Institute of Outdoor Theatre
College of Fine Arts and Communication
East Carolina University
201 Erwin Building
Greenville, NC 27858-4353
Phone (252) 328-5363 Fax (252) 328-0968
Email: outdoor@ecu.edu
Web: www.outdoor-theatre.org

Final Report - 2014
Outdoor Theatre Attendance
Shakespeare Festivals
December 3, 2014

	Theatre	Type	Paying Attendees	Free Admission/ Comps	2014 Total Attendance	Scheduled Performances	Completed Performances	Cancellations	(Total) Average Nightly Paying Attendees	(Total) Average Nightly Free Theatre Attendance	2013 Comparison Total Attendance
1	A Company of Fools	S	0	7,200	7,200	39	37	2		195	9,000
	Ottawa, Ontario, Canada										
2	American Players Theatre	S	85,612	3,639	89,251	102	101	1	848		86,722
	Spring Green, WI										
3	Austin Shakespeare Festival	S	550	8,525	9,075	25	25	0	69	500	N/A
	Austin, TX										
4	Bard on the Beach	S	3,333	1,100	4,433	49	44	5	76		800
	St. Peters, Sydney, Australia										
5	Bard on the Beach Shakespeare Festival	S	84,305	7,800	92,105	208	203	5	415		N/A
	Vancouver, BC, Canada										
6	Colorado Shakespeare Festival	S	23,352	2,517	25,869	55	55	0	425		18,794
	Boulder, CO										
7	Commonwealth Shakespeare Company	S	0	75,000	75,000	18	18	0		417	85,000
	Boston, MA										
8	Driftwood Theatre Group	S	4,064	0	4,064	34	33	1	123		N/A
	Toronto, ON, Canada										
9	Elm Shakespeare Company	S	0	30,000	30,000	16	14	2		2,143	N/A
	New Haven, CT										
10	Emily Ann Theatre & Gardens	S	2,460	175	2,635	27	25	2	98		2,393
	Wimberley, TX										
11	First Folio Theatre	S	2,578	389	2,967	25	22	3	117		N/A
	Clarendon Hills, IL										
12	GreenStage	S	0	9,672	9,672	57	57	0		170	N/A
	Seattle, WA										
13	Harrisburg Shakespeare Festival	S	0	2,557	2,557	10	7	3		365	1,853
	Gamut Theatre, Harrisburg, PA										
14	Heart of America Shakespeare	S	15,935	5,312	21,247	18	16	2	996		23,323
	Kansas City, MO										
15	Hudson Shakespeare Company	S	193	1,617	1,810	31	27	4	64	67	N/A

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	Weehawken, NJ										
16	Hudson Valley Shakespeare Festival	S	32,369	2,574	34,943	80	80	0	405		35,286
	Garrison, NY										
17	Idaho Shakespeare Festival	S	57,696	4,997	62,693	93	91	2	634		58,939
	Boise, ID										
18	Illinois Shakespeare Festival	S	10,414	1,051	11,465	38	38	0	274		12,742
	Normal, IL										
19	Kentucky Shakespeare Festival	S	0	27,053	27,053	56	54	2		501	10,524
	Louisville, KY										
20	Marin Shakespeare	S	7,858	1,313	9,171	49	49	0	160		7,171
	San Rafael, CA										
21	Montford Park Players	S	608	6,738	7,346	55	50	5	67	172	7,620
	Asheville, NC										
22	Muse of Fire Theatre Company	S	0	1,642	1,642	14	13	1		126	N/A
	Evanston, IL										
23	Nebraska Shakespeare Festival	S	0	15,758	15,758	13	11	2		1,433	20,580
	Omaha, NE										
24	Oklahoma Shakespeare in the Park	S	3,408	592	4,000	26	25	1	136		8,987
	Edmond, OK										
25	Oregon Shakespeare Festival	S	99,417	10,925	110,342	114	113	1	880		103,223
	Ashland, OR										
26	San Francisco Shakespeare Festival	S	0	29,000	29,000	29	29	0		1,000	N/A
	San Francisco, CA										
27	Santa Cruz Shakespeare	S	11,460	616	12,076	43	43	0	267		N/A
	Santa Cruz, CA										
28	Seattle Shakespeare	S	0	9,417	9,417	37	37	0		255	11,960
	Seattle, WA										
29	Shakespeare by the Sea	S	0	23,472	23,472	41	41	0		573	20,459
	Redondo Beach, CA										
30	Shakespeare by the Sea Festival	S	1,562	106	1,668	36	30	6	52		2,265
	St. Johns NL. Canada										
31	Shakespeare in Delaware Park	S	0	34,530	34,530	44	37	7		933	33,249
	Buffalo, NY										
32	Shakespeare in the Park	S	1,006	150	1,156	5	5	0	201		N/A
	USQ Artsworx, South Queensland, AU										
33	Shakespeare WA	S	4,994	390	5,384	25	25	0	200		6,006

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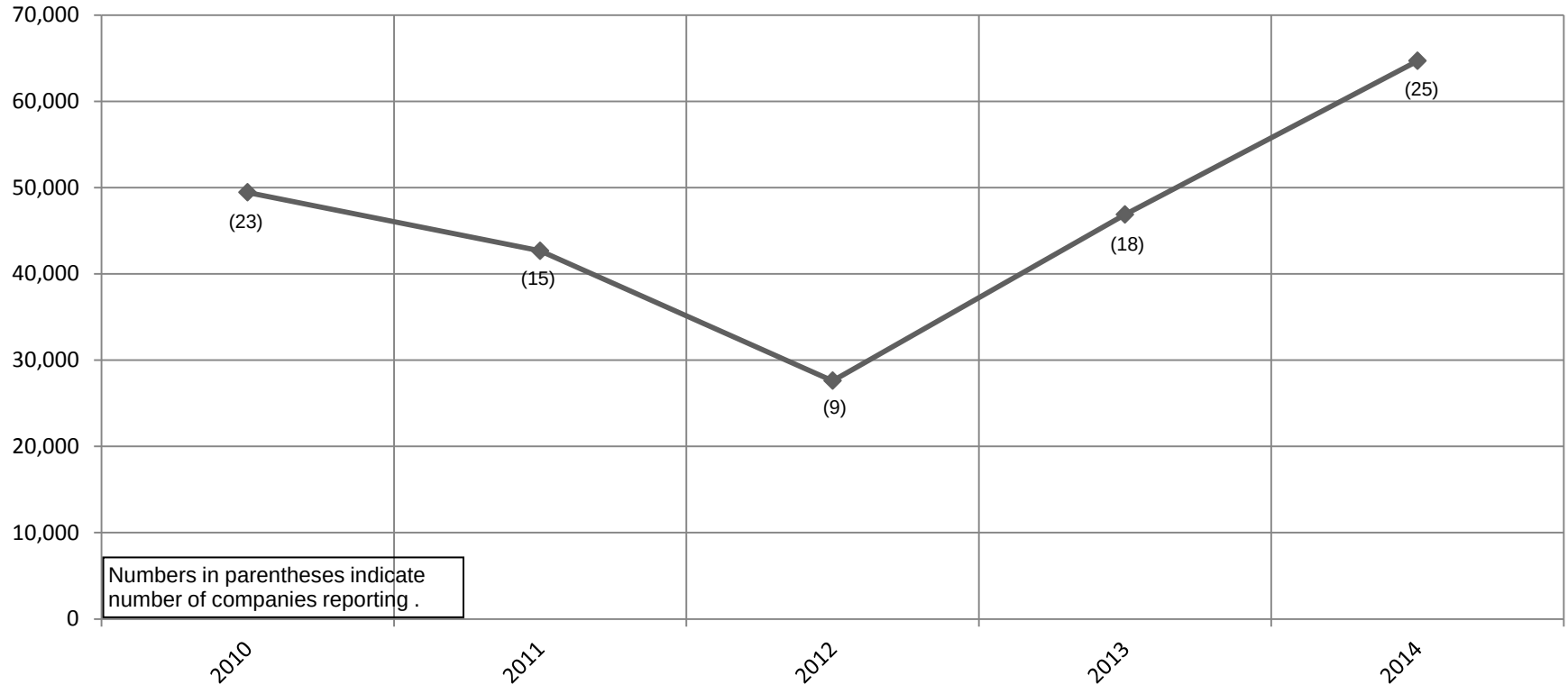
	Greenwood, WA, Australia										
34	Shakespeare's Associates	S	3,540	386	3,926	17	17	0	208		3,024
	Livermore, CA										
35	Shakespeare's Players	S	0	3,400	3,400	11	9	2		378	N/A
	Rochester Players, Rochester, NY										
36	Theatre Calgary	S	8,758	0	8,758	33	30	3	292		N/A
	Calgary, Alberta, Canada										
37	Utah Shakespeare Festival	S	30,282	3,066	33,348	60	60	0	505		38,030
	Cedar City, UT										
38	Victoria Shakespeare Society, The	S	1,670	712	2,382	30	28	2	60		N/A
	Victoria, BC, Canada										
	2014 Attendance Totals		**497,424**	**333,391**	**830,815**	**1,663**	**1,599**	**64**	**7,572**	**9,228**	
	Number of Theatres Reporting =	**38**									

Shakespeare Festivals
Complimentary Tickets
2010-2014
(Theatres With Paid Admission)
Chart 1



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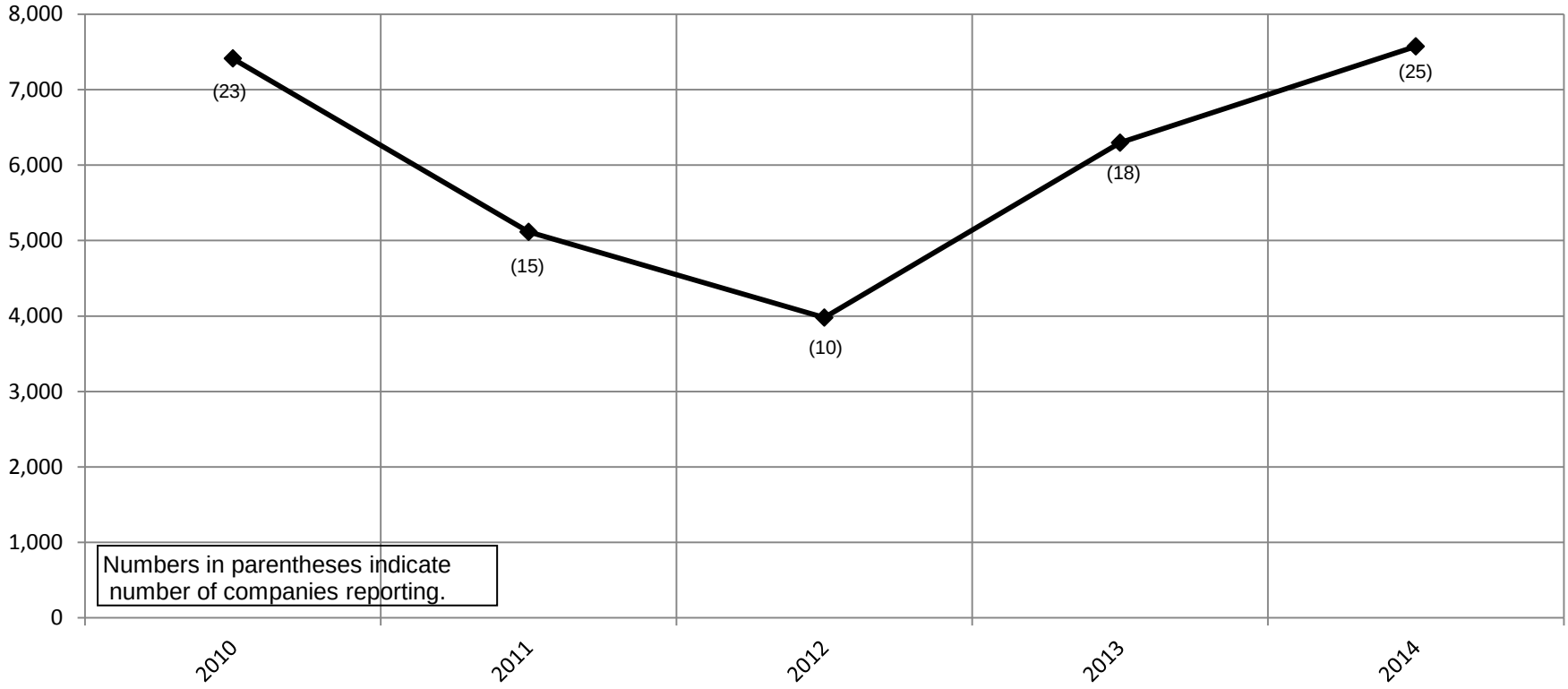
2014 = 64,690

Shakespeare Festivals
Average Nightly Paid Attendance
2010-2014
(Theatres with Paid Admission)
Chart 2A



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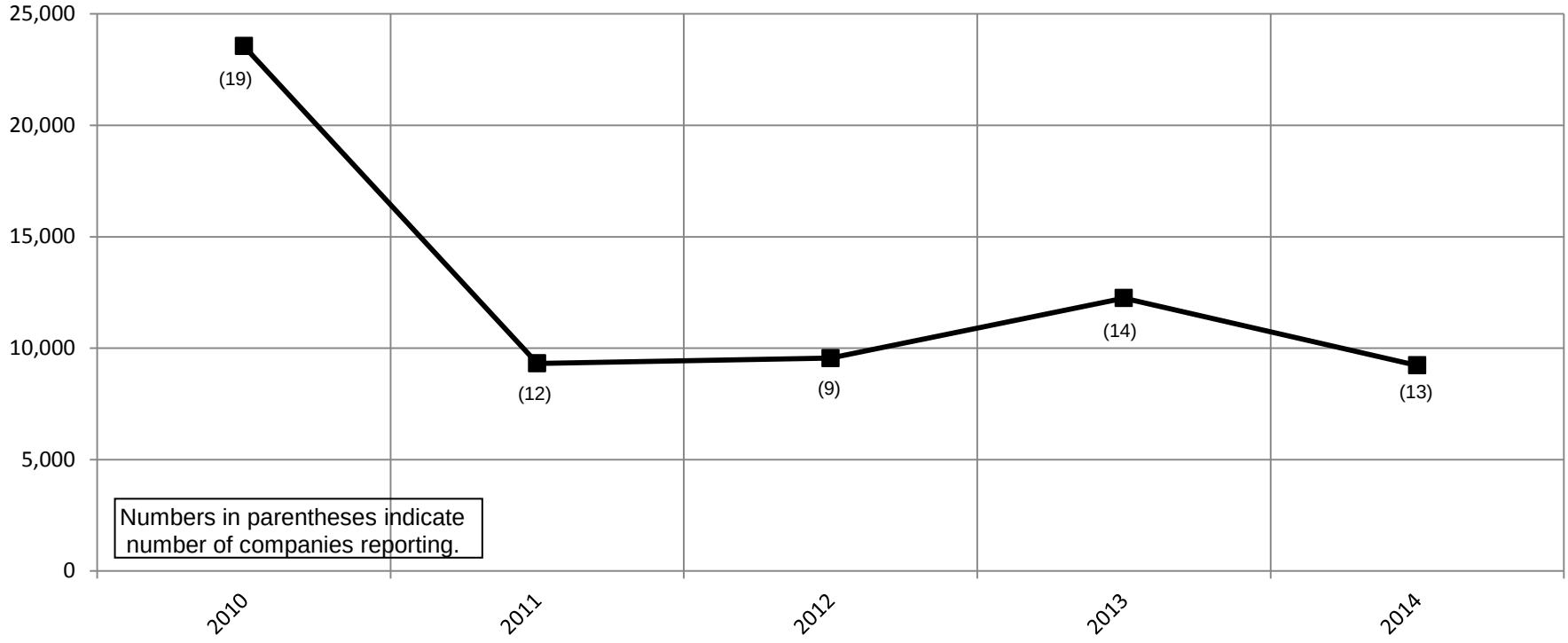
2014 = 7,572

Shakespeare Festivals
Average Nightly Attendance
2010-2014
(Theatres With Free Admission)
Chart 2B



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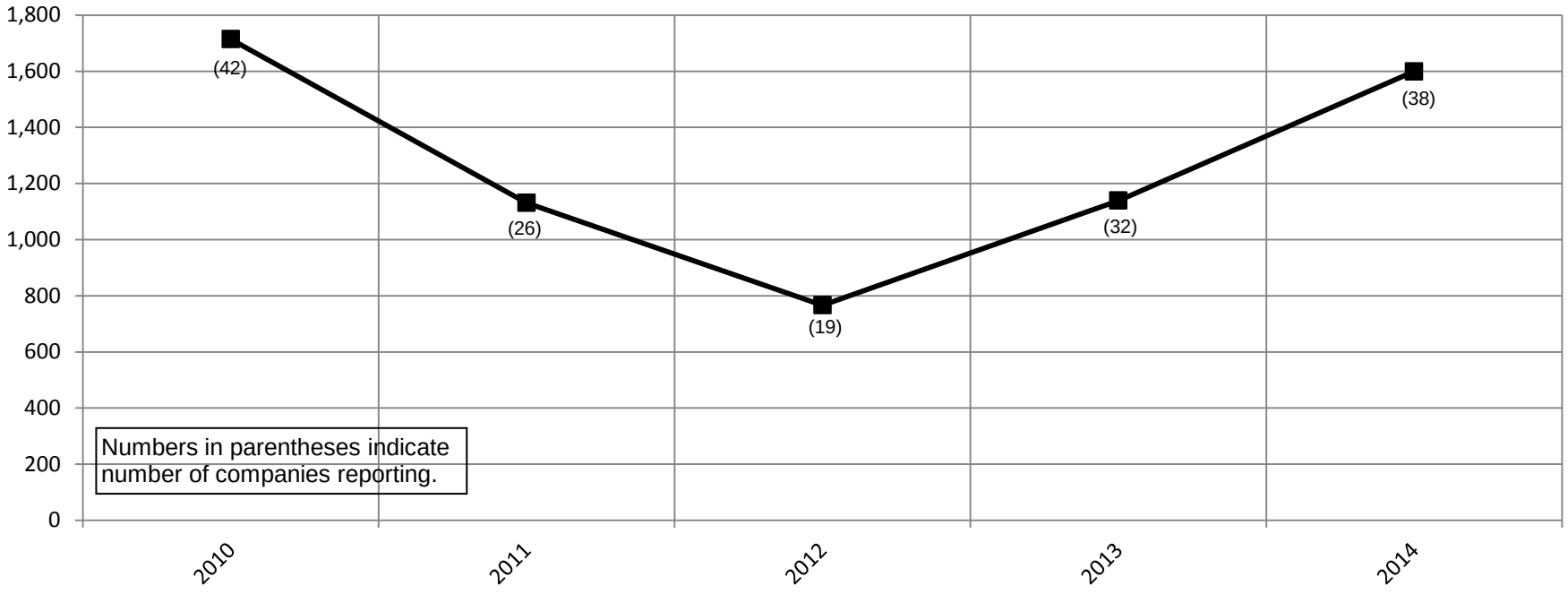
2014 = 9,228

Shakespeare Festivals
Completed Performances
2010-2014
(Theatres With Paid and Free Admission)
Chart 3



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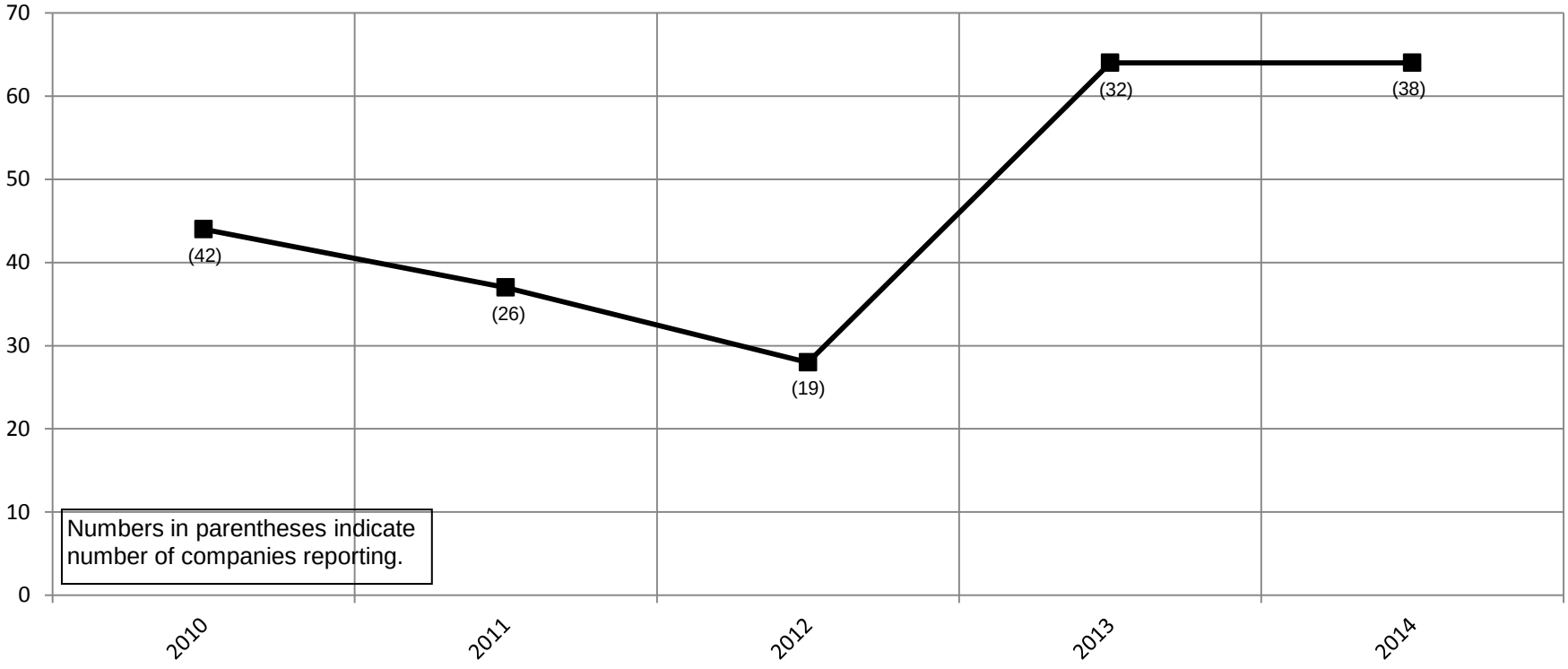
2014 = 1,599

Shakespeare Festivals
Cancellations
2010-2014
(Theatres With Paid and Free Admission)
Chart 4



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2014 = 64