

PRESS INFORMATION

Friedrichstadt-Palast: number of visitors reaches new high, beats previous record from 2001

Berlin, 7 January 2014

More than ½ million visitors for first time since 2001 +++ 91 percent attendance rate +++ sales doubled since 2007 +++ twice as many visitors from Berlin as in 2008 +++ proportion of international visitors to increase to one-third by 2020

The new Friedrichstadt-Palast celebrates its 30th anniversary in 2014. The building at Friedrichstrasse 107 opened on 27 April 1984, after the old Palast had fallen into disrepair. Situated at Am Zirkus 1, it had been known as the Friedrichstadt-Palast since 1947.

The best anniversary present has been the theatre's patrons themselves, since the number of visitors to the Palast reached a record high last year. Precisely 518,670 paying visitors (not including complimentary tickets) attended the productions for children and adults in 2013. This is an increase of 78,374 on the previous year (+18 percent) as there were 440,296 patrons in 2012. At the low-point of the crisis in 2008, the venue received 360,701 paying guests. Five years later, the Palast attracted an extra 157,969 visitors (+44 percent).

The previous visitor record of 514,578 guests was set in 2001. While there were 'only' 4,092 more visitors than in 2001, ticket sales at that time totalled EUR 15 million. Just over a decade later, despite similar visitor numbers, ticket sales in 2013 reached EUR 25.9 million, an increase of nearly EUR 11 million (+73 percent). Even adjusted for inflation, revenue still grew by EUR 7.8 million (+52 percent) compared to 2001. This success is due to our philosophy of producing the best quality shows, achieving higher prices from higher earners for better seat categories, and giving very few discounts.

These principles are reflected in the average ticket price, which increased from EUR 29.24 in 2001 to EUR 49.95 in 2013. Despite the higher average price, the starting price for the cheapest standard-price ticket is still EUR 18.90 (including fees). In addition, as in previous years, last year 2,100 tickets were sold at EUR 3.00 to holders of the Berlin pass, which the Berlin Senate provides to persons on low incomes.

Since the new Theatre Director took office on 1 November 2007, the Friedrichstadt-Palast has seen ticket sales more than double. They grew 104 percent in six years from EUR 12.7 million in 2007 to EUR 25.9 million in 2013.

Being the largest theatre in Berlin, the Palast has the most seats to fill every evening. Despite its huge seating capacity of 1,895, here too the Palast achieved a dream result: the attendance rate rose to 91.03 percent (previous year 83.28 percent). On average, 1,725 visitors attended every show – more people than there are seats in other theatres. Guest performances and rentals for events such as the Berlinale are not included. Almost 200,000 more visitors attend these guest shows, which means that Friedrichstrasse 107 receives more than 700,000 guests each year. The Friedrichstadt-Palast ranks first in Germany in terms of visitor numbers.

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.palast-berlin.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

Here the Palast benefits from a strategy of systematic modernisation, while its location in the heart of trendy travel destination Berlin is also an enormous plus. Since 2008, the adult shows have been deliberately devised to be language-neutral so that they can be enjoyed by theatre-goers who do not speak German. This has attracted an increasing number of international visitors, who now account for around 15 percent of all guests.

"We want to increase the proportion of international visitors to one-third by 2020," says Theatre Director Dr. Berndt Schmidt. At the same time, he is keen to point out that "until 2007, around 100,000 people from Berlin visited us each year. In 2013, it was 208,000 – more than double. The modern Palast is attracting Berliners again, and we are particularly pleased to be a part of our home city in this way."

Outlook for 2014: As in all even years (compare 2012 with the last record year 2011, for example), the Palast's figures for 2014 will be significantly below the record levels of 2013. This is explained by several factors which repeat every two years. The main reason is that the two-year production cycle involves long closure phases, which are necessary to set up a new show. Since the theatre closes for nearly two months while the work is carried out, there is a corresponding drop in revenues and visitors. Hence the projected figures for 2014 are ticket sales EUR 21.7 million (EUR 4.2 million less than in 2013), attendance rate 81 percent (10 percentage points lower) and 445,000 visitors (73,670 fewer).

Performances of the children's show 'Keinschneechaos' are already sold out for January. The winter show 'berlin ILLUMINATED' is running until 2 February. Last year's superlative sales and visitor numbers were due above all to the runaway success of SHOW ME. The show has beaten all previous records. SHOW ME returns to the world's largest theatre stage on 21 February, but will run only until 19 July 2014. October sees the premiere of the new production. Details will follow soon.

The State of Berlin owns 100 percent of the Palast. In 2013, the theatre received grants totalling EUR 8.3 million. This includes EUR 1.3 million in building rent, which was immediately transferred back to the city. The Berlin Senate provides production funding of EUR 7 million to support the Young Ensemble of 250 children from Berlin aged between 6 and 16, and to maintain and promote revue as an art form. Dividing production funding of EUR 7 million between last year's 518,670 visitors works out at a subsidy of just under EUR 13.50 per ticket sold.

The loan of EUR 3.5 million provided by the Berlin Senate during the 2008 crisis was serviced in 2013 with scheduled interest and principal payments of EUR 487,980. On the back of the good earnings figures, another additional voluntary repayment of EUR 300,000 was made, with the result that almost EUR 800,000 were transferred to the city's revenue department in December. With a term originally lasting until 2020, half of the loan (51 percent) has now been repaid and it will be fully paid back in 2018.

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.palast-berlin.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