THE BROADWAY LEAGUE®
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BROADWAY FACTS

- Broadway attendance in the 2016-2017 season reached 13.27 million; the season grossed $1.45 billion.
- Broadway attendance for the 2016-2017 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 over $12.6 billion to the economy of New York City on top of ticket sales and supports 87,100 local jobs.[1]
- Broadway is one of the greatest tourist destinations in New York. 7.6 million tickets were bought by visitors who considered Broadway a very important reason for coming to New York City. [1]
- Broadway attracts repeat customers—60% of the audience attends at least two shows a season and the average Broadway theatregoer attends four shows. [2]
- Broadway audiences are split among locals (39%) and tourists (61%). The number of attendances by domestic tourists has grown from 3.4 million in 1999 to 6.1 million in 2017. [2]
- Women generally represent about 66% of the audience. Moreover, women are more likely to make the purchasing decision than their male counterparts.[2]
- The small group of people who attended fifteen or more shows in the 2016-2017 season comprised 5% of the audience, but accounted for 29% of all tickets sold. [2]

Source: The Broadway League Research Department

1: *Broadway's Economic Contribution to New York City 2016–2017*

2: *The Demographics of the Broadway Audience 2016–2017*