



PRESS RELEASE: Wednesday 29 January 2014

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Society of London Theatre reports record Box Office attendances and revenue for 2013

The Society of London Theatre's 2013 Box Office figures, published today (29 January 2014), **show record ticket revenue and attendances**. Overall attendances increased 4% to 14,587,276 and gross sales of £585,506,455 were up 11% compared to 2012, generating VAT receipts for the Treasury of £97,584,409.

The increase in revenue can be largely attributed to a markedly improved 72.7% seat capacity achieved across the year (increased from 69.21% in 2012) and strong advance sales up by an average of 21%, peaking at over £70 million in December. Despite slightly fewer performances than the previous year, almost 600,000 more people attended theatre in 2013 at an average ticket price of £40.14. Greater parity between price asked and price paid also suggests increased demand and a reduction in discounting, both evidence of the growing popularity of London theatre.

Sales were boosted by several London theatres welcoming major new musicals in 2013 such as *The Book of Mormon* at Prince of Wales Theatre, *Charlie and the Chocolate Factory* at Theatre Royal Drury Lane, *The Commitments* at Palace Theatre and *Once* at Phoenix Theatre, which along with other productions helped push attendances at musicals up 3% to 8,198,290.

Plays also had another strong year as the star-studded Michael Grandage Company Season pulled in the crowds at the Noël Coward, Helen Mirren proved a big draw playing the Queen in the *Audience* at the Gielgud, and Adrian Lester's *Othello* vied with Rory Kinnear's *Iago* in front of packed houses at the National Theatre. The Almeida's acclaimed productions of *Ghosts* and *Chimerica* both enjoyed

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West End runs, and there was continued success for long-running transfers such as *One Man, Two Guvnors* and *Matilda The Musical*.

Mark Rubinstein, President of the Society of London Theatre, said: "I am delighted that we can announce a record year for London theatre attendances as well as a tenth year running of year-on-year growth in ticket income. These figures pay testament to the quality, vibrancy and enduring popularity of the London stage, which, despite a difficult economic climate, continues to pull in the crowds thanks to the world-class entertainment on offer and inclusive pricing structures. With the combined Box Office advance sales also reaching new heights in December, we are looking forward to another year of success stories for our theatres in 2014."

-ENDS-

This press release is available to download along with the attached 2013 Highlights document from the SOLT online press room: <http://www.solt.co.uk/press>

Interviews are available on request with Mark Rubinstein, SOLT President, and Julian Bird, SOLT Chief Executive.

NOTES TO EDITORS

- **Box Office figures are compiled on behalf of the industry by the Society of London Theatre, and relate to the 52 major theatres, both commercial and grant-aided, in Central London.**
- **Society of London Theatre (SOLT)** is the organisation that represents the producers, theatre owners and managers of the 52 major commercial and grant-aided theatres in central London. The organisation exists in order to promote theatregoing, develop audiences, and to serve, protect and promote the interests of those engaged in theatre across London, through activities including the Olivier Awards with MasterCard, TKTS ticket booth, the Official London Theatre guide, Theatre Tokens and the annual promotions Kids Week and Get Into London Theatre. For additional facts and figures on London theatre visit: www.solt.co.uk.

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2013 HEADLINE FIGURES

2013 Key Results (with percentage comparisons to 2012)

Total attendances: 14,587,276 (+4%). Previous best year was 2009's 14,257,922

Total revenues: £585,506,455 (+11%). Previous best year was 2012's £529,787,692

2013: attendances and revenue by genre (with percentage comparisons to 2012)

Musicals: Attendances 8,198,290 (+3%). Revenue £355,354,832 (+10%)

Plays: Attendances 4,248,258 (+3%). Revenue £140,020,830 (+12%)

Other (Opera, Dance, Performance, Entertainment): Attendances 2,140,728 (+12%).

Revenue £90,130,793 (+9%)

Important: Please see page below for **Comparative table of London theatre attendances and revenues 1986 – 2013**



Comparative table of London Theatre attendances and revenues 1986 – 2013

Data compiled from all theatres in full membership of the Society of London Theatre.

Year	Attendances	Difference on Previous Year (%)	Gross Box Office Revenue	VAT paid	Average No. of Theatres Open	No. of Perfs	No. of New Productions
2013	14,587,276	+4%	£585,506,455	£97,584,409	45	18,433	270
2012	13,992,773	+0.56%	£529,787,692	£88,297,949	45	18,448	305
2011	13,915,185	-1.73%	£528,375,874	£88,062,646	45	18,061	256
2010	14,152,230	-0.80%	£512,331,808	£76,304,737	46	18,615	264
2009	14,257,922	2.60%	£504,765,690	£65,839,003	45	17,899	260
2008	13,892,460	1.90%	£483,349,423	£71,988,212	45	18,275	241
2007	13,636,212	10.40%	£469,938,749	£69,990,878	44	17,455	243
2006	12,351,495	0.30%	£400,852,925	£59,701,500	43	16,912	268
2005	12,318,625	2.40%	£383,941,704	£57,182,807	45	17,406	221
2004	12,025,073	3.70%	£343,674,090	£51,185,803	43	17,235	225
2003	11,585,446	-4.00%	£321,485,161	£47,880,769	42	16,664	225
2002	12,064,100	2.80%	£327,971,671	£48,846,845	44	17,090	221
2001	11,734,767	1.60%	£298,989,461	£44,519,531	44	17,035	264
2000	11,555,178	-3.20%	£286,557,500	£42,668,412	43	16,633	252
1999	11,931,954	0.10%	£266,565,215	£39,691,560	44	17,089	265
1998	11,924,518	4.00%	£257,920,278	£38,404,330	41	16,018	207
1997	11,466,248	2.60%	£246,081,850	£36,641,587	39	15,568	195
1996	11,179,326	-6.40%	£229,016,639	£34,100,577	41	16,084	186
1995	11,937,671	6.90%	£238,740,636	£35,548,480	43	17,163	208
1994	11,163,023	-3.00%	£217,762,521	£32,424,839	41	16,063	208
1993	11,503,358	5.50%	£215,619,208	£32,105,700	41	15,922	198
1992	10,899,928	-0.10%	£194,772,331	£29,001,600	41	15,916	193
1991	10,905,395	-3.70%	£186,789,856	£26,919,150	39	15,508	192
1990	11,321,288	3.40%	£177,903,841	£23,204,849	40	15,887	187
1989	10,944,760	0.40%	£153,250,633	£19,989,213	42	16,436	237
1988	10,897,384	0.20%	£139,338,056	£18,174,526	43	16,970	228
1987	10,880,791	6.30%	£129,586,817	£16,902,627	42	16,603	212
1986	10,236,362	-5.20%	£112,067,737	£14,617,534	42	16,543	213