



The Institute of Outdoor Theatre

Summary of Attendance for Outdoor Theatres, 2015

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 2014 and 2015.

Overall summary by theatre grouping

	2014 Theatres	2014 Attendance	2015 Theatres	2015 Attendance
History	16	244,423	15	249,097
Variety*	22	526,075	14	481,703
Shakespeare, all	38	830,815	26	655,346
<i>"Pay" Shakespeare</i>	26	592,114	16	435,011
<i>"Free" Shakespeare</i>	12	238,701	10	220,335
Total Attendance	76	1,601,313	55	1,386,146

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 2014 and 2015

	N	2014 Attendance	2015 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	14	235,607	240,219	+4,612	+2.0%	5 (36%)
Variety	14	431,774	481,703	+49,929	+11.6%	6 (43%)
Shakespeare	23	642,123	636,049	-6,074	-0.9%	10 (43%)
<i>"Pay" Shakespeare</i>	14	419,051	417,764	-1,287	-0.3%	6 (43%)
<i>"Free" Shakespeare</i>	9	223,072	218,285	-4,787	-2.1%	4 (44%)
All Theatres	51	1,309,504	1,357,971	+48,467	+3.7%	21 (41%)

Note: Total and Variety number driven by Pennsylvania Renaissance Faire (+44,525). Excluding this, change for All Theatres is (+3,942, +0.4%), and change for Variety is (+5,404, +2.2%)



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Year over year trends for paid attendance from 2014 to 2015 are provided below.

Paid attendance summary by theatre grouping

	2014 Theatres	2014 Attendance	2015 Theatres	2015 Attendance
History	16	225,319	15	227,714
Variety	17	396,979	12	391,373
Shakespeare	25	497,424	15	368,904
All Theatres**	58	1,119,722	42	987,991

Paid attendance for theatres reporting in both 2014 and 2015

	N	2014 Attendance	2015 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	14	218,420	222,135	+3,715	+1.7%	7 (50%)
Variety	12	348,567	391,373	+42,806	+12.3%	3 (25%)
Shakespeare	13	373,938	353,410	-20,528	-5.5%	3 (23%)
All Theatres	39	940,925	966,918	+25,993	+2.8%	13 (33%)

Note: Total and Variety number driven by Pennsylvania Renaissance Faire (+44,525). Excluding this, change for All Theatres is (-18,442, -2.4%), and change for Variety is (-1,719, -1.1%)

Ticket Income for theatres reporting revenue information in both 2014 and 2015

	N	2014: Attendance, Ticket Income	2015: Attendance, Ticket Income	Change from Prior Year	% Change from Prior Year	N (%) with attendance, revenue up from last year
Non-Shakespeare	14	263,564	273,883	+10,319	+3.9%	6 (43%)
		\$4,642,930	\$5,247,471	+\$604,541	+13.0%	9 (64%)
Shakespeare	11	338,236	320,784	-17,452	-5.2%	3 (27%)
		\$13,982,286	\$14,046,479	+\$64,193	+0.5%	5 (45%)
All Theatres	25	601,800	594,667	-7,133	-1.2%	9 (36%)
		\$18,625,216	\$19,293,950	+\$668,734	+3.6%	14 (56%)

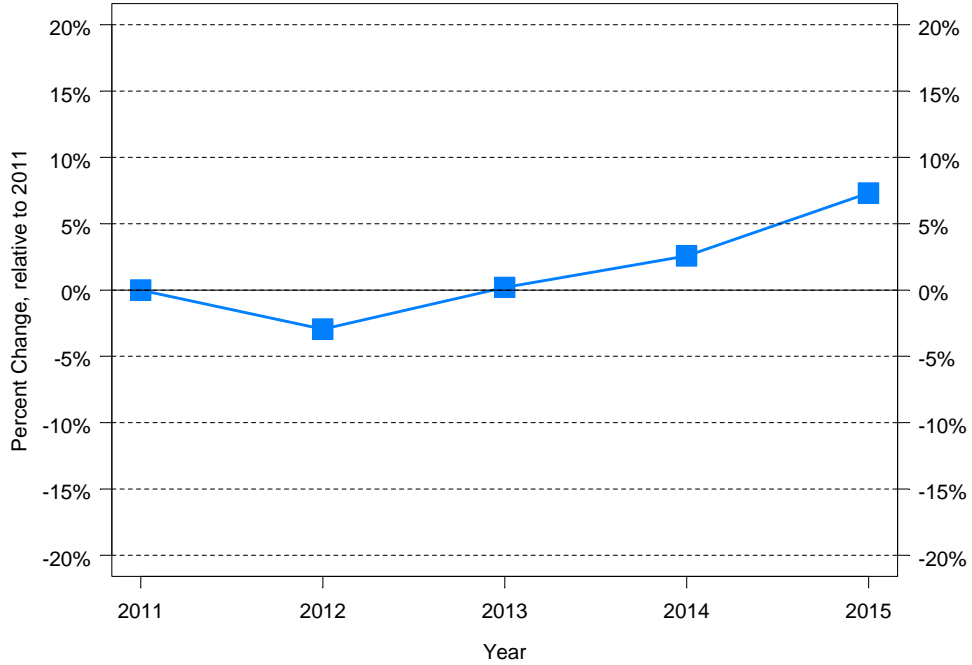
Note: Not all theatres that reported attendance provided ticket revenue information, therefore only the subset of theatres which provided both attendance and ticket revenue were compared.

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

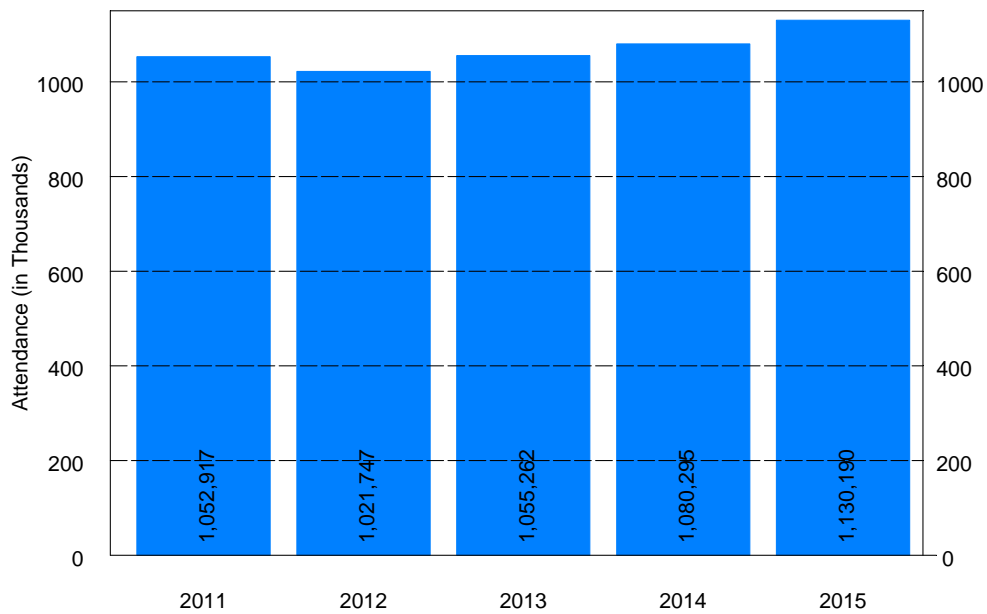


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Outdoor Theatre Attendance 2011 - 2015
Yearly Totals for 36 Consistently Reporting Productions



Outdoor Theatre Attendance 2011 - 2015
Yearly Totals for 36 Consistently Reporting Productions





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Theatres Reporting Attendance in 2015

Theatres that have reported in all years from 2011-2015 are bolded

A Company of Fools Theatre	Mormon Miracle Pageant
American Players Theatre	Muse of Fire Theatre Company
Bacon Theatre	Nebraska Shakespeare Festival
Bard on the Beach	Oregon Shakespeare Festival
Canadian Badlands Passion Play	Pennsylvania Renaissance Faire
Colorado Shakespeare Festival	Picture in Scripture
Commonwealth Shakespeare Company	Pine Knob Theatre
EmilyAnne Theatre & Gardens	Pioneer Playhouse
Freewill Players Theatre	Ramona
Genesis Theatre Foundation	Salado Legends
Great Passion Play	San Francisco Shakespeare Festival
Heart of America Shakespeare Festival	Seattle Shakespeare
Horn in the West	Serenbe Playhouse
Hudson Valley Shakespeare Festival	Shakespeare by the Sea
Idaho Shakespeare Festival	Shakespeare in Delaware Park
Illinois Shakespeare Festival	Sleepy Hollow Theatre & Arts Park
Kentucky Shakespeare Festival	Snow Camp Historical Drama
Kingsmen Shakespeare Company	Starlight Theatre - Rock Valley College
Laura's Memories	Stephen Foster -- The Musical
Liberty: Saga of Sycamore Shoals	Syracuse Shakespeare Festival
Little Shepherd of Kingdom Come	Tecumseh!
Livermore Shakespeare Festival	TEXAS Musical Drama
The Living Word Outdoor Drama	Theatre in the Park
The Lost Colony	Tom Dooley: A Wilkes County Legend
Marin Shakespeare Festival	Trumpet in the Land / The White Savage
The Miracle Worker	Unto These Hills
Montford Park Players	Utah Shakespearean Festival
	Victoria Shakespeare Society

Summary of Marketing and Budgets for Outdoor Theatres, 2015

A summary of marketing expenditure (percentage of total outdoor budget) for segments of the outdoor theatres is provided below. Summaries provided an account for theatres reporting income and budget along with attendance.

Marketing as a Percentage of Outdoor Budgets

Theatre Segment	#	Mean Total Outdoor Budget	Mean Outdoor Marketing Budget	% Outdoor Budget for Marketing
Small Outdoor Non-Shakespeare (< \$100k)	6	\$31,243	\$2,221	7%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	8	\$297,878	\$19,495	7%
Large Outdoor Non-Shakespeare (> \$500k)	7	\$1,393,286	\$71,479	5%
Small Outdoor Shakespeare (< \$250k)	8	\$84,091	\$8,783	10%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	10	\$502,813	\$21,020	4%
Large Outdoor Shakespeare (> \$2M)	5	\$4,866,126	\$186,353	4%

Mean Income From Ticket Sales by Segment

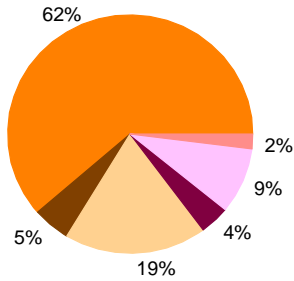
Theatre Segment	Paying Attendee Average	Ticket Income Average	Use Online Sales	% OL tix*
Small Outdoor Non-Shakespeare (< \$100k)	1,335	\$13,723	4 of 6	26%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	10,178	\$155,352	6 of 8	39%
Large Outdoor Non-Shakespeare (> \$500k)	40,422	\$791,134	7 of 7	41%
Small Outdoor Shakespeare (< \$250k)	2,475	\$58,875	4 of 4	37%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	9,866	\$269,015	4 of 5	33%
Large Outdoor Shakespeare (> \$2M)	60,692	\$2,796,906	5 of 5	53%

* - Percentage of online ticket sales for theatres who have online sales capability
 Note: Ticket income figures do not include Free Outdoor Shakespeare Festivals.

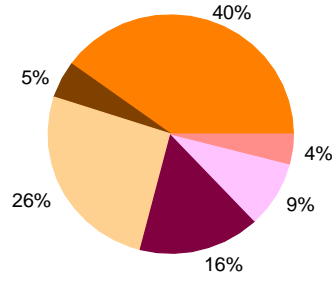
Distribution of Marketing Budget Expenditures, Outdoor Theatres

Theatre Segment	N	Bro- chures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Non-Shakespeare (< \$100k)	6	62%	5%	19%	4%	9%	2%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	8	40%	5%	26%	16%	9%	4%
Large Outdoor Non-Shakespeare (> \$500k)	7	12%	5%	24%	17%	30%	12%

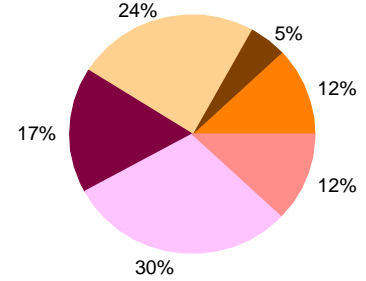
■ Brochures
 ■ Direct Mail
 ■ Print Ads
 ■ Radio/TV Ads
 ■ Web
 ■ Other



Small (<\$100K)



Medium (\$100K to \$500K)

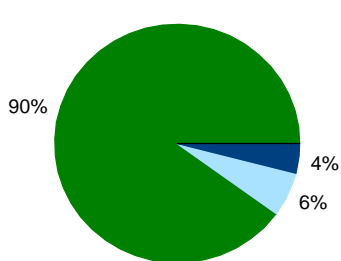


Large (>\$500K)

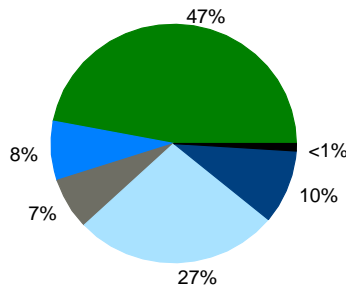
Distribution of Theatre Income, Outdoor Theatres

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endow- ment
Small Outdoor Non-Shakespeare (< \$100k)	5	90%	0%	0%	6%	4%	0%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	8	47%	8%	7%	27%	10%	<1%
Large Outdoor Non-Shakespeare (> \$500k)	7	71%	7%	4%	10%	4%	3%

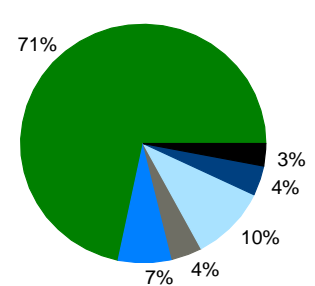
■ Earned Income
 ■ Foundations
 ■ Corporations
■ Government
■ Individual Donations
■ Endowment



Small (<\$100K)



Medium (\$100K to \$500K)

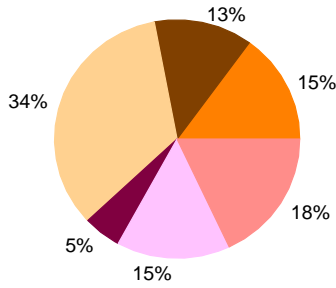


Large (>\$500K)

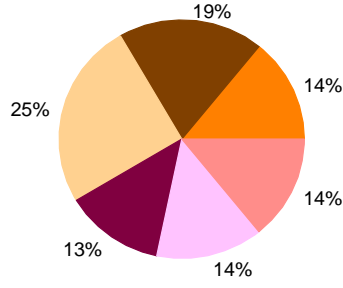
Distribution of Marketing Budget Expenditures, Outdoor Shakespeare

Theatre Segment	N	Bro-chures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Shakespeare (< \$250k)	8	15%	13%	34%	5%	15%	18%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	10	14%	19%	25%	13%	14%	14%
Large Outdoor Shakespeare (> \$2M)	4	30%	19%	19%	19%	8%	5%

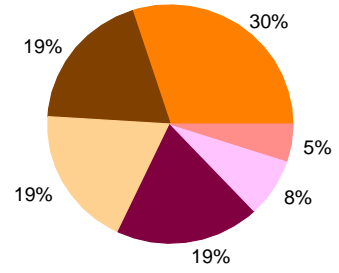
■ Brochures
 ■ Direct Mail
 ■ Print Ads
 ■ Radio/TV Ads
 ■ Web
 ■ Other



Small (<\$250K)



Medium (\$250K to \$2M)

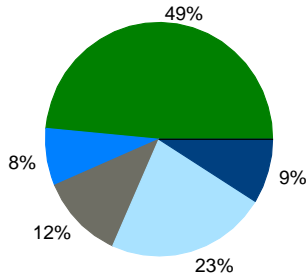


Large (>\$2M)

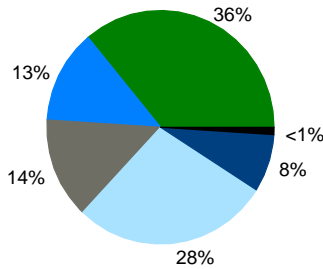
Distribution of Theatre Income, Outdoor Shakespeare

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endow-ment
Small Outdoor Shakespeare (< \$250k)	8	49%	8%	12%	23%	9%	0%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	10	36%	13%	14%	28%	8%	<1%
Large Outdoor Shakespeare (> \$2M)	4	71%	4%	3%	19%	3%	0%

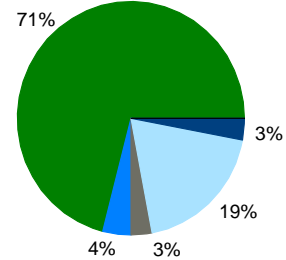
■ Earned Income
 ■ Foundations
 ■ Corporations
■ Government
 ■ Individual Donations
 ■ Endowment



Small (<\$250K)



Medium (\$250K to \$2M)



Large (>\$2M)