

BROADWAY FACTS

- Broadway attendance in the 2017-2018 season reached 13.79 million; the season grossed \$1.70 billion.
- Broadway attendance for the 2017-2018 season topped those of the ten professional NY and NJ sports teams combined (Mets, Yankees, Rangers, Islanders, Knicks, Liberty, Giants, Jets, Devils and 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—62% of the audience attends at least two shows a season, and the average Broadway theatregoer attends five shows.²
- Broadway audiences are split among locals (37.5%) and tourists (62.5%). The number of attendances by domestic tourists has grown from 3.4 million in 1999 to 6.6 million in 2018.²
- 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 2017-2018 season comprised 5.5% of the audience, but accounted for 31% 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 2017-2018*