

THEATRE



AVERAGE TICKET PRICE: \$49

THE POP-UP GLOBE THEATRE MADE ITS INTERNATIONAL DEBUT IN MELBOURNE WITH PERFORMANCES OF *MUCH ADO ABOUT NOTHING*, *AS YOU LIKE IT*, *OTHELLO* AND *HENRY V*.

REVENUE DOWN

19%

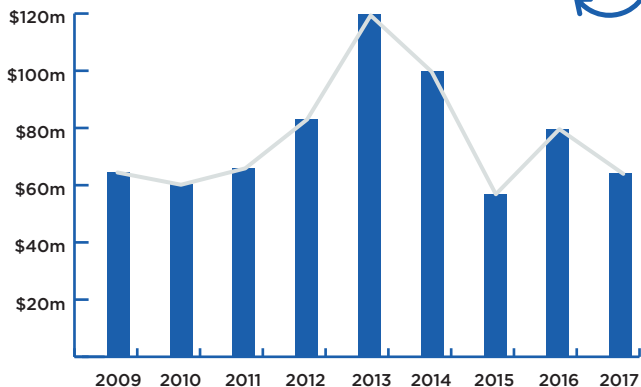
FROM 2016

ATTENDANCE UP

8%

FROM 2016

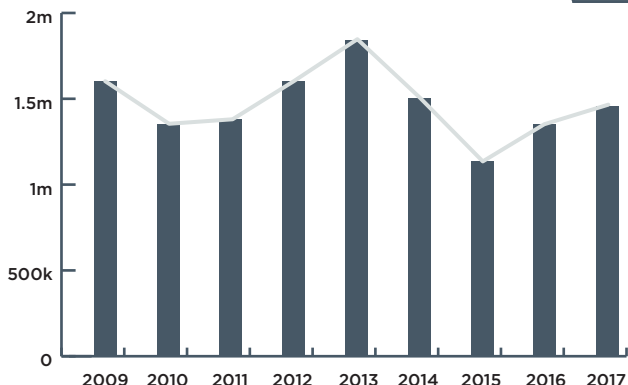
TOTAL REVENUE (2009-2017)



TOTAL REVENUE (TICKET SALES)

\$64,217,536

TOTAL ATTENDANCE (2009-2017)



TOTAL ATTENDANCE (TICKETS ISSUED)

1,457,962

