

PRESS RELEASE

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Society of London Theatre reports robust 2012 Box Office figures despite challenges

The Society of London Theatre's 2012 Box Office figures, published today (29 January 2013), show that despite unique factors affecting theatregoing in 2012, its members' combined Box Office remained robust, with both ticket revenue and attendance figures slightly up compared to 2011.

Gross sales of £529,787,692 were up 0.27% and attendances also increased 0.56% to 13,992,773 year-on-year. In addition, London theatre ticket sales generated VAT receipts for the Treasury of £88,297,949 again an increase on 2011.

SOLT has already confirmed that the Olympics had a dampening effect on London theatre sales, partly due to venues closing on the night of the opening ceremony and planning schedules around the Games resulting in fewer performances overall during August. But even with the disruptions of the Olympics, more tickets were sold for the first week of the games than were sold, for example, during the week of the 2011 Royal Wedding.

Whilst sales and attendances did drop during the summer Olympic weeks, the overall growth during 2012 can be attributed to a very strong first half of the year and good sales during the autumn weeks. Advance sales grew considerably throughout the final quarter showing huge audience confidence in the current productions and anticipation for the new shows that are to open in 2013.

Sales were boosted by several London theatres welcoming major new productions in 2012 such as Top Hat at the Aldwych Theatre, Sweeney Todd and The Bodyguard at the Adelphi Theatre, and the start of the Michael Grandage season at the Noël Coward. There was also continued success for West End transfers like One Man, Two Guvnors and Matilda The Musical.

Plays have had a particularly strong year with the audiences for 2012 up 9% on the previous year. There have been queues around the block to see Nick Payne's Constellations at the Duke of York's Theatre, and Mark Rylance has again proved a big draw in both Richard III and Twelfth Night at the Apollo Theatre.

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Mark Rubinstein, President of the Society of London Theatre, said: "I am delighted that for the 9th year running we are able to report year-on-year growth in ticket income for London Theatres. It is particularly astonishing that we are able to report increasing sales – of over half a billion pounds – for a year that we always knew would have exceptional challenges. Against the background of a tough economic climate, London theatre continues to buck the trend, offering dazzling, world-class entertainment, which has audiences from both home and abroad flocking to the West End to catch exciting new productions as well as much-loved long running favourites. With the combined box office advance sales breaking new records we are looking forward to another year of success stories for our theatres."

-ENDS-

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This press release is available to download online from the SOLT press room here:
<http://www.solt.co.uk/press>

Interviews available with Mark Rubinstein, SOLT President, and Julian Bird, SOLT Chief Executive. Please contact Matthew Brown in the SOLT Press Office in the first instance (contact details above).

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 association which 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,

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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.

2012 HEADLINE FIGURES

2012 Key Results (with percentage comparisons to 2011)

Total attendances: 13,992,773 (+0.56%). Previous best year was 2009's 14,257,922

Total revenues: £529,787,692 (+0.27%). Previous best year was 2011's £528,375,874

2012: attendances and revenue by genre (with percentage comparisons to 2011)

Musicals: Attendances 7,970,042 (-3%). Revenue £322,196,701 (-2%)

Plays: Attendances 4,113,019 (+9%). Revenue £125,097,198 (+6%)

Other (Opera, Dance, Performance pieces, Entertainment): Attendances 1,909,712 (-2%).

Revenue £82,493,793 (+1%)

Important: Please see [page 4](#) below for **Comparative table of London theatre attendances and revenues 1986 – 2012**



Comparative table of London Theatre attendances and revenues 1986 – 2012

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
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