

PRESS INFORMATION

The 2011 Half-Year Financial Report: Friedrichstadt-Palast sets a new record

More than €9.2 million in sales (16.2 percent increase) in the first half-year /// Attendance rises 3.6 percentage points to almost 80 percent /// Almost 200,000 paying visitors (not counting guest performances) /// The outlook for the 2011/2012 season

Berlin, July 5 2011

At Friedrichstadt-Palast, all indicators continue to point straight up. For the 1st half of 2011 that just ended, all relevant indicators show a clear increase, again surpassing previous records:

Sales:

1st half of 2011	1st half of 2010	Increase
€9.24 million	€7.95 million	+ €1.29 million = 16.2 percent

Attendance:

1st half of 2011	1st half of 2010	Increase
79.6 percent	76 percent	+ 3.6 percentage points

The show palace was able to increase attendance even though it offered more shows – two more to be exact – in the first half-year compared to the same period of the previous year.

Paying visitors (not counting guest performances or complimentary tickets):

1st half of 2011	1st half of 2010	Increase
197,428 guests	187,106 guests	+ 10,322 guests = 5.5 percent

At its low point in 2007, the theater had 135,000 guests in the 1st half-year, more than 62,000 guests less than in 2011. Compared to 2010, the mid-range ticket price increased from €42.50 to €46.78 (a €4.29 increase).

The 2nd half-year also promises to bring many good things to 107 Friedrichstrasse: After the summer theater break, the ensemble will be back on Friday, August 5, with the hit show 'Yma' (runs through November 6), again with vocal wonder Andreas Renee Swoboda in the title role of Yma. Since its premiere on September 2, 2010, more than 400,000 guests have already seen the show. In its first ten months, ticket sales have exceeded the previous hit show 'Qi' by one-third (€20 million for 'Yma' vs. €15 million for 'Qi'), making it the most successful revue in the palace's history.

On October 30, 2011, the Young Ensemble is celebrating the premiere of the new version of "The Snow Queen," which has been revised again. Starting on November 24, 2011, the whole magic of a white Christmas unfolds at Friedrichstadt-Palast in the form of a world premiere. Running through December 26, 2011, 'Berlin Illuminated' is a heart-warming Christmas show from the gentle first image to the stunning final scene. Conceived as a family show, it is for children age 6 and up.

The stage is not the only place where a change will take place: Jürgen Nass recently celebrated his 65th birthday and is therefore handing over his responsibilities as creative director; on August 1, they will go to former assistant creative director Roland Welke. But Nass will still be available as a librettist and director for the theater's Christmas show 'Berlin Illuminated' and for the show that follows 'Yma.'