



TEATRO
REGIO
PARMA

FESTIVAL VERDI

Parma e Busseto, 1-30 ottobre 2016



R E P O R T



FESTIVAL
VERDI
PARMA

PARTICIPANTS

Total

Extraterritorial

2016

REPORT



FESTIVAL
VERDI
PARMA

PARTICIPANTS AND TAKINGS

Record of participants and takings, higher than 2013, Verdian Bicentenary

24.269 spectators, with an increase of
50,59% compared to Festival Verdi 2015
80,99 % compared to Festival Verdi 2014

€ 1.356.926 takings, with an increase of
66.32% compared to Festival Verdi 2015
95,07% compared to Festival Verdi 2014

2016

REPORT



FESTIVAL
VERDI
PARMA

PERCENTAGE OF OCCUPIED SEATS

Don Carlo, Il trovatore

Teatro Regio di Parma

89,96%

Giovanna d'Arco

Teatro Farnese

96,47%

I masnadieri

Teatro Giuseppe Verdi di Busseto

89,04%

2016

REPORT



FESTIVAL
VERDI
PARMA

EXTRATERRITORIAL PARTICIPANTS

9,731 tickets to extraterritorial spectators*

with an increase of

- **113%** compared to Festival Verdi 2014
- **135%** compared to Festival Verdi 2015

2,851 tickets to italian spectators

6,880 tickets to foreign spectators

Most represented countries:

Germany, Austria, United Kingdom, France, Spain

*International and national spectators outside the area of Parma

2016

REPORT



FESTIVAL
VERDI
PARMA

EXTRATERRITORIAL SPECTATORS

TEATRO REGIO DI PARMA GROUP OFFICE

Start up: January 2016

**4.722 extraterritorial spectators (26,85%) of
which 4.051 foreigners**

2016

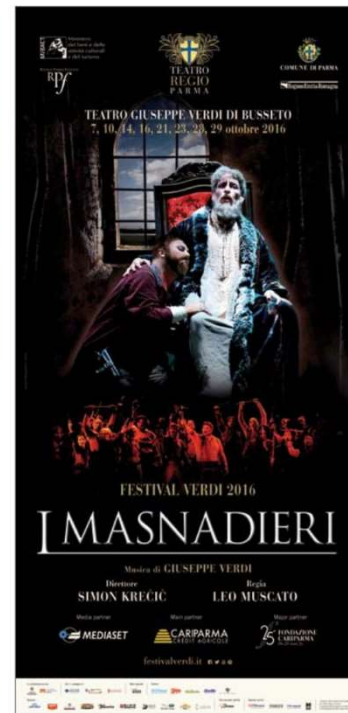
REPORT



FESTIVAL
VERDI
PARMA

THE IMAGES

New graphic style inspired by the language of the cinematographic communication



2016
REPORT



FESTIVAL
VERDI
PARMA

ROAD SHOW

Munich Literaturhaus, 10 February

Milan Bit, 12 February

Berlin Grand Hotel Kempiski Bristol, 8 March

Berlin Itb, 9 March

Wien Embassy of Italy, 4 April

New York Italian Cultural Insitute, 11 April

Chicago Italian Cultural Insitute, 14 April

London Italian Cultural Insitute, 9 May

Moscow Italian Cultural Insitute, 18 May

St. Petersburg Italian Cultural Insitute, 19 May

Amsterdam Opera Europa conference, 16-18 June

Tour operator partner



La promozione internazionale del Festival Verdi è realizzata in collaborazione con



2016
REPORT



FESTIVAL
VERDI
PARMA

CLASSICA INTERNATIONAL

Giovanna d'Arco

24 October 2016 h 1.00 pm (Prime time Asia)

25 October 2016 h 8.00 pm (Prime time Europa)

25 October 2016 h 3.00 am (Prime time America)

Potential audience

13.900.000 spectators

37 Countries

5 Continents

2016

REPORT



FESTIVAL
VERDI
PARMA

CLASSICA INTERNATIONAL



SUBSCRIBERS

13.9 MIO
SUBSCRIBERS

5
CONTINENTS

37
COUNTRIES

61
PLATFORMS

AUDIENCE



CLASSICAL MUSIC
ENTHUSIASTS
Loyal
Quality-oriented
Consumption-oriented



61% WOMEN / 39% MEN
Above average income
High educated



INTERESTS
Travelling
Culture
Luxury goods

2016
REPORT



FESTIVAL
VERDI
PARMA

2016

REPORT

SOCIAL

Facebook



FESTIVAL
VERDI
PARMA

FACEBOOK

Teatro Regio page likes 30,617 (+ 4.232)

Individual users

Daily coverage 46,366

Individual daily users

Daily engagement 2,347

Click, reactions, comments, and shared contributions

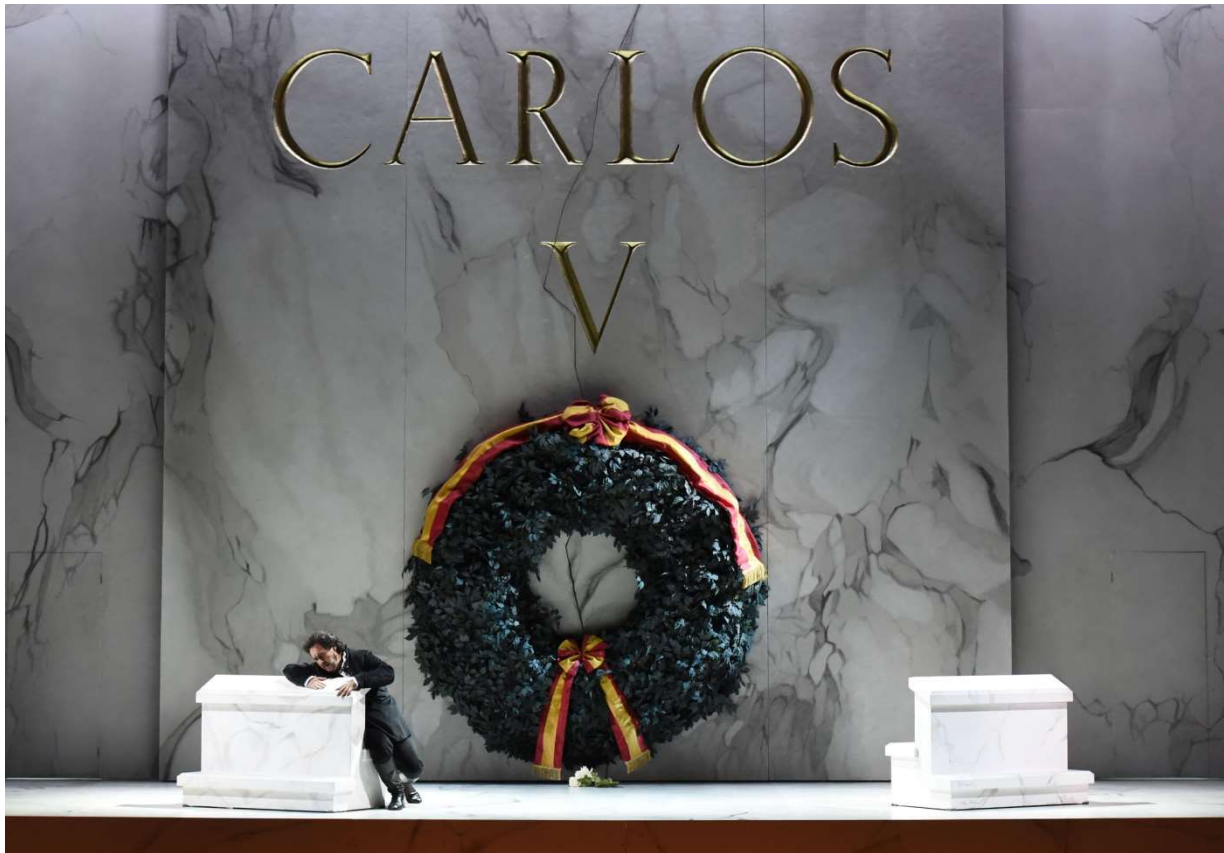
Daily views 82,231

Average view of daily page views

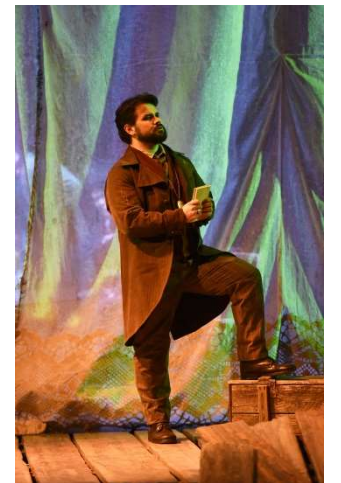
Total views 4,604,959

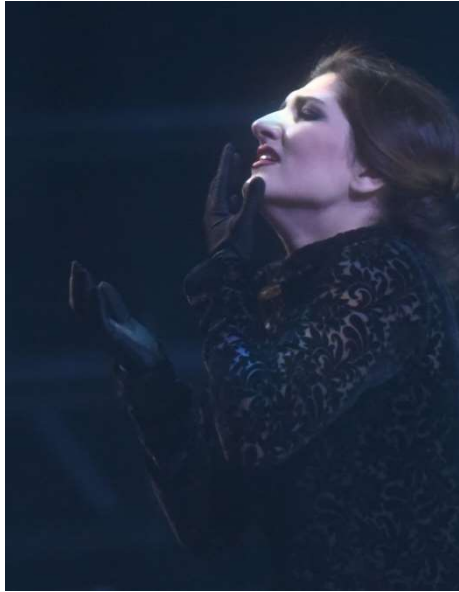
2016

REPORT

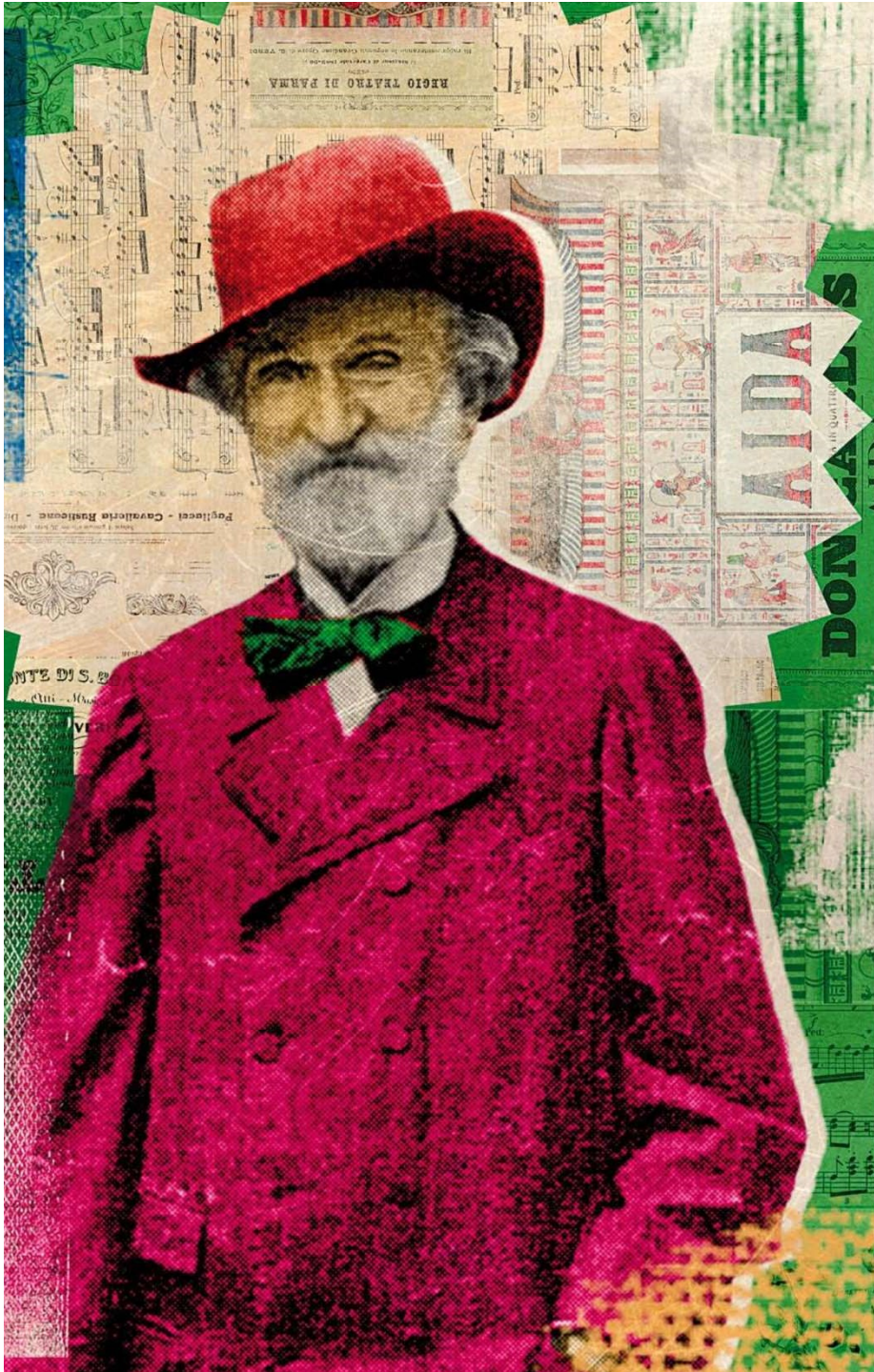














FESTIVAL
VERDI
PARMA

VERDI OFF

1st Edition

38 days

63 events

158 free entrance appointments

1380 artists

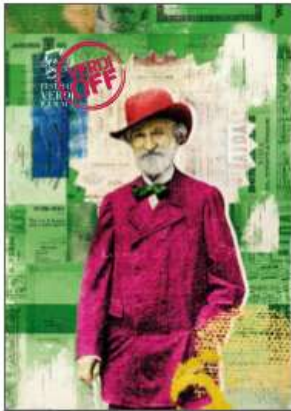
12.000 spectators

2016

REPORT



FESTIVAL
VERDI
PARMA



Brochure



Invito



Totem Piazza Garibaldi, Via Verdi, Barilla Center

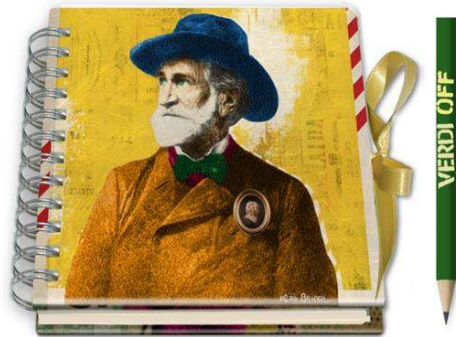


Piazza Teatro Regio

2016
REPORT



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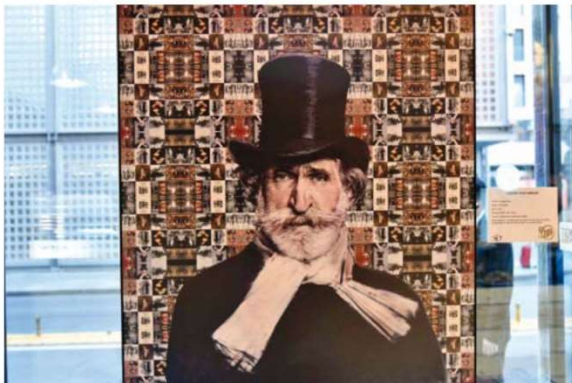
2016
REPORT











FESTIVAL VERDI

Parma e Busseto, 27 set - 21 ott



Preview 2018



FESTIVAL
VERDI
PARMA

27 settembre, 5, 12, 21 ottobre 2018

MACBETH

28 settembre, 3, 5, 6, 9, 10, 12, 13, 18, 19 ottobre 2018

UN GIORNO DI REGNO

29 settembre, 4, 7, 11, 14, 20 ottobre 2018

LE TROUVÈRE

30 settembre, 6, 13, 19 ottobre 2018

ATTILA

Informazioni e prenotazioni
tel. 0521 203999 - biglietteria@teatroregioparma.it

Il programma completo dal 25 gennaio 2018 su

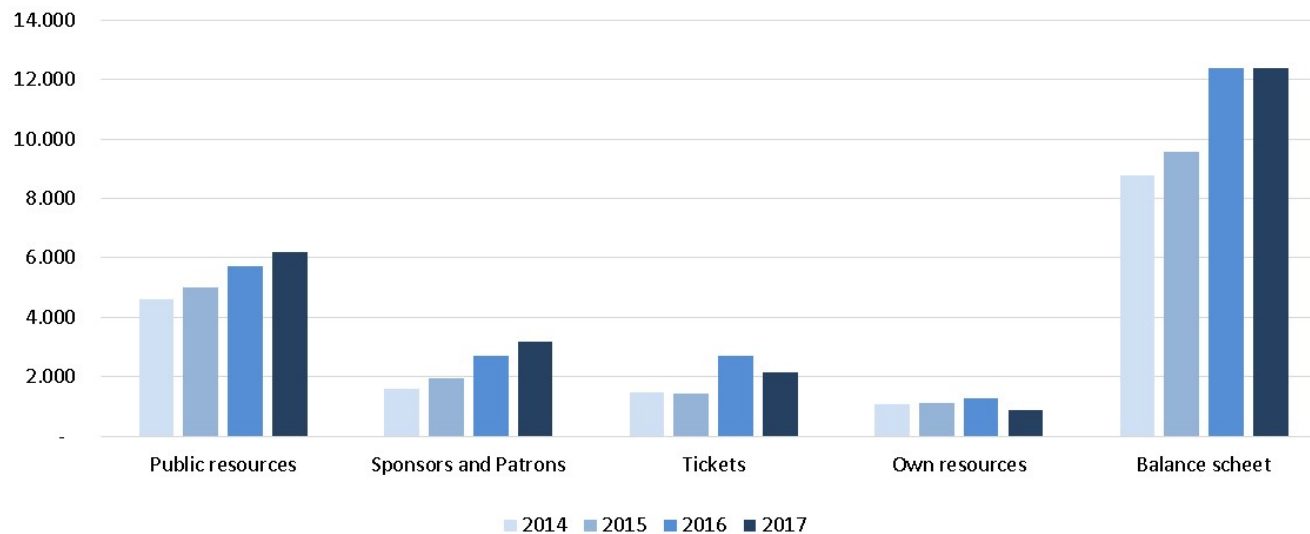
festivalverdi.it



TREND 2014 – 2017

2017 not final

Year	Public resources	Sponsors and Patrons	Tickets	Own resources	Balance sheet
2014	4.616	1.601	1.456	1.086	8.759
2015	5.009	1.965	1.448	1.128	9.550
2016	5.733	2.702	2.688	1.259	12.382
2017	6.178	3.174	2.158	890	12.400





FESTIVAL
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TREND 2014 – 2017

2017 not final

Year	Sponsors and Patrons	Tickets
2014	1.601	625
2015	1.965	650
2016	2.702	1.185
2017	3.174	1.200

