

PRESS INFORMATION

2016 business year: THE ONE Grand Show brings the most successful premiere year of all times for the Friedrichstadt-Palast Berlin

Berlin, 9 January 2017

Just 3.5 months after the show premiere, more than 300,000 tickets (304,284 to be precise!) have already been sold for THE ONE Grand Show. The glamorous production with 500 costumes by Jean Paul GAULTIER is setting new records for ticket sales and revenue.

Every two years, the Palast celebrates the premiere of a new Grand Show. During the premiere years (in even years – so 2014, 2016, 2018), the theatre is closed for several weeks to modify the stage and rehearse for the new production. The number of guests and revenue are therefore generally lower in the premiere years than in odd years when the show runs continuously without any closures (beside the normal theatre holidays) and has 1.5 months longer to generate revenue.

Last year, a total of 468,352 guests visited our theatre on Friedrichstraße. The year before that it was 470,072, so just 1,720 guests more – and this despite the preparation phase, which meant that there were 22 fewer performances of the Grand Show than in 2015 (240 performances in 2016; 262 in 2015). The annual fill capacity of 87.2 per cent was the best it has ever been in a premiere year (previous year: 83.4 per cent).

Beside the in-house productions, around 200,000 people attended third-party events at the theatre, such as the Berlinale film festival. With around 670,000 visitors, the Palast is once again not only the most visited theatre in Berlin but also in Germany.

In the past business year, the Palast generated €22.2 million in ticket sales. In 2015, this total was €22.8 million. When Dr. Berndt Schmidt first took over as the theatre's director back in 2007, ticket sales returned €12.7 million in revenue.

Comparison of premiere years:

2012: 440,296 guests; €20.1 million in ticket sales; 83.2 per cent fill capacity

2014: 467,229 guests; €21.9 million in ticket sales; 86.5 per cent fill capacity

2016: 468,352 guests; €22.2 million in ticket sales; 87.2 per cent fill capacity

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Friedrichstadt-Palast Berlin

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in the East End Theatre District

General Director:
Dr. Berndt Schmidt



Owned by the City
of Berlin.

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Dr. Berndt Schmidt, General Director and Producer: "Jean Paul Gaultier beats everything that we have seen to date. But 500 such quirky and costly tailor-made costumes have also never been showcased on stage either. Neither in New York and Paris nor in Las Vegas. It is no surprise that this Grand Show has become the evening attraction among visitors to the German capital."

In 2016, the theatre 100 per cent owned by the state of Berlin received grants totalling €9 million (of which €1.5 million were immediately paid back to the state for lease of the theatre building). With the €7.5 million set aside for theatre operations, the state supports the kids' shows put on by the Young Ensemble, which comprises more than 250 children aged seven to 16, and also helps to preserve and further the revue art form. In the comparison with other public theatres, it should be noted that the Palast covers approximately 20 per cent of its costs with grants and must generate up to 80 per cent of funds for itself. At most state-funded theatres, the ratio is entirely reversed.

Interest and repayments on the €3.5 million loan from the Senate are set at €487,980. The Palast will have repaid the €4.5 million (incl. interest) in full by next year.

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