



Summary of Attendance for Outdoor Theatres, 2019

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 2018 and 2019.

Overall summary by theatre grouping

	2018 Theatres	2018 Attendance	2019 Theatres	2019 Attendance
History	12	222,571	8	151,789
Variety	12	211,194	12	385,173
Shakespeare, all	23	560,585	23	559,282
<i>"Pay" Shakespeare</i>	14	399,159	17	400,154
<i>"Free" Shakespeare</i>	9	161,426	6	159,128
Total Attendance	47	994,350	43	1,096,244

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

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 2018 and 2019

	N	2018 Attendance	2019 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	7	153,536	143,194	-10,342	-6.7%	2 (29%)
Variety	6	134,160	121,002	-13,158	-9.8%	3 (50%)
Shakespeare	19	509,305	506,240	-3,065	-0.6%	11 (58%)
<i>"Pay" Shakespeare</i>	14	389,081	392,112	+3,031	+0.8%	9 (64%)
<i>"Free" Shakespeare</i>	5	120,224	114,128	-6,096	-5.1%	2 (40%)
All Theatres	32	797,001	770,436	-26,565	-3.3%	16 (50%)



Year over year trends for paid attendance from 2018 to 2019 are provided below.

Paid attendance summary by theatre grouping

	2018 Theatres	2018 Attendance	2019 Theatres	2019 Attendance
History	12	204,129	9	142,907
Variety	8	158,326	10	338,265
Shakespeare	14	363,627	17	364,193
All Theatres	34	726,082	36	845,365

Paid attendance for theatres reporting in both 2018 and 2019

	N	2018 Attendance	2019 Attendance	Change from Prior Year	% Change from Prior Year	N (%) with attendance up from last year
History	8	144,934	136,356	-8,578	-5.9%	3 (38%)
Variety	3	91,894	81,238	-10,656	-11.6%	1 (33%)
Shakespeare	13	351,876	354,039	+2,163	+0.6%	9 (69%)
All Theatres	24	588,704	571,633	-17,071	-2.9%	13 (54%)

Ticket Income for theatres reporting revenue information in both 2018 and 2019

	N	2018: Attendance, Ticket Income	2019: Attendance, Ticket Income	Change from Prior Year	% Change from Prior Year	N (%) with attendance, revenue up from last year
Non-Shakespeare	11	236,828	217,594	-19,234	-8.1%	4 (36%)
		\$4,527,313	\$4,480,718	-\$46,595	-1.0%	6 (55%)
Shakespeare	11	296,197	315,295	+19,098	+6.4%	8 (73%)
		\$13,540,324	\$14,189,161	+\$648,837	+4.8%	8 (73%)
All Theatres	22	533,025	532,889	-136	-0.0%	12 (55%)
		\$18,067,637	\$18,669,879	+\$602,242	+3.3%	14 (64%)

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.

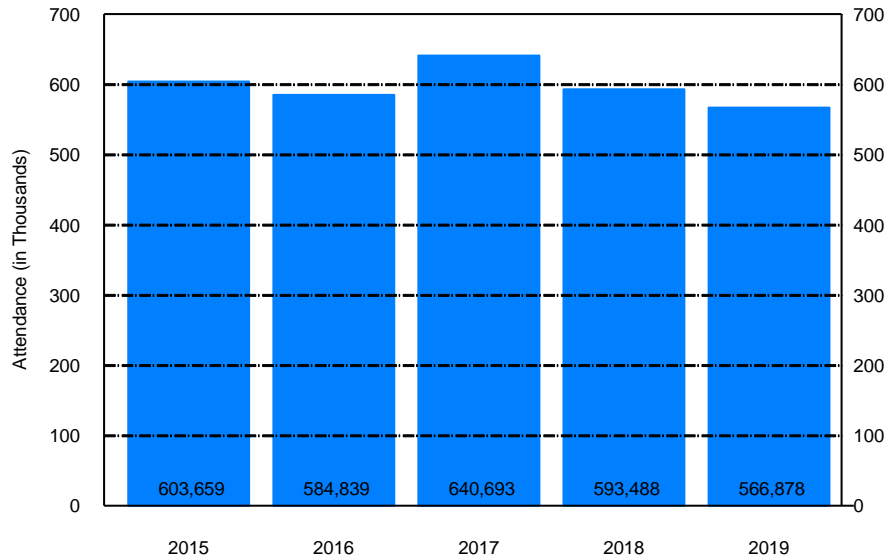
Note: Total revenue for all theatres driven by the larger Shakespeare festivals.



Summary of total attendance for theatres that have reported every year from 2015 to 2019:

Outdoor Theatre Attendance 2015 - 2019

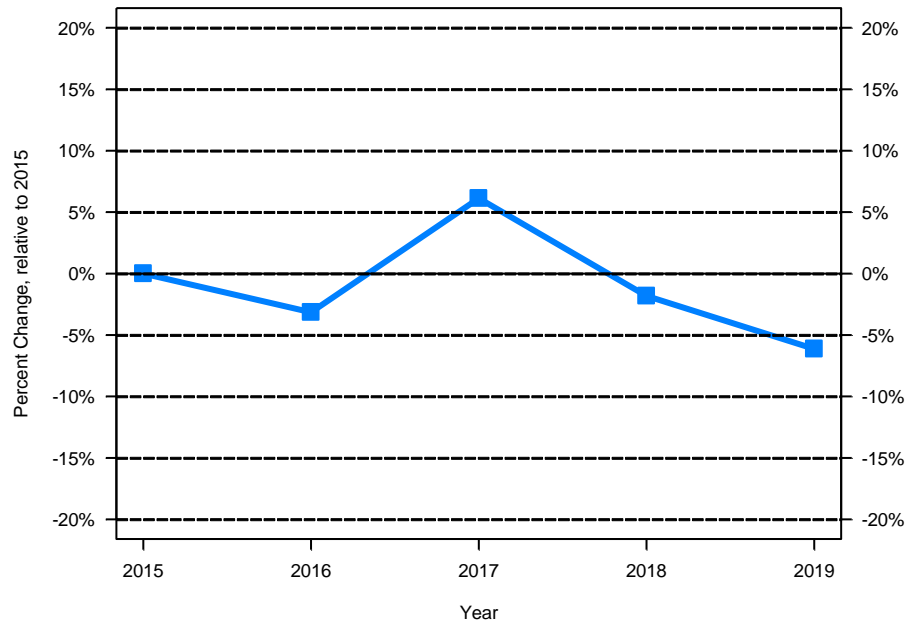
Yearly Totals for 23 Consistently Reporting Productions



Summary of attendance trend since 2015 for theatres reporting every year from 2015 to 2019:

Outdoor Theatre Attendance 2015 - 2019

Yearly Totals for 23 Consistently Reporting Productions





Theatres Reporting Attendance in 2019

*Theatres that have reported in all years from 2015-2019 are **bolded**.*

New reporting theatres are starred.*

4th Line Theatre	Montford Park Players
American Players Theatre	Nebraska Shakespeare Festival
Bard on the Beach	Ohio Outdoor Historical Drama Association
Bleu Moon Productions (Tom Dooley)	Oregon Shakespeare Festival
Bremer Shakespeare	Pacific Repertory Theatre
Canadian Badlands Passion Play	Picture in Scripture
Colorado Shakespeare Festival	Piknik Theatre Festival
Commonwealth Shakespeare Festival	Pioneer Playhouse
First Folio Shakespeare Festival	Producers Association – Woodminster Summer Musicals*
Great Passion Play	Seattle Shakespeare
Hawaii Shakespeare Festival*	Shakespeare in Delaware Park
Heart of America Shakespeare Festival	Shakespeare Santa Cruz
Hudson Valley Shakespeare Festival	Sleepy Hollow Summer Theatre
Idaho Shakespeare Festival	Stephen Foster Story
Illinois Shakespeare Festival	Syracuse Shakespeare Festival
Kentucky Shakespeare Festival	Tecumseh! (The Scioto Society)
Kingsmen Shakespeare Company	Theatre in the Park (Kansas)*
Little Shepherd of Kingdom Come	Tuacahn Amphitheatre*
Livermore Shakespeare Festival	Unto These Hills (Cherokee Historical Association)
The Living Word Outdoor Drama	Utah Shakespearean Festival
The Lost Colony	Victoria Shakespeare Society
	Wilder Pageant