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The Society of London Theatre's 2009 Box Office Data Report - out on 7 July

2009 will be remembered as a year when the doom and gloom of global and economic woes was triumphantly overcome in London's Theatreland with new records set for attendances and ticket revenue.

The Society of London Theatre's Box Office Data Report 2009, published on 7 July, examines the numbers behind the headlines.

The report is derived from the year-round Box Office Data Survey conducted among the 50-plus theatre represented in membership by the Society of London Theatre (SOLT). Data is included on tickets sales from all the major commercial and subsidized theatres in Central London and the performance of many of the larger theatres in Greater London is analysed.

The most comprehensive report of its kind, topics covered include attendance numbers, box office revenue, numbers of performances, ticket prices and advanced bookings, all examined in the light of the major factors influencing theatre-going in 2009.

Detailed comparison is made of the Commercial and Subsidized sectors of London theatre, and of the relative statistics of the major types of production (including Musicals, Plays, Operas and Dance).

Since the report has been compiled now for many years, trends can be identified over time.

The Box Office Data Report is a unique and invaluable tool for those working in or studying the London theatre industry. The 2009 report is available for purchase at £45 (plus postage & packing) and copies can be ordered from SOLT (telephone: 020 7557 6700). Copies of previous reports can also be ordered.

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NOTES TO EDITORS:

- The Society of London Theatre is the trade association which represents the producers, theatre owners and managers of the 52 major commercial and grant-aided theatres in central London. The organisation exists in order to promote theatregoing, develop audiences, and to serve, protect and promote the interests of those engaged in theatre across London, through activities including: The Laurence Oliver Awards, tkts ticket booth, the Official London Theatre guide, Theatre tokens and the annual promotions Kids Week in the West End and Get into London Theatre.