

Year-end results for 2014: THE WYLD sets new sales record for the Palast

Following its tremendous start, Grand Show THE WYLD has brought the Friedrichstadt-Palast its second-best-ever sales result despite a seven-week alteration phase

Berlin, 7 January 2015

Grand Show THE WYLD has been running since 7 October 2014, and the year-end results for 2014 show just how successful its launch has been. Despite being closed for a significantly longer period in preparation for the new Grand Show, the Palast recorded its second most successful year ever. In line with expectations, and as forecast in our press release of 7 January 2014, the Palast did not reach its record figures of 2013 (which did not have such a long period of closure).

In just three months, 256,204 tickets for THE WYLD have been sold or reserved. More than a quarter of a million in a quarter of a year – never before have so many tickets sold in such a short time.

Thanks to THE WYLD's extremely successful launch, the Palast's ticket sales as of 31 December stood at EUR 21,939,573. Even though the theatre was closed for nearly two months for alterations, visitor numbers (paying guests / not including complimentary tickets) reached 467,245, representing an 86.48 percent attendance rate (paying guests / not including complimentary tickets). In the record year 2013, ticket sales amounted to EUR 25.9 million with an attendance rate of 91.03 percent (518,670 paying guests).

Theatre director Dr. Berndt Schmidt: 'In every even year, we see a drop in sales revenue, visitors and attendance. The main reason is that the two-year production cycle involves closure phases, which are necessary to set up a new show. We have no sales revenue or visitors for two whole months. The fact that we have achieved our second-best sales result shows the enormous power of THE WYLD.'

The Young Ensemble's children's shows continue to enjoy great popularity. 'Ganz schön anders', which runs until 30 January, had an attendance rate of 95.94 percent in December. The Young Ensemble is the largest children's and youth ensemble in Europe. Dating back to the autumn of 1945, the concept of children performing for children on this scale is unique in the world.

The Palast believes in a socially inclusive pricing structure. Our starting price for tickets remains unchanged at EUR 18.90 (including fees). 1,900 socially disadvantaged people attended performances in 2014 for just EUR 3.00 per ticket using the Berlin Pass issued by the Berlin Senate.

With shows that are unique in the world, the Palast attracts well over a quarter of a million tourists every year (around 180,000 out of the total of 467,245 paying guests were from Berlin). With more than 700,000 visitors annually, including major events such as the Berlinale film festival, guest performances and special events, the theatre is by far the most-visited stage in Germany.

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Friedrichstadt-Palast Berlin
Europe's Show Palace

Friedrichstraße 107
D-10117 Berlin-Mitte
In the East End Theatre District

General Director:
Dr. Berndt Schmidt

Chairman of the Board:
State Secretary of Culture
Tim Renner



Owned by the
City of Berlin

The Palast is wholly owned by the City of Berlin. In 2014, the theatre received grants totalling EUR 8.502 million (including EUR 1,359,460 for building rent that was transferred directly back to the city). The City of Berlin provides production funding of EUR 7.114 million to support the Young Ensemble of more than 250 children from Berlin aged between 6 and 16, and to maintain and promote revue as an art form. The largest theatre stage in the world requires suitably sized productions – featuring more than 100 performers, these are the largest resident shows in the world and cannot be fully refinanced at market prices.

In 2014, a further interest payment and principal repayment totalling EUR 487,980 was made to the Berlin Senate on its EUR 3.5 million loan. Since 2011, a total of EUR 2,352,807 has been repaid to the City of Berlin. According to the agreement, the full loan amount is to be settled by 2018.

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