

Touring Broadway Facts

- Attendance at Touring shows across North America in the 2018-2019 season reached 18.5 million; the season grossed \$1.6 billion.*
- Touring shows of varying sizes are presented in about 200 cities across the country.
- Touring Broadway contributes a cumulative \$3.8 billion to the metropolitan areas that host the shows.¹
- On average, Broadway tours generate an economic impact of 3.27 times the gross ticket sales to a local metropolitan area's economy.¹
- Touring Broadway attendees were regular theatregoers; the average theatregoer sees 5 shows a year.²
- 72% percent of touring Broadway theatregoers were female, and women are more likely than men to make the decision to purchase tickets.²
- 81% percent of the audience held a college degree and 38% held a graduate degree.²
- The average annual household income of the national theatregoer was \$162,375.²

*Figures do not include non-Equity tours or sit-down productions in Las Vegas.

Source: The Broadway League Research Department

1: *The Economic Impact of Touring Broadway 2016–2017*

2: *The Audience for Touring Broadway 2017–2018*