

PRESS INFORMATION

The 2012 Half-Year Financial Report and Outlook: SHOW ME celebrates record-breaking attendance, kids' show at full capacity

Despite six-weeks of renovation work, which resulted in an omission of a monthly turnover in the major autumn/winter season, with its new production SHOW ME Friedrichstadt-Palast is celebrating its second most successful year to date.

Berlin, 10 January 2013

Because the theatre was closed for a much longer period of time for setup work for SHOW ME, the theatre was unable to attain results comparable to those of 2011, which had been a record year (2011 didn't have a long closing phase like this). This was predicted a year ago in a press release dated 5 January 2012. That makes the following even more pleasing: After only three months of playing time and with 167,000 paying guests, SHOW ME had already far surpassed its predecessor, "Yma" (+ 37.000 viewers in the same amount of time). The signs all point to a successful continuation in 2013. As of 10 January, 284,000 tickets have already been sold and reserved.

Since SHOW ME took off to a flying start, the Palace was able to achieve the second best fiscal year in its history, exceeding its ticket sales forecast by €2.6 million. Despite the longer renovation phase, with €20.097 million in ticket sales, last year's ticket sales were only slightly below those of the theatre's record year, 2011 (€20.606 million). The number of guests without complimentary tickets (440,296; 2011: 446,978) and attendance (83.28 percent; 2011: 83.73 percent) also declined slightly.

Dr. Berndt Schmidt, the managing director of Europe's show palace, comments: "The secret to a successful show is the surprise factor. If we keep pleasantly surprising our guests, they will continue to return and they will inspire others to visit us too. With SHOW ME, we have fortunately been able to do that for the third time in a row – and with such magnificent results that I am certain that Berlin's newest gem will break all other records as well."

The kids' show presented by the Young Ensemble is also very popular, both with locals and tourists alike, and runs until 31 January. In December alone, 'Something Quite Different' experienced a record attendance rate of 99.25 percent. The concept of "kids performing for kids" has been unique worldwide since 1947 on this scale.

With over 700,000 visitors visiting Friedrichstrasse 107 annually, including for major events such as the Berlinale, guest performances and special performances like the German Film Prize, Friedrichstadt-Palast continues to be the number 1 German stage.

Award recipient: Last year, TripAdvisor, the world's largest travel advice website, awarded a "Certificate of Excellence" to Friedrichstadt-Palast for consistently achieving top reviews from travellers. With an overall rating of 4.5 out of 5 stars, and based on genuine reviews written by real guests, the biggest theatre stage in the world is ranked among the best of its kind.

Friedrichstadt-Palast continues to attach great importance to offering a socially conscious pricing structure. The starting price for tickets remains unchanged at €18.90 (including

PRESS CONTACT:

André Puchta
Head of Press and Public Relations

Tel.: +49 30 – 2326 2201
Fax: +49 30 – 2326 2273

E-mail: puchta@show-palace.eu
www.show-palace.eu



Friedrichstadt-Palast
Europe's Show Palace

Friedrichstrasse 107
10117 Berlin – Mitte
In the East End Theatre District

General Director:
Dr. Berndt Schmidt

Chairman of the Board:
State Secretary of Culture
André Schmitz

 **Berlin** Owned by the
City of Berlin

PRESS INFORMATION

fees). With the Senate's "Berlin Pass," 2,239 socially disadvantaged persons attended shows for only €3 per ticket in 2012. The most expensive tickets in the exclusive "Wall Sky Lounge" cost €250 per designer seat (including your own parking place, your own bar and a leather seat). In its first year alone, the Sky Lounge, which only has six seats, generated €105,000 in sales.

The state of Berlin is the sole owner of Friedrichstadt-Palast. In 2012, the theatre received €8.013 million in government support (€1,248,460 of this was paid directly back to the state of Berlin in the form of rent). With these funds, the state supports: 1) the theatre's Young Ensemble that has over 250 children between ages 6 and 16; 2) the preservation and ongoing development of the revue art form. The largest theatre stage in the world needs to host productions that are equally large in scale, that present the biggest long-running shows in the world with over 100 artists and that cannot be completely financed by market prices.

With shows that are unique worldwide, Friedrichstadt-Palast attracts well over a quarter-million tourists each year (approximately 180,000 out of a total of 440,296 guests were Berlin locals). Each overnight hotel guest spends an average of €204.70 per day when visiting Berlin (source: "Berliner Kulturmonitoring 2011"). For an average 2.5 day stay, the Palace's visitors from abroad spend an estimated €125 million in the German capital.

The average age of guests has continuously decreased since 2007, going from well over 50 years of age to its current age of 38.7. This has been achieved by expanding younger target groups without losing the interest of older guests. As a "people's theatre" in the true sense of the word, the theatre's adult shows appeal to guests between 18 and 80. Children's shows are recommended for ages five and up.

These excellent figures were used to make another scheduled payment in the amount of €487,980 in interest and principal towards our €3.5 million Senate loan. In 2011 and 2012, a total of €1.566 million was paid to the state of Berlin. According to the loan agreement, the entire amount is to be paid off by 2017.

Please note: On 1 January 2013, André Puchta (29) became the new Head of Press and Public Relations at Friedrichstadt-Palast. He replaces Nicola Pattberg and reports to Dr. Berndt Schmidt, the managing director. André Puchta is from Cologne where he last worked as a PR freelancer for agencies, companies and institutions in the entertainment, media, FMCG, and branded goods industries.

PRESS CONTACT:

André Puchta
Head of Press and Public Relations

Tel.: +49 30 – 2326 2201

Fax: +49 30 – 2326 2273

E-mail: puchta@show-palace.eu
www.show-palace.eu



Friedrichstadt-Palast
Europe's Show Palace

Friedrichstrasse 107
10117 Berlin – Mitte
In the East End Theatre District

General Director:
Dr. Berndt Schmidt

Chairman of the Board:
State Secretary of Culture
André Schmitz

 **Berlin** Owned by the
City of Berlin