



# The Institute of Outdoor Drama

## ***Summary of Attendance for Outdoor Theatres, 2018***

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 2017 and 2018.

### ***Overall summary by theatre grouping***

	2017 Theatres	2017 Attendance	2018 Theatres	2018 Attendance
History	10	238,377	12	222,571
Variety	14	289,758	12	211,194
Shakespeare, all	26	636,626	23	560,585
<i>"Pay" Shakespeare</i>	17	405,619	14	399,159
<i>"Free" Shakespeare</i>	9	231,007	9	161,426
<b>Total Attendance</b>	<b>50</b>	<b>1,164,761</b>	<b>47</b>	<b>994,350</b>

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

One large Free Shakespeare production didn't report, and there was only a small overlap in the variety segment this year.

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 2017 and 2018***

	N	2017 Attendance	2018 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	8	221,116	213,098	-8,018	-3.6%	2 (25%)
Variety	7	74,497	84,288	+9,791	+13.1%	3 (43%)
Shakespeare	17	487,344	434,325	-53,019	-10.9%	3 (18%)
<i>"Pay" Shakespeare</i>	10	347,705	295,924	-51,781	-14.9%	0 (0%)
<i>"Free" Shakespeare</i>	7	139,639	138,401	-1,238	-0.9%	3 (43%)
<b>All Theatres</b>	<b>32</b>	<b>782,957</b>	<b>731,711</b>	<b>-51,246</b>	<b>-6.5%</b>	<b>8 (25%)</b>



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Year over year trends for paid attendance from 2017 to 2018 are provided below.

## ***Paid attendance summary by theatre grouping***

	2017 Theatres	2017 Attendance	2018 Theatres	2018 Attendance
History	11	224,583	12	204,129
Variety	10	224,828	8	158,326
Shakespeare	17	363,917	14	363,627
All Theatres	38	813,328	34	726,082

## ***Paid attendance for theatres reporting in both 2017 and 2018***

	N	2017 Attendance	2018 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	9	208,905	196,340	-12,565	-6.0%	3 (33%)
Variety	4	40,922	45,303	+4,381	+10.7%	2 (50%)
Shakespeare	10	310,091	268,811	-41,280	-13.3%	0 (0%)
All Theatres	23	559,918	510,454	-49,464	-8.8%	5 (22%)

## ***Ticket Income for theatres reporting revenue information in both 2017 and 2018***

	N	2017: Attendance, Ticket Income	2018: Attendance, Ticket Income	Change from Prior Year	% Change from Prior Year	N (%) with attendance, revenue up from last year
Non-Shakespeare	12	248,213	230,399	-17,814	-7.2%	5 (42%)
		\$5,090,072	\$5,515,232	+\$425,160	+8.4%	7 (58%)
Shakespeare	9	286,144	246,081	-40,063	-14.0%	0 (0%)
		\$14,224,412	\$11,897,884	-\$2,326,528	-16.4%	1 (11%)
All Theatres	21	534,357	476,480	-57,877	-10.8%	5 (24%)
		\$19,314,484	\$17,413,116	-\$1,901,368	-9.8%	8 (38%)

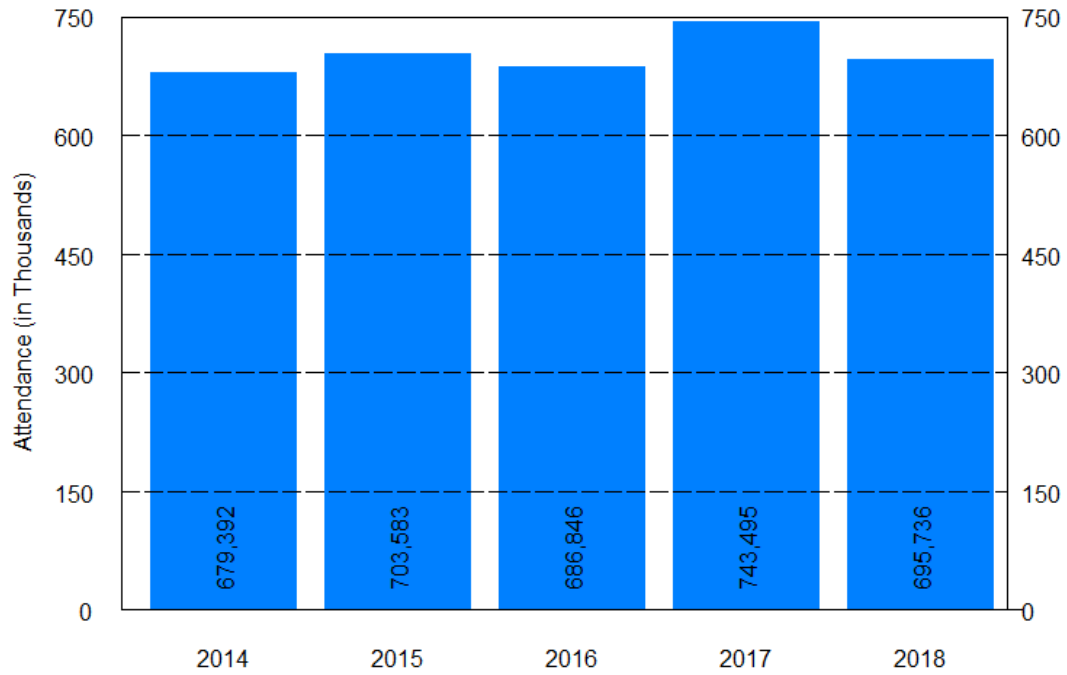
Note: Not all theatres that reported paid attendance provided ticket revenue information, therefore only the subset of theatres which provided both paid attendance and ticket revenue were compared.

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



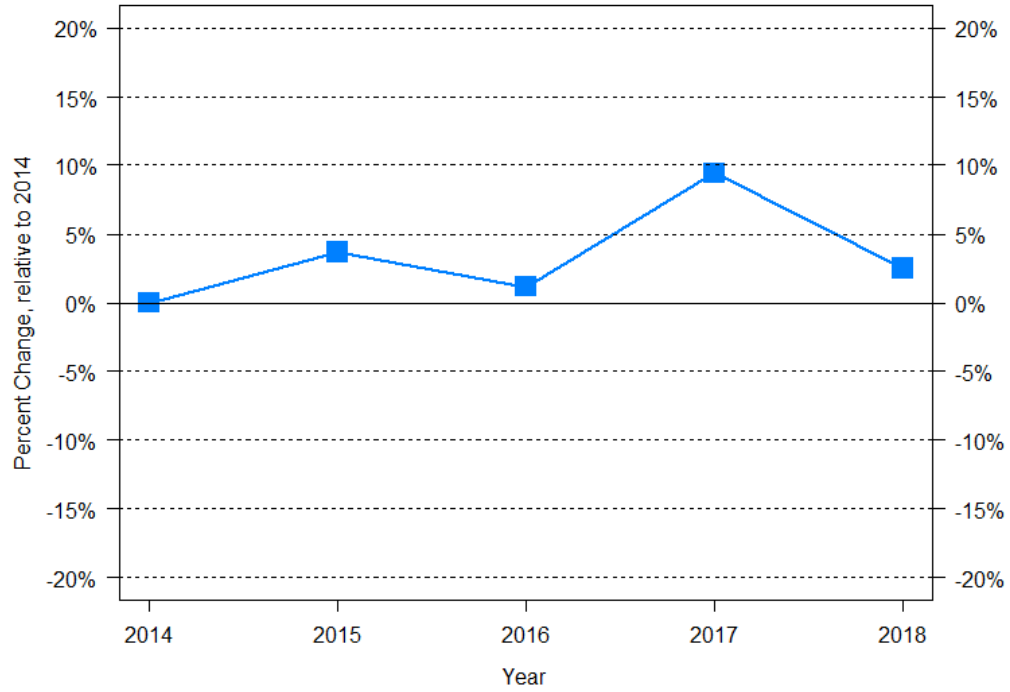
## Outdoor Theatre Attendance 2014 - 2018

Yearly Totals for 26 Consistently Reporting Productions





Outdoor Theatre Attendance 2014 - 2018  
Yearly Totals for 26 Consistently Reporting Productions





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## Theatres Reporting Attendance in 2018

*Theatres that have reported in all years from 2014-2018 are **bolded**.*

*New reporting theatres are starred\*.*

4th Line Theatre	<b>The Lost Colony</b>
<b>American Players Theatre</b>	<b>Montford Park Players</b>
<b>Bard on the Beach</b>	Mountain Play Association
Bleu Moon Productions (Tom Dooley)	<b>Nebraska Shakespeare Festival</b>
Bremer Shakespeare*	<b>Oregon Shakespeare Festival</b>
<b>Canadian Badlands Passion Play</b>	Pacific Repertory Theatre*
Center for Ancient Drama*	<b>Pine Knob Theatre</b>
<b>Colorado Shakespeare Festival</b>	<b>Pioneer Playhouse</b>
Curtain Theatre*	Rude Mechanical Theatre
Elm Shakespeare Company	Salado Legends
Free Will Players Theatre	<b>Seattle Shakespeare</b>
From This Day Forward	<b>Serenbe Playhouse</b>
Great Passion Play	<b>Shakespeare by the Sea</b>
Happy Canyon Theatre Company	<b>Shakespeare in Delaware Park</b>
<b>Heart of America Shakespeare Festival</b>	Shakespeare Santa Cruz
<b>Hudson Valley Shakespeare Festival</b>	<b>Stephen Foster Story</b>
Idaho Shakespeare Festival	Syracuse Shakespeare Festival
Illinois Shakespeare Festival	<b>Tecumseh! (The Scioto Society)</b>
<b>Kentucky Shakespeare Festival</b>	<b>Texas Musical Drama</b>
Kitsap Forest Theatre*	Theatre in the Park
<b>Little Shepherd of Kingdom Come</b>	<b>Unto These Hills (Cherokee Historical Association)</b>
<b>Livermore Shakespeare Festival</b>	<b>Utah Shakespearean Festival</b>
<b>The Living Word Outdoor Drama</b>	<b>Victoria Shakespeare Society</b>
	Wilder Pageant*