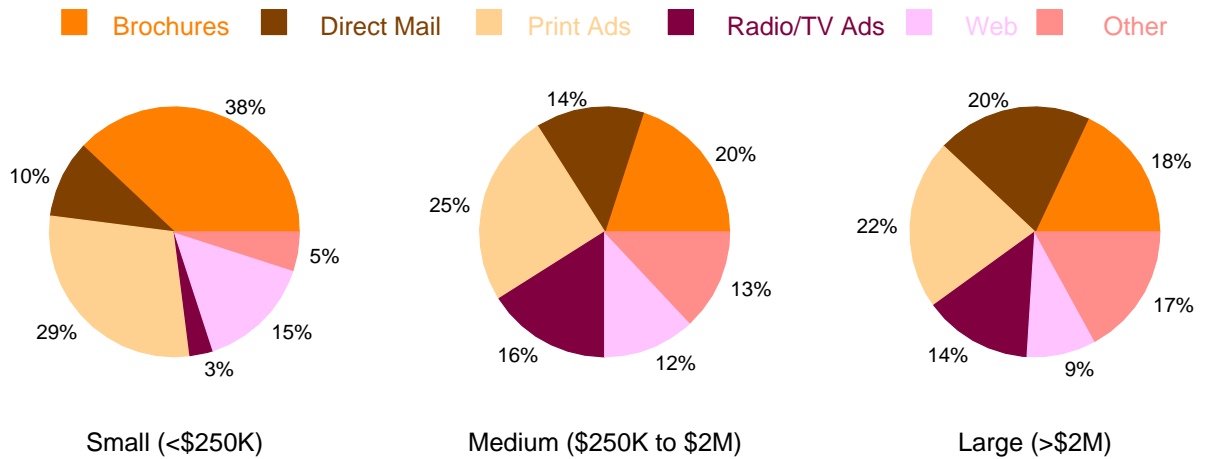
Large (>\$500K)



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Distribution of Marketing Budget Expenditures, Outdoor Shakespeare

Theatre Segment	N	Bro- chures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Shakespeare (< \$250k)	11	38%	10%	29%	3%	15%	5%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	10	20%	14%	25%	16%	12%	13%
Large Outdoor Shakespeare (> \$2M)	4	18%	20%	22%	14%	9%	17%

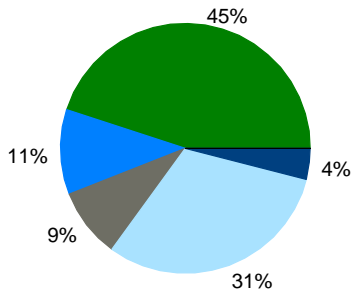




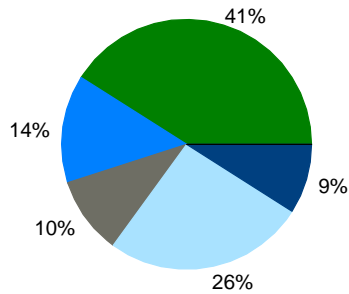
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Distribution of Theatre Income, Outdoor Shakespeare

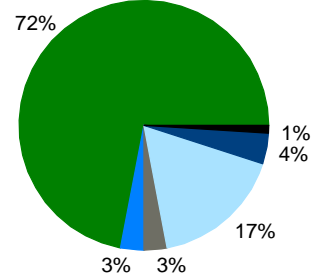
Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Outdoor Shakespeare (< \$250k)	12	45%	11%	9%	31%	4%	0%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	11	41%	14%	10%	26%	9%	0%
Large Outdoor Shakespeare (> \$2M)	4	72%	3%	3%	17%	4%	1%



Small (<\$250K)



Medium (\$250K to \$2M)



Large (>\$2M)