

Touring

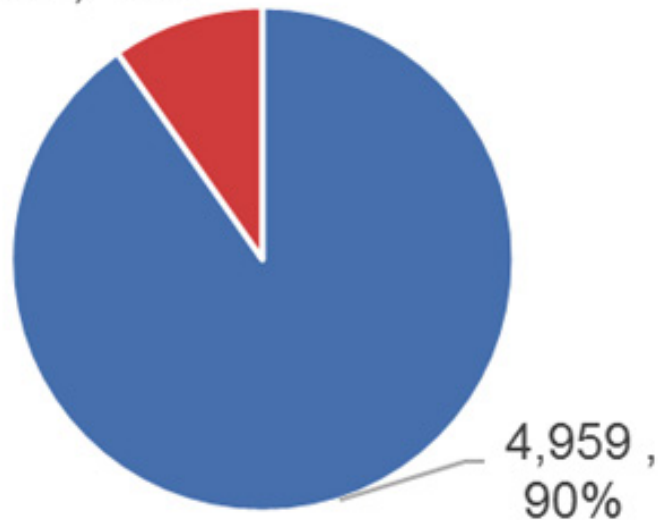
Sales data for 'touring' and 'non-touring' productions in 2016 shows that while tours only accounted for 10% of recorded productions, they generated 60% of overall box office income.

For this analysis (first presented at UK Theatre's 2017 Touring Symposium) a 'tour' was defined as any production that had been recorded as visiting at least four member venues with a total of at least 20 performances across all venues.

This definition will have led to an under-reporting of touring opera and ballet productions, where many tours are significantly shorter.

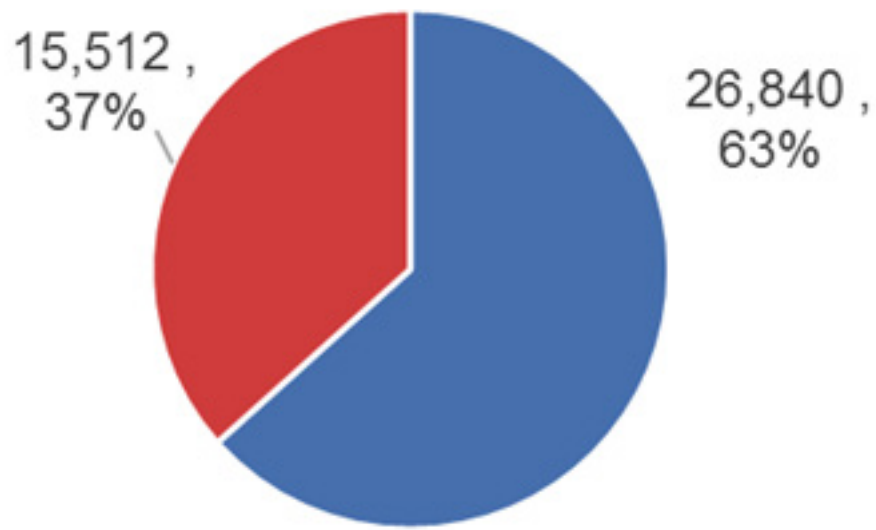
Number of productions

537 , 10%



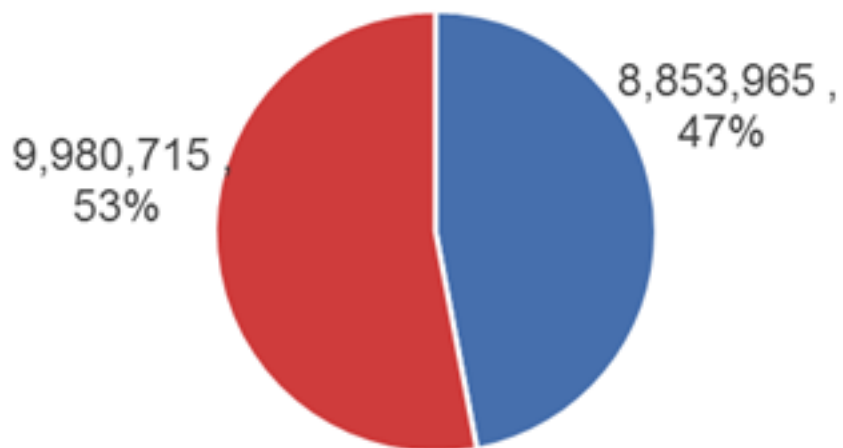
■ Non-touring ■ Touring

Performances



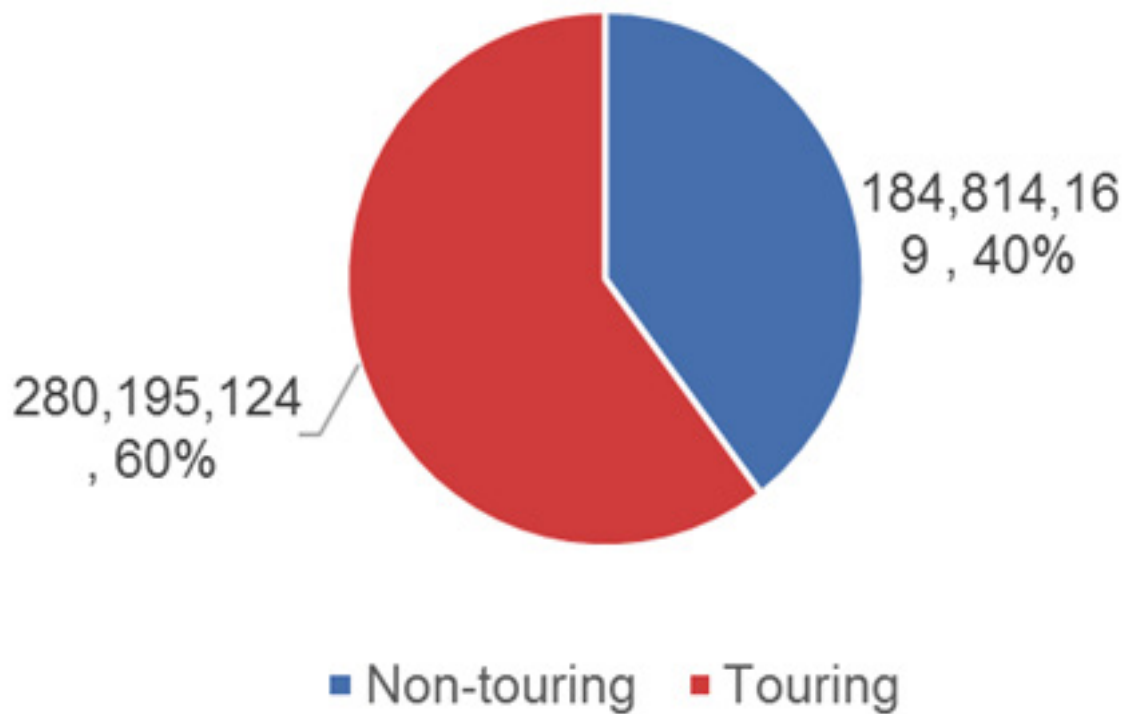
■ Non-touring ■ Touring

Tickets sold

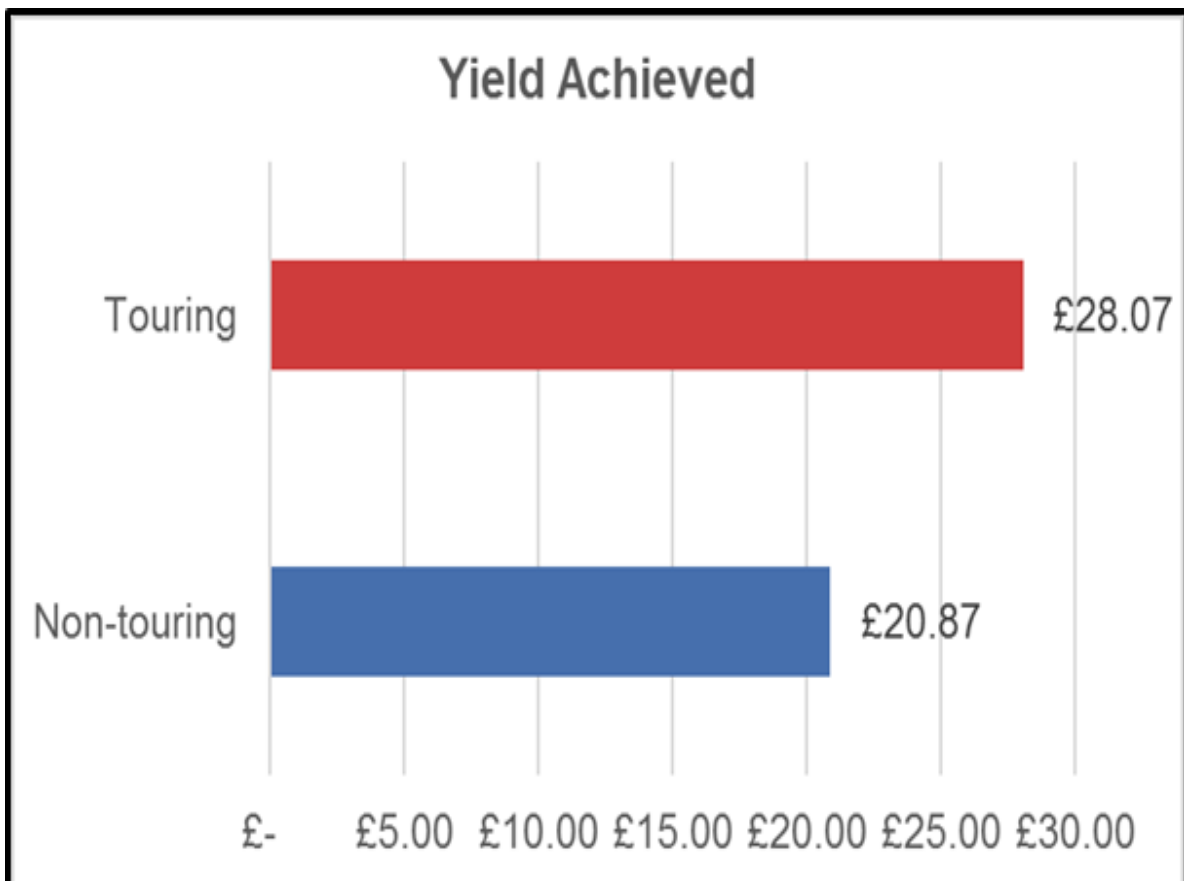


■ Non-touring ■ Touring

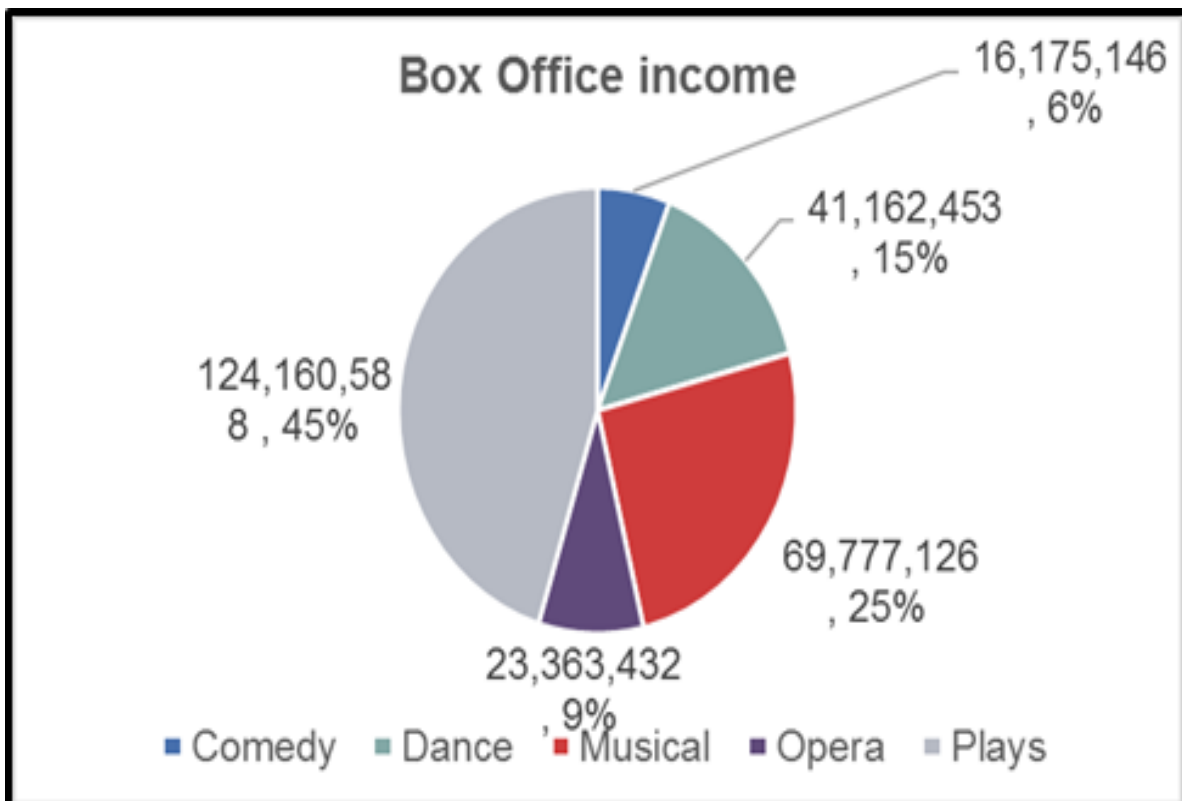
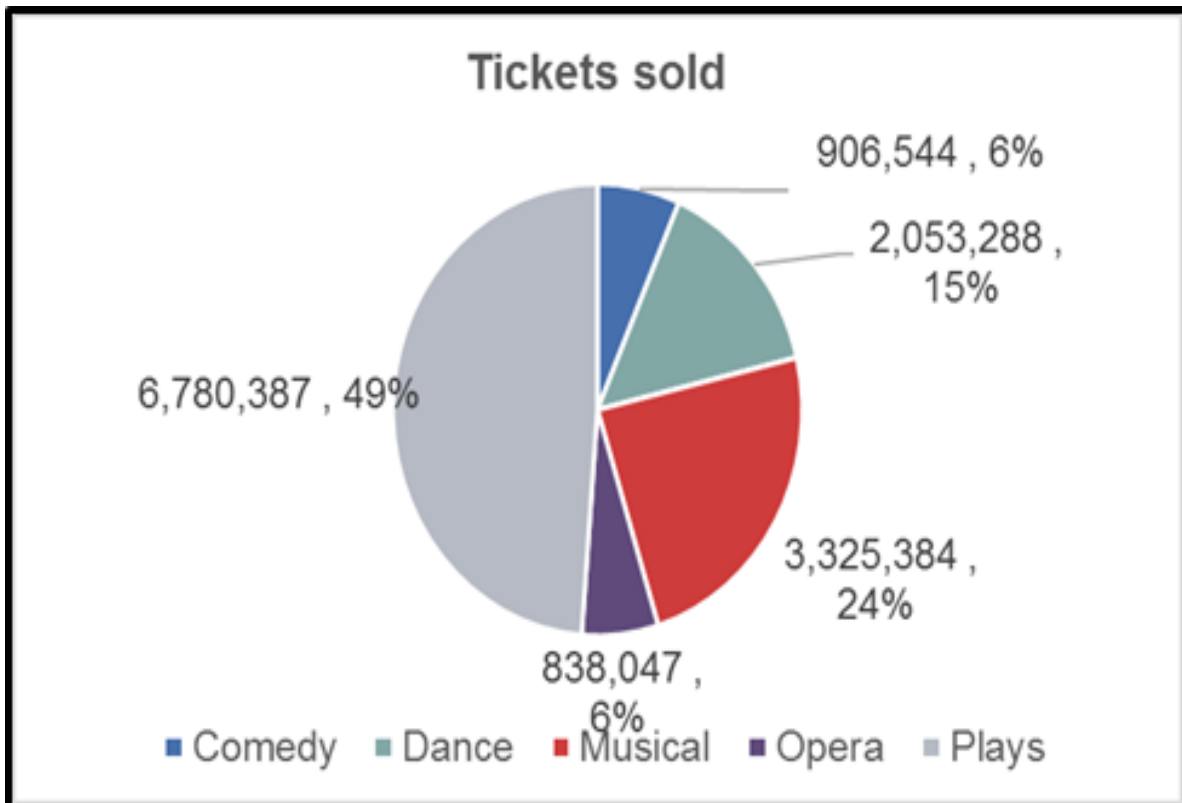
Box Office income



Yield achieved for touring productions was over £7 more than for shows that did not tour:



Plays were the dominant genre for both ticket sales and income for non-touring productions:



Musicals were by far the most popular genre for touring productions, although it should be noted that more tickets were sold for touring productions of plays than non-touring.

