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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 $3.2 billion to the metropolitan areas that host the shows. [1]
- On average, Broadway tours generate an economic impact of 3.4 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: 2012–2013 Season

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