



The Institute of Outdoor Drama

Summary of Attendance for Outdoor Theatres, 2017

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 2016 and 2017.

Overall summary by theatre grouping

	2016 Theatres	2016 Attendance	2017 Theatres	2017 Attendance
History	15	238,696	10	238,377
Variety	14	421,593	14	289,758*
Shakespeare, all	27	642,374	26	636,626
<i>"Pay" Shakespeare</i>	18	427,343	17	405,619
<i>"Free" Shakespeare</i>	9	215,031	9	231,007
Total Attendance	56	1,302,663	50	1,164,761*

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

* Note: Two large Variety shows did not report, skewing results in this category and Total Attendance.

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 2016 and 2017

	N	2016 Attendance	2017 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	9	219,176	230,589	+11,413	+5.2%	6 (67%)
Variety	10	230,475	212,753	-17,722	-7.7%	3 (30%)
Shakespeare	20	528,465	582,592	+54,127	+10.2%	14 (70%)
<i>"Pay" Shakespeare</i>	11	334,488	351,585	+17,097	+5.1%	7 (64%)
<i>"Free" Shakespeare</i>	9	193,977	231,007	+37,030	+19.1%	7 (78%)
All Theatres	39	978,116	1,025,934	+47,818	+4.9%	23 (59%)



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Year over year trends for paid attendance from 2016 to 2017 are provided below.

Paid attendance summary by theatre grouping

	2016 Theatres	2016 Attendance	2017 Theatres	2017 Attendance
History	15	227,158	11	224,583
Variety	11	305,835	10	224,828
Shakespeare	17	360,816	17	363,917
All Theatres	43	893,809	38	813,328

Paid attendance for theatres reporting in both 2016 and 2017

	N	2016 Attendance	2017 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	10	211,918	218,713	+6,795	+3.2%	5 (50%)
Variety	7	195,558	169,699	-25,859	-13.2%	3 (43%)
Shakespeare	10	284,332	289,443	+5,111	+1.8%	6 (60%)
All Theatres	27	691,808	677,855	-13,953	-2.0%	14 (52%)

Ticket Income for theatres reporting revenue information in both 2016 and 2017

	N	2016: Attendance, Ticket Income	2017: Attendance, Ticket Income	Change from Prior Year	% Change from Prior Year	N (%) with attendance, revenue up from last year
Non-Shakespeare	14	376,399	353,622	-22,777	-6.1%	6 (43%)
		\$8,043,959	\$8,254,589	+\$210,630	+2.6%	8 (57%)
Shakespeare	10	284,332	289,443	+5,111	+1.8%	6 (60%)
		\$13,960,547	\$14,305,923	+\$345,376	+2.5%	7 (70%)
All Theatres	24	660,731	643,065	-17,666	-2.7%	12 (50%)
		\$22,004,506	\$22,560,512	+\$556,006	+2.5%	15 (63%)

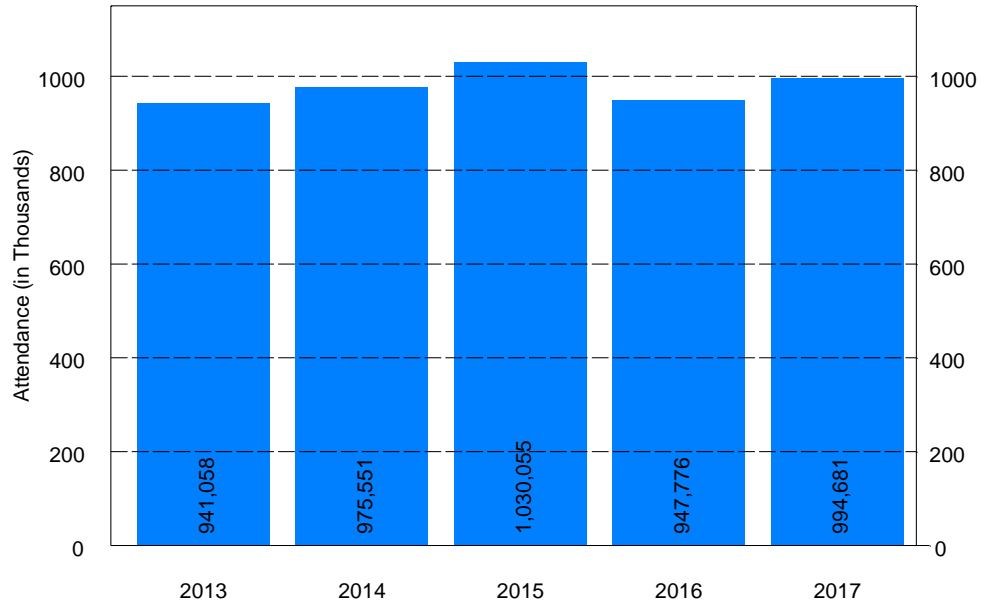
Note: Not all theatres that reported paid attendance provided ticket revenue information, therefore only the subset of theatres which provided both paid attendance and ticket revenue were compared.

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

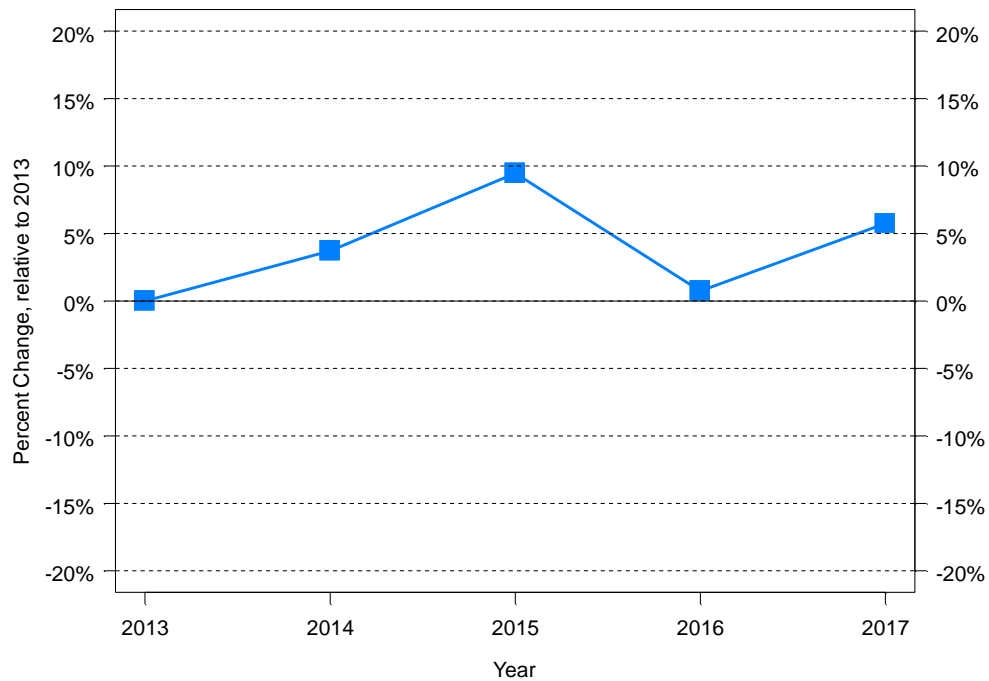


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Outdoor Theatre Attendance 2013 - 2017
Yearly Totals for 32 Consistently Reporting Productions



Outdoor Theatre Attendance 2013 - 2017
Yearly Totals for 32 Consistently Reporting Productions





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Theatres Reporting Attendance in 2017

*Theatres that have reported in all years from 2013-2017 are **bolded**.*

New reporting theatres are starred.*

4th Line Theatre	Nebraska Shakespeare Festival
Advice to the Players*	Ohio Outdoor Historical Drama Assoc. (Trumpet in the Land)
American Players Theatre	Oregon Shakespeare Festival
ARTFARM*	Pennsylvania Renaissance Faire
Bard on the Beach	Picture in Scripture Amphitheatre
Canadian Badlands Passion Play	Piknik Theatre Festival
Cherokee Historical Association (Unto These Hills)	Pine Knob Theatre
Colorado Shakespeare Festival	Pioneer Playhouse
Commonwealth Shakespeare Company	Rude Mechanical Theatre Company
First Folio Shakespeare Festival	Seattle Shakespeare
From This Day Forward	Serenbe Playhouse
Genesius Theatre Foundation	Shakespeare by the Sea
Happy Canyon Theatre Company	Shakespeare Festival of Dallas
Harrisburg Shakespeare Festival	Shakespeare in Delaware Park
Heart of America Shakespeare Festival	Shakespeare in the Ruff
Horn in the West	Sleepy Hollow Summer Theatre
Hudson Valley Shakespeare Festival	Stephen Foster Story
Illinois Shakespeare Festival	Story House*
Kentucky Shakespeare Festival	Story of Jesus (Power and Light Productions)
Little Shepherd of Kingdom Come	Super Summer Theatre*
Livermore Shakespeare Festival	Syracuse Shakespeare Festival
The Living Word Outdoor Drama	Texas Musical Drama
The Lost Colony	The Scioto Society (Tecumseh)
Marin Shakespeare Festival	Utah Shakespearean Festival
Montford Park Players	Victoria Shakespeare Society