

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

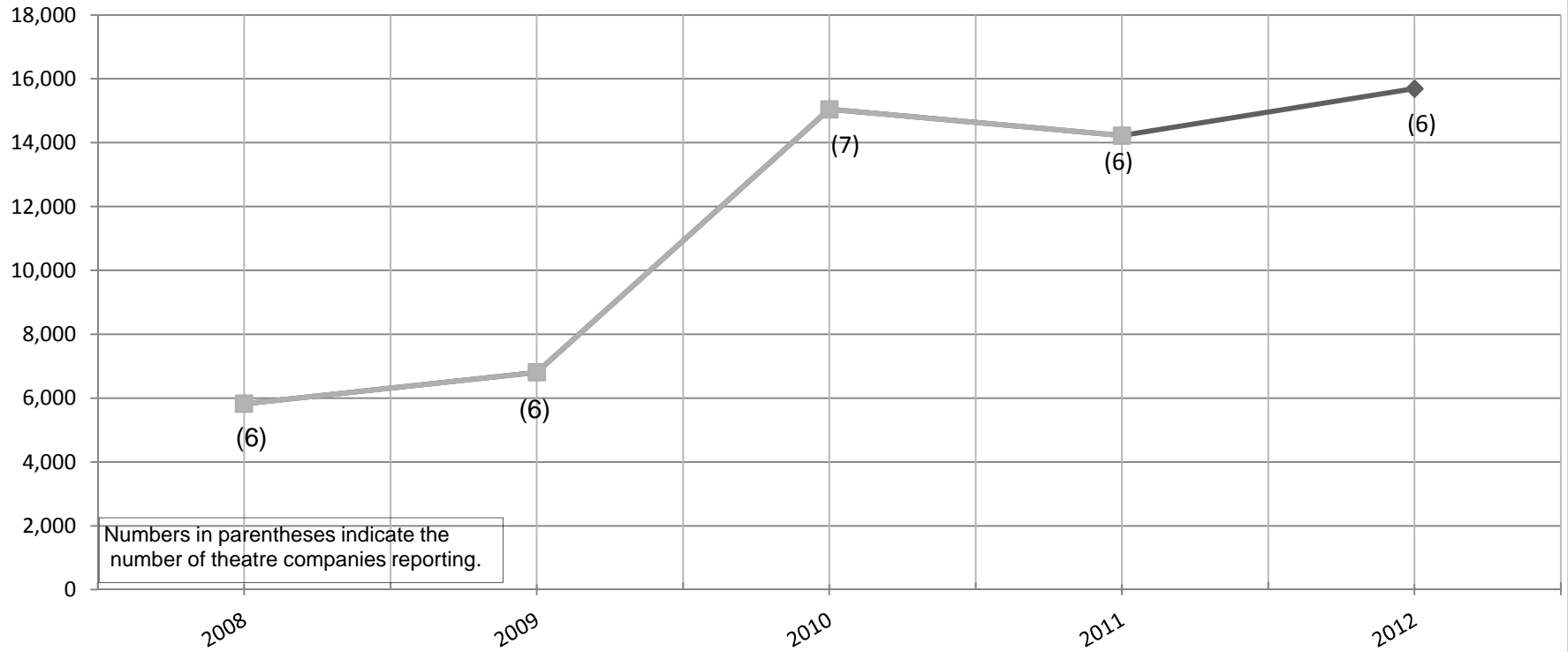
Final Report - 2012
 Outdoor Drama Attendance
Variety
 December 7, 2012



Drama	Type	Paying Attendees	Comps	Total Attendance	Scheduled Performances	Completed Performances	Cancellations	(Total) Average Nightly Paying Attendees	(Total) Average Nightly Free Attendees	2011 Comparison Total Attendance
1 Kentucky Conservatory Theatre Lexington, KY	M	No Report								
2 Lincoln Amphitheatre Lincoln City, IN	M/NM	8,155	778	8,933	35	35	0	233		5,500
3 Pennsylvania Renaissance Faire Manheim, PA	RF	164,500	14,000	178,500	31	31	0	5,306		126,000
4 Pioneer Playhouse Danville, KY	NM	9,640	370	10,010	57	57	0	169		9,689
5 Serenbe Playhouse Chattahoochee Hills, GA	M/NM	2,771	424	3,195	46	39	7	71		2,797
6 Sleepy Hollow Summer Theatre Bismarck, ND	M	9,088	96	9,184	24	23	1	395		4,035
7 Theatre in the Park, Inc. Springfield, IL	NM	8,181	24	8,205	36	35	1	234		9,623
2012 Attendance Totals		202,335	15,692	218,027	229	220	9	6,408		
Total Number of Theatres Reporting = 6										

M = Musical Theatre
 NM = Non Musical
 RF= Renaissance Faire

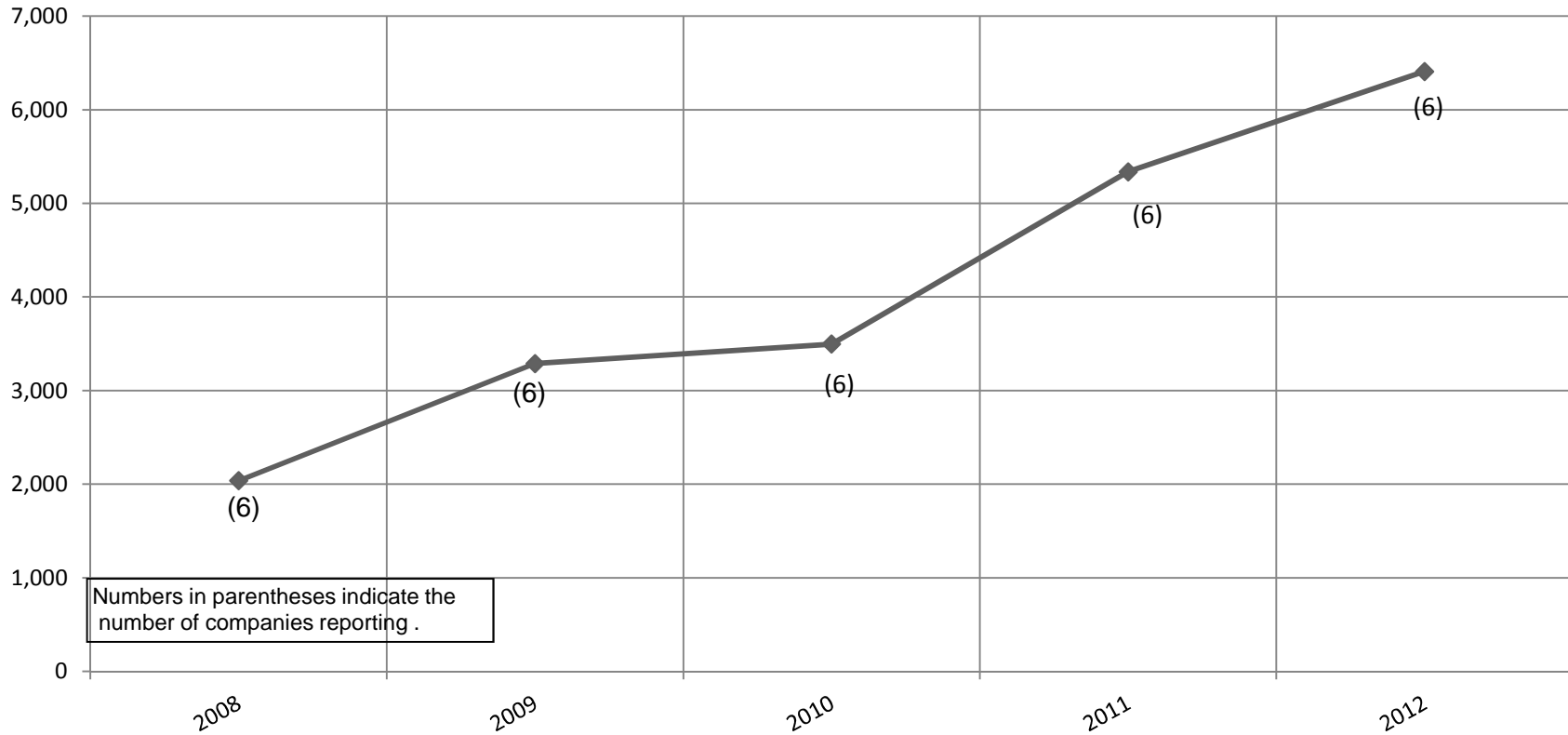
**Variety
Complimentary Tickets
2008 - 2012
Chart 1**



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2012 = 15,692

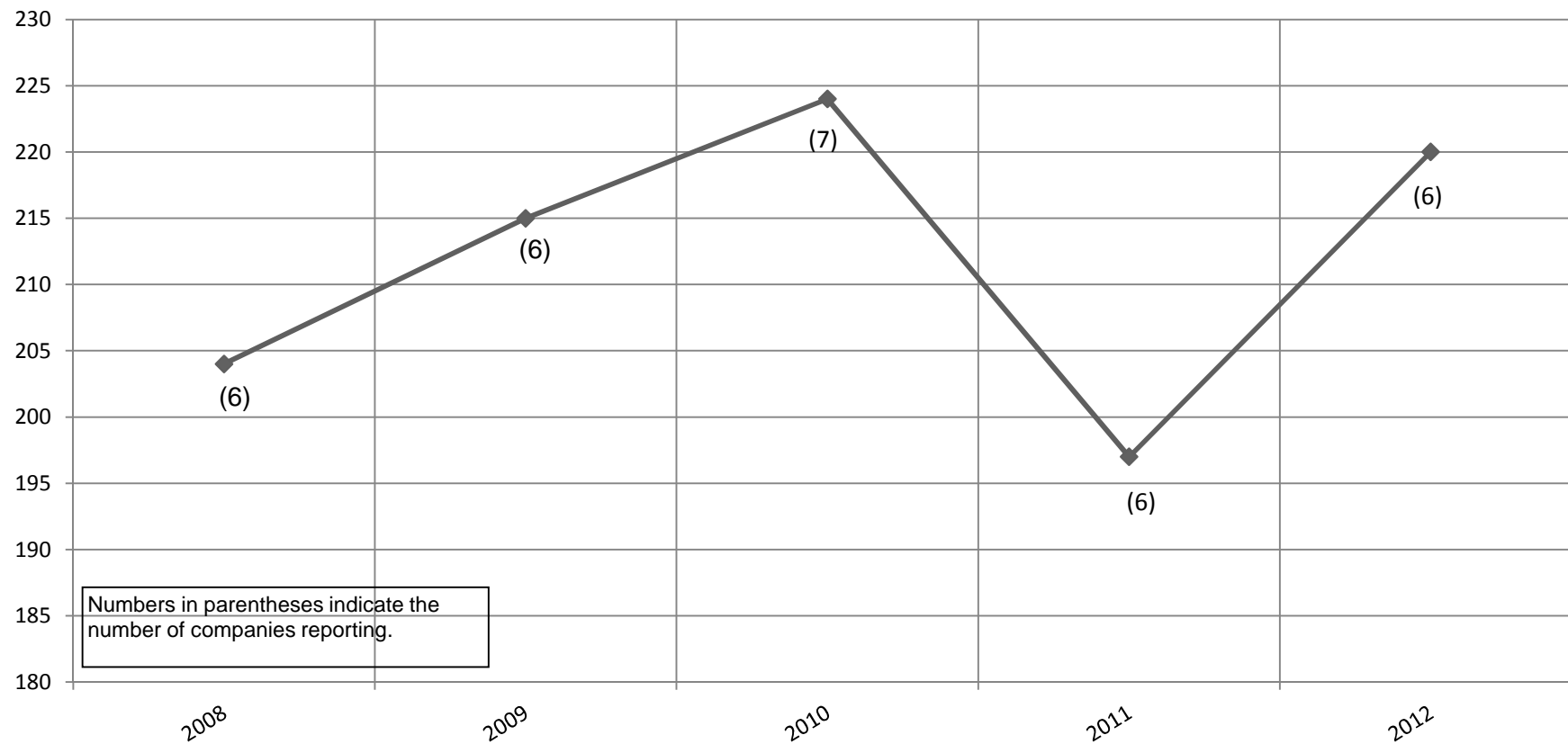
Variety
Total Average Nightly Paid Attendance
2008 - 2012
Chart 2



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2012= 6,408

**Variety
Completed Performances
2008 - 2012
Chart 3**

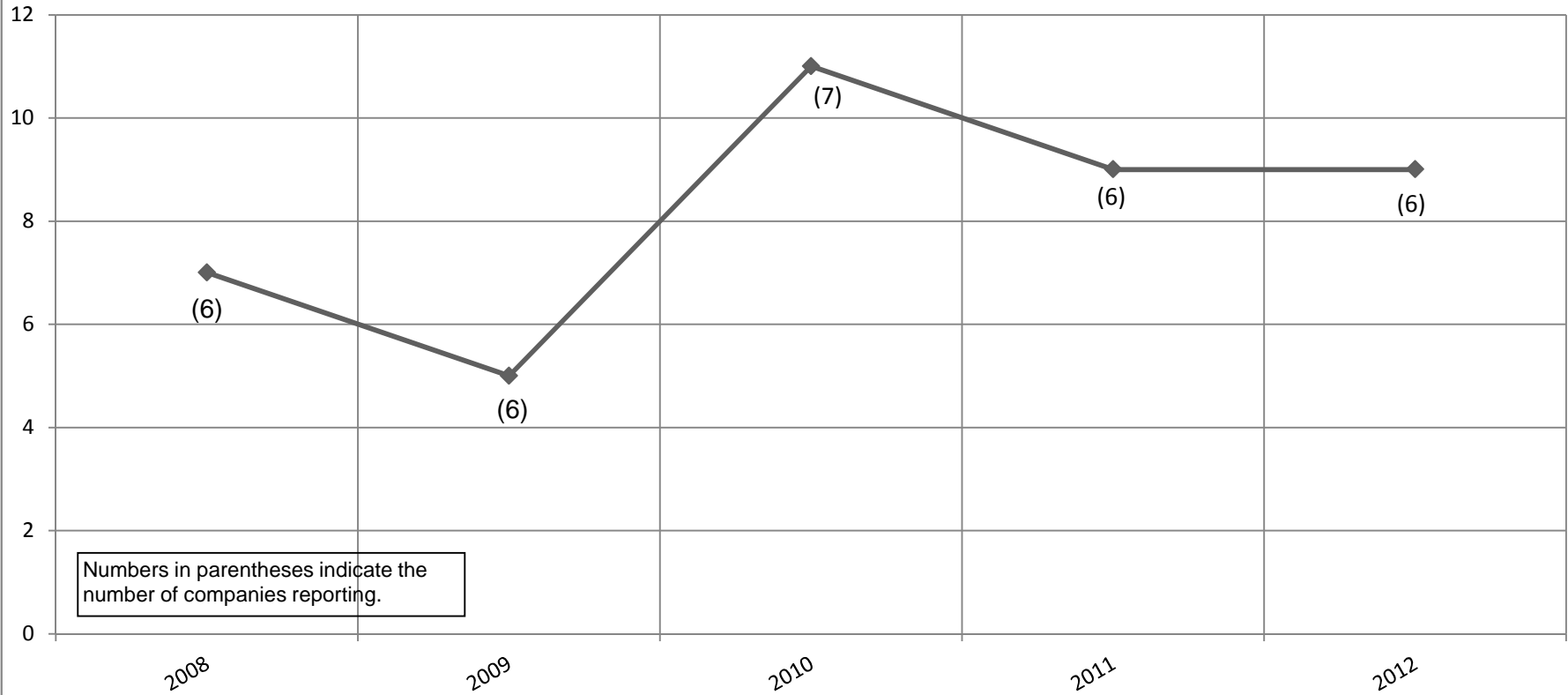


Numbers in parentheses indicate the number of companies reporting.

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2012 = 220

**Variety
Cancellations
2008 - 2012
Chart 4**



Numbers in parentheses indicate the number of companies reporting.

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2012 = 9