

## BROADWAY FACTS

- Broadway attendance in the 2018-2019 season reached 14.77 million; the season grossed \$1.83 billion.
- Broadway attendance for the 2018-2019 season topped those of the ten professional NYC Metro-area sports teams combined (Mets, Yankees, Rangers, Islanders, Knicks, Liberty, Giants, Jets, Devils and Nets).
- Broadway contributes \$14.7 billion to the economy of New York City on top of ticket sales and supports 96,900 local jobs.<sup>1</sup>
- Broadway is one of the greatest tourist destinations in New York. 8.5 million tickets were bought by visitors who considered Broadway a very important reason for coming to New York City.<sup>1</sup>
- Broadway attracts repeat customers—61% of the audience attends at least two shows a season, and the average Broadway theatregoer attends four shows.<sup>2</sup>
- Broadway audiences are split among locals (35%) and tourists (65%). The number of attendances by domestic tourists has grown from 3.4 million in 1999 to 6.8 million in 2019.<sup>2</sup>
- Women generally represent about 68% of the audience. Moreover, women are more likely to make the purchasing decision than their male counterparts.<sup>2</sup>
- The small group of people who attended fifteen or more shows in the 2018-2019 season comprised 5% of the audience, but accounted for 28% of all tickets sold.<sup>2</sup>

Source: The Broadway League Research Department

1: *Broadway's Economic Contribution to New York City 2018-2019*

2: *The Demographics of the Broadway Audience 2018-2019*