



## UK THEATRE ANNOUNCES VENUE TICKET SALES FIGURES FOR 2016

UK Theatre has published the 2016 sales figures for its member venues. Based on reporting from venues across the country and analysis by TRG Arts, the figures show:

- Gross sales of £471,694,561 (an increase of 3.61% on 2015)
- Average ticket price £24.71 (an increase of 4.17% on 2015)
- 19,089,239 tickets sold (a decrease of 0.57% on 2015)

While 2016 saw a small decrease in attendances, gross sales and average ticket price increased – driven by a number of high profile shows and tours. UK Theatre will publish its full benchmarking report later this year.

### **Fiona Allan, President of UK Theatre, said:**

*“These figures demonstrate the remarkable resilience of the theatre industry across the UK. Although we’ve been operating in a challenging financial climate people clearly value the outstanding work produced on our stages. We can be proud that the UK remains a world-leader in performing arts and is home to the most innovative drama, dance and opera companies.”*

### **All UK Theatre venues:**

	<b>Number of performances</b>	<b>Total tickets sold</b>	<b>Gross total (£)</b>	<b>Ave Ticket Price</b>
2016	42,866	19,089,239	471,694,561	24.71
2015	43,308	19,189,156	455,253,946	23.72
2014	43,963	19,085,838	455,327,286	23.86
2013	40,889	17,615,460	396,912,018	22.53

### **UK Theatre venues (excluding Society of London Theatre affiliates):**

	<b>Number of performances</b>	<b>Total tickets sold</b>	<b>Gross total (£)</b>	<b>Ave Ticket Price</b>
2016	38,799	18,526,036	462,421,918	24.96
2015	39,452	18,667,455	446,271,725	23.91
2014	39,910	18,602,356	447,151,160	24.04
2013	38,185	17,323,768	392,542,552	22.66

Society of London Theatre, recently published their box office figures for SOLT member venues. For more information visit [SOLT.co.uk](http://SOLT.co.uk)