

## BROADWAY FACTS

- Broadway attendance in the 2015-2016 season reached 13.3 million; the season grossed \$1.37 billion.
- Broadway attendance for the 2015-2016 season topped those of the ten professional NY and NJ sports teams combined (Mets, Yankees, Rangers, Islanders, Knicks, Liberty, Giants, Jets, Devils and the Nets).
- Broadway contributes nearly \$12.6 billion to the economy of New York City on top of ticket sales and supports 89,000 local jobs.<sup>1</sup>
- Broadway is one of the greatest tourist destinations in New York. 7.7 million tickets were bought by visitors who considered Broadway a very important reason for coming to New York City.<sup>1</sup>
- Broadway attracts repeat customers—62% of the audience attends at least two shows a season and the average Broadway theatregoer attends five shows.<sup>2</sup>
- Broadway audiences are split among locals (37%) and tourists (63%). The number of attendances by domestic tourists has grown from 3.4 million in 1999 to 6.0 million in 2016.<sup>2</sup>
- Women generally represent about 67% of the audience. Moreover, women are more likely to make the purchasing decision than their male counterparts.<sup>2</sup>
- The small group of people who attended fifteen or more shows in the 2015-2016 season comprised less than 5.6% of the audience, but accounted for 31% of all tickets sold.<sup>2</sup>

Source: The Broadway League Research Department

1: Broadway's Economic Contribution to New York City 2014–2015

2: The Demographics of the Broadway Audience 2015–2016