

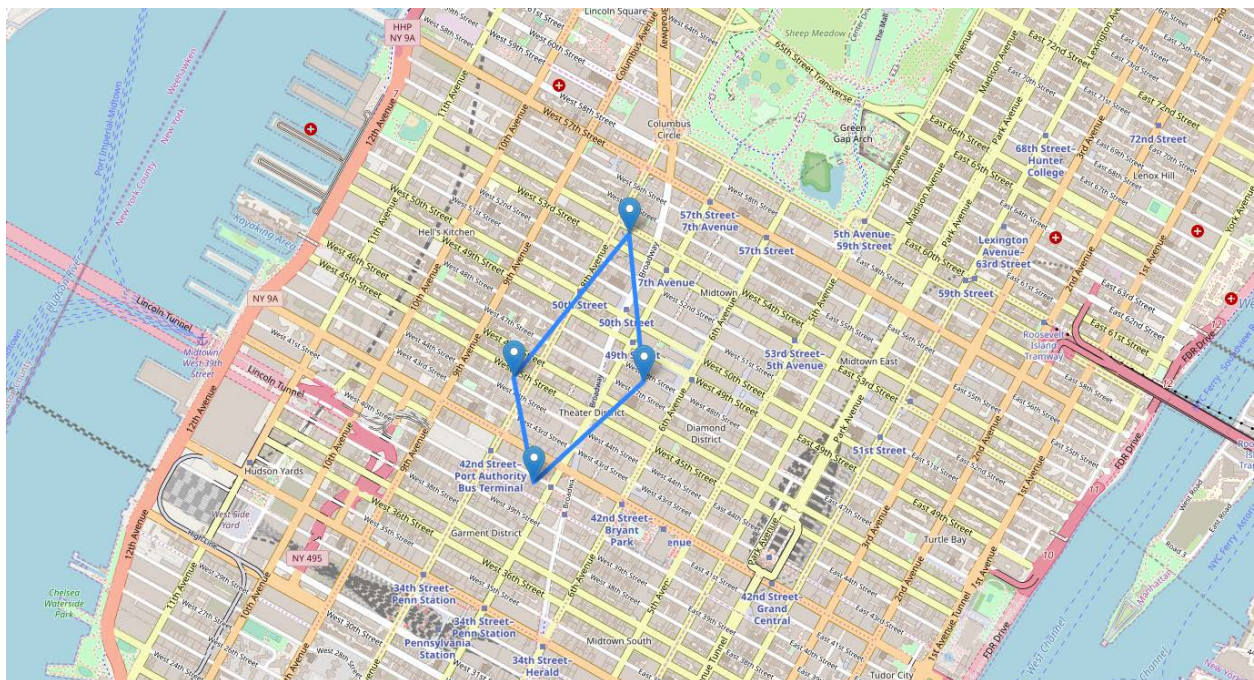
Each year, several musical theatre productions begin in cities around the country, with the intention of moving to a Broadway theatre in New York City. These pre-Broadway engagements are a way to test the production and determine if it can sell out a Broadway engagement. Further, shows that have closed in New York City will often open touring productions in other cities. These productions allow the shows' producing and creative team to bring a successful production to a larger audience.

Toronto's Theatre District has grown into a large district, housing both pre-Broadway engagements and touring productions. When choosing Toronto for either engagement, one must consider the similarities between the theatre districts in Toronto and New York City. These considerations include the number of theatres, as well as the amenities available for those travelling to the city.

## Theatres

There are 39 theatres in New York's Theatre District, and 42 in Toronto's Theatre District. Toronto's district is more widespread than New York's district, which encompasses approximately 12 blocks by two avenues in central New York.

**Figure 1. Map of New York City Theatre District**

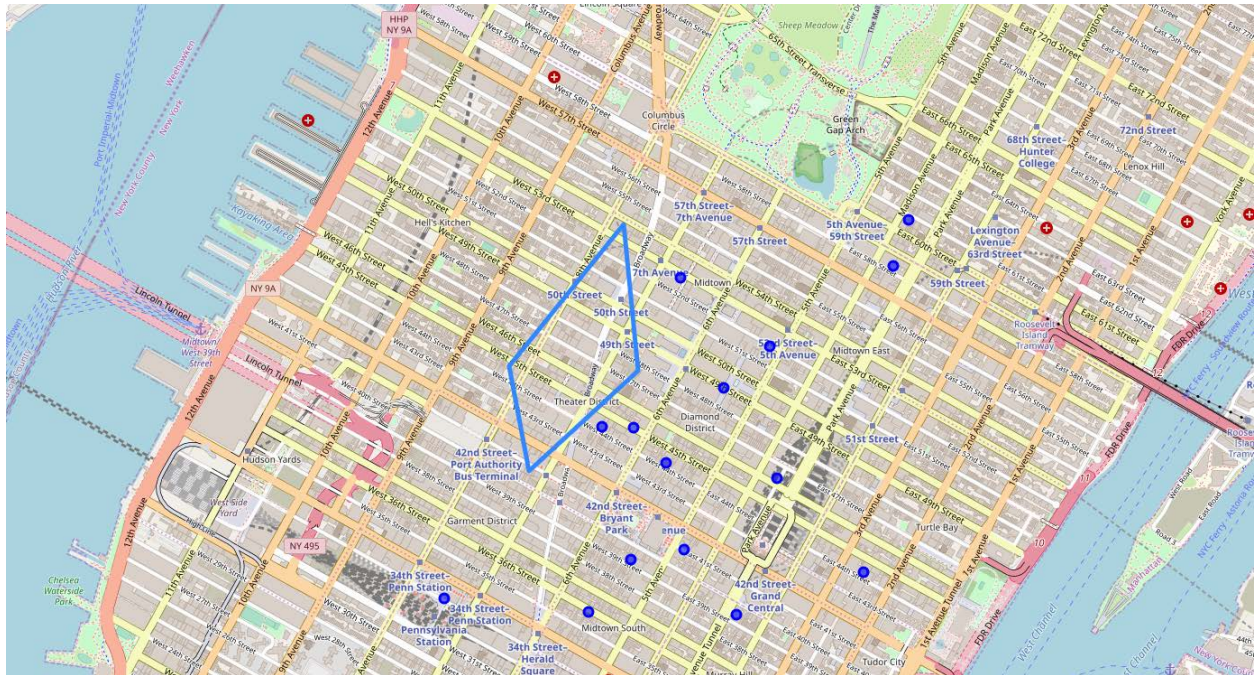


## Hotels

There are many more hotels in New York City, but they are much more dispersed than the theatres in the theatre district. On the other hand, there are far fewer hotels in Toronto, but they are more centrally located in the theatre district.



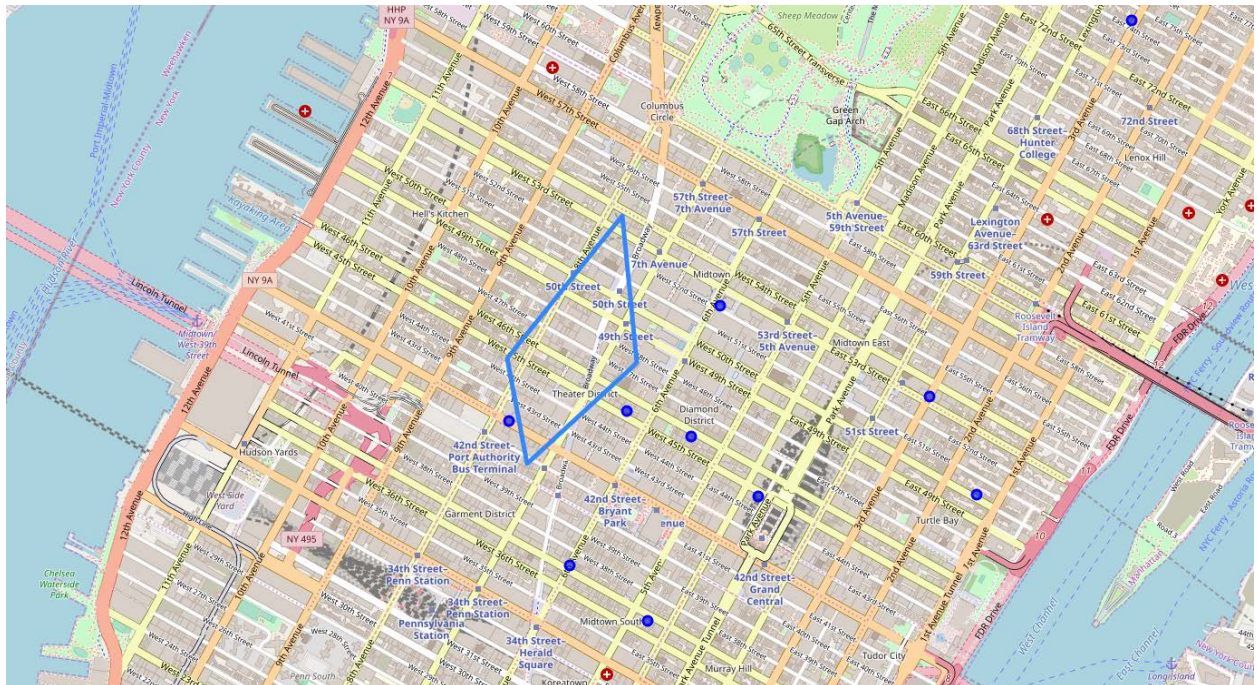
**Figure 3. Hotels near the New York City Theatre District**



## Restaurants

There are many more restaurants in New York City, and with more variety.

**Figure 5. Restaurants near the New York City Theatre District**



By comparing the theatre districts in New York and Toronto, we see that both cities have similar numbers of theatres. Toronto has a few more venues than New York, making competition for space less impactful. A production would likely be able to move from New York to Toronto, though moving in the direction would be more competitive.

However, the amenities in New York City are vastly superior. There are more hotels and restaurants in New York City. While the hotels are more dispersed, the comprehensive public transit system makes up for the spread. Further, the multitude of restaurants is enticing.

Toronto may have more hotels and restaurants centrally located, but overall, they do not have the amenities needed to attract the same number of tourists as New York City.

It is possible to move a theatre production between New York and Toronto, but Toronto is unlikely to attract the same number of tourists given their lack of amenities.