

A Traveller's Guide to Broadway Musicals: from Traveller's Perspective

Zhenggang Xu
08/09/2018

Broadway in NYC

- As a popular attraction in NYC, broadway attracts ~14 million audiences worldwide and make \$1.7 billion annually.
- Broadway musicals present the highest quality in theatrical performances.



What is Broadway Anyway...

What is Broadway Anyway...

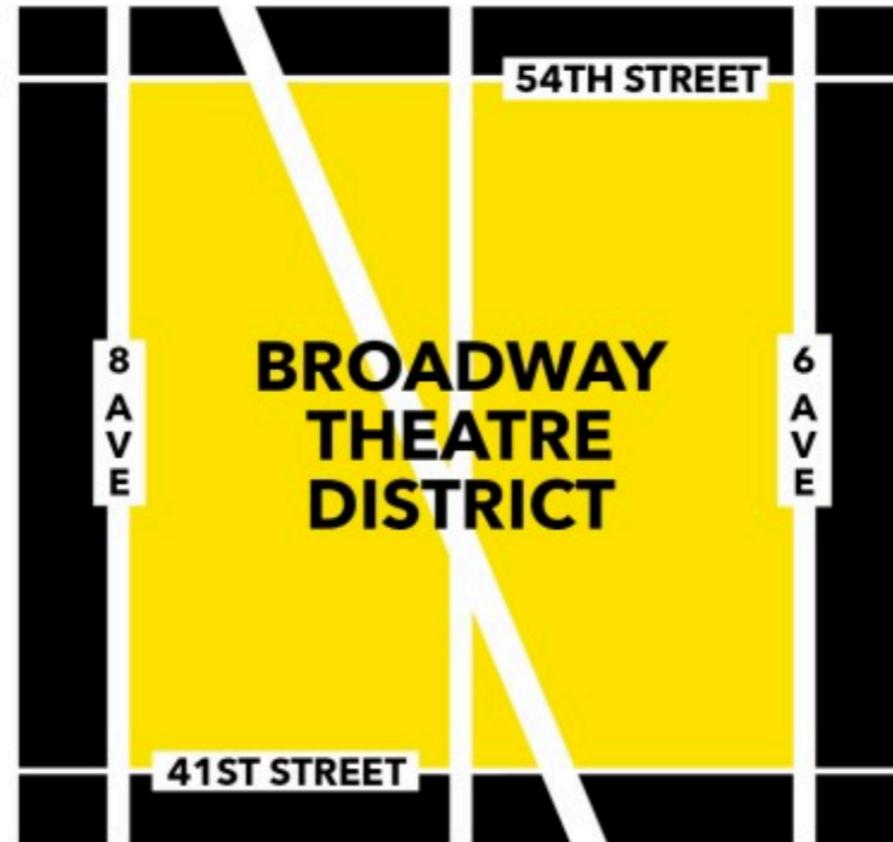
FACT:

A BROADWAY THEATRE
MUST BE DEEMED A
"BROADWAY HOUSE"
BY THE BROADWAY
LEAGUE, THE NATIONAL
TRADE ASSOCIATION
FOR THE BROADWAY
INDUSTRY IN NEW
YORK AND ACROSS
NORTH AMERICA.

What is Broadway Anyway...

GEOGRAPHY MATTERS!

* OFF-BROADWAY THEATRES
MUST BE IN MANHATTAN



FACT:

A BROADWAY THEATRE
MUST BE DEEMED A
"BROADWAY HOUSE"
BY THE BROADWAY
LEAGUE, THE NATIONAL
TRADE ASSOCIATION
FOR THE BROADWAY
INDUSTRY IN NEW
YORK AND ACROSS
NORTH AMERICA.

What is Broadway Anyway...

GEOGRAPHY MATTERS!

* OFF-BROADWAY THEATRES
MUST BE IN MANHATTAN



FACT:

A BROADWAY THEATRE
MUST BE DEEMED A
"BROADWAY HOUSE"
BY THE BROADWAY
LEAGUE, THE NATIONAL
TRADE ASSOCIATION
FOR THE BROADWAY
INDUSTRY IN NEW
YORK AND ACROSS
NORTH AMERICA.



What is Broadway Anyway...

THE DEFINITIVE GUIDE TO:

BROADWAY

vs. OFF-BROADWAY

vs. OFF-OFF BROADWAY

OF SEATS



How do Travelers Like Broadway? Ask TripAdvisor!

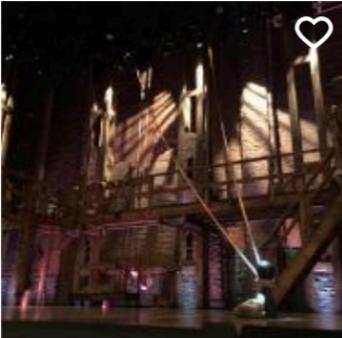
When are you traveling? Start Date End Date [Update Results](#)

Powered by Weather Underground C° | F°

FINAL CHANCE TO SEE KATHARINE McPHEE NOW THROUGH AUGUST 19



WAITRESS

 **Hamilton - An American Musical**
583 reviews
#5 of 428 Concerts & Shows in New York City
Performances [Learn More](#)

 **Kinky Boots on Broadway**
4,838 reviews
#6 of 428 Concerts & Shows in New York City
Performances [Learn More](#)

 **The Color Purple**
181 reviews
#7 of 428 Concerts & Shows in New York City
Performances [Learn More](#)

How do Travelers Like Broadway? Ask TripAdvisor!

When are you traveling?

Powered by Weather Underground C° | F°

FINAL CHANCE TO SEE KATHARINE McPHEE NOW THROUGH AUGUST 19



WAITRESS

Hamilton - An American Musical



583 reviews #5 of 428 Concerts & Shows in New York City

Performances [Learn More](#)

Kinky Boots on Broadway



4,838 reviews #6 of 428 Concerts & Shows in New York City

Performances [Learn More](#)

The Color Purple

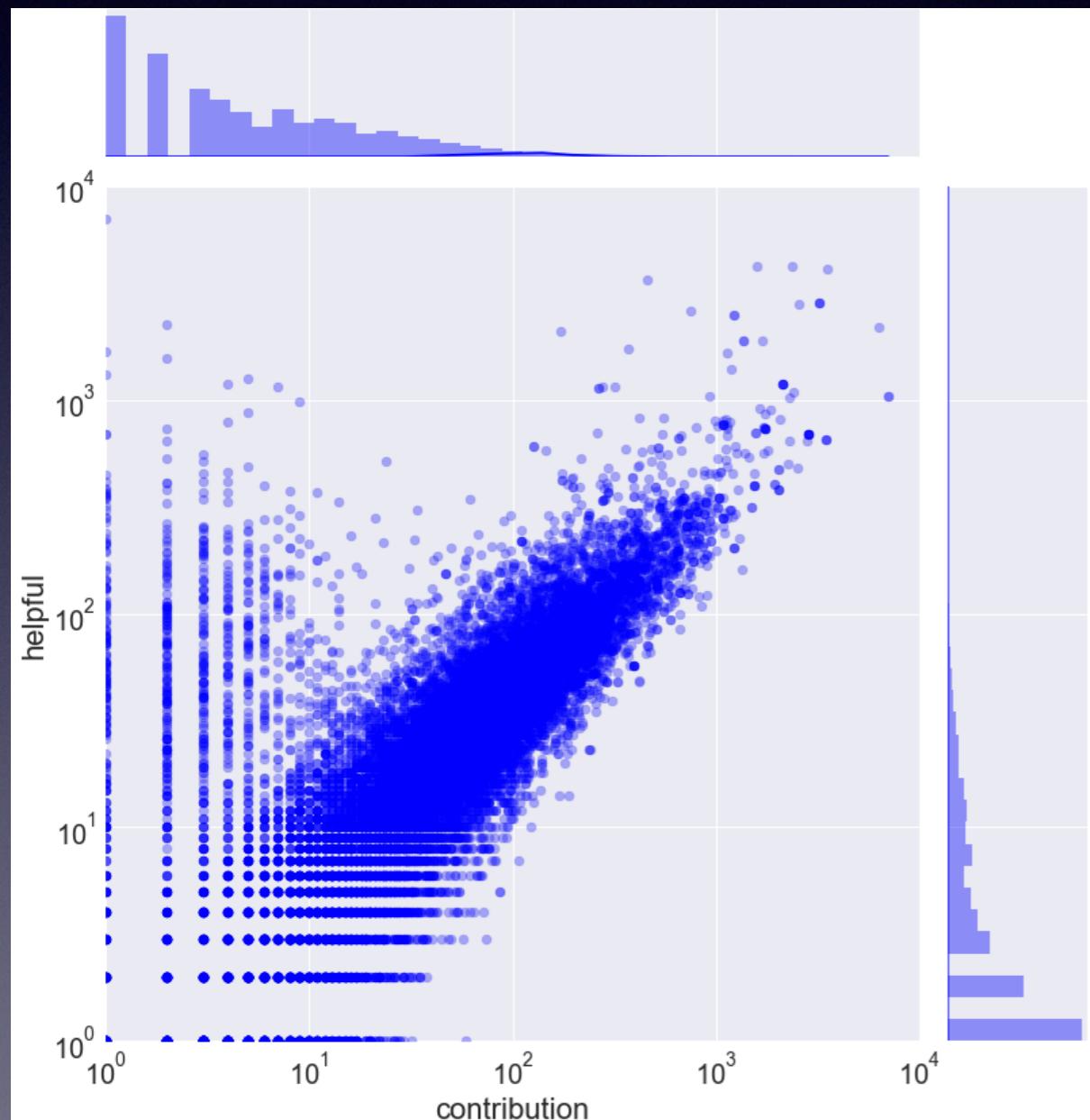


181 reviews #7 of 428 Concerts & Shows in New York City

Performances [Learn More](#)

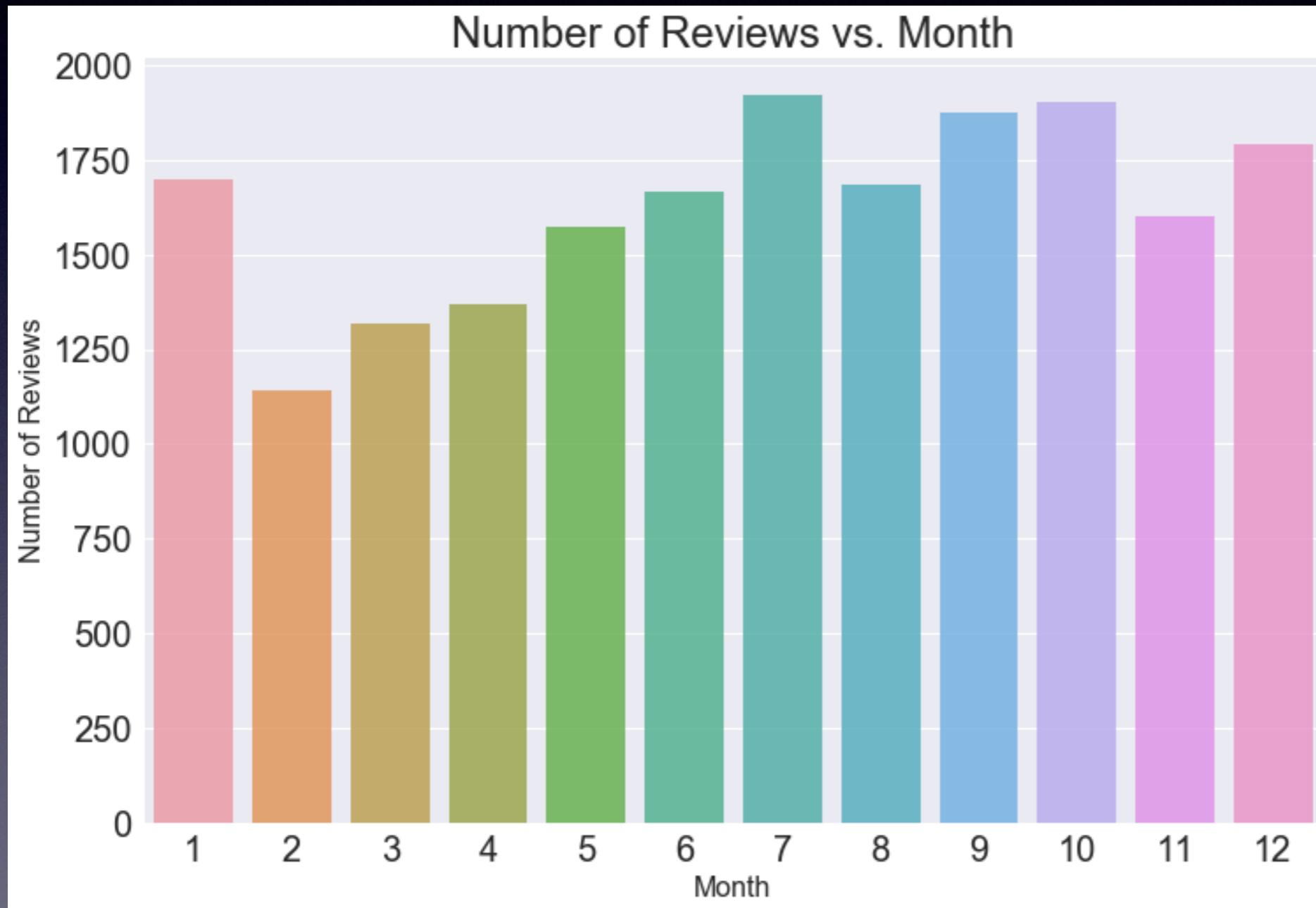
- 10 most popular musicals
- Ratings
 - Reviews
 - Date
 - User information

Users and Their Ratings



review_quality = no. helpful / no. contributions

Fluctuation on No. of Reviews

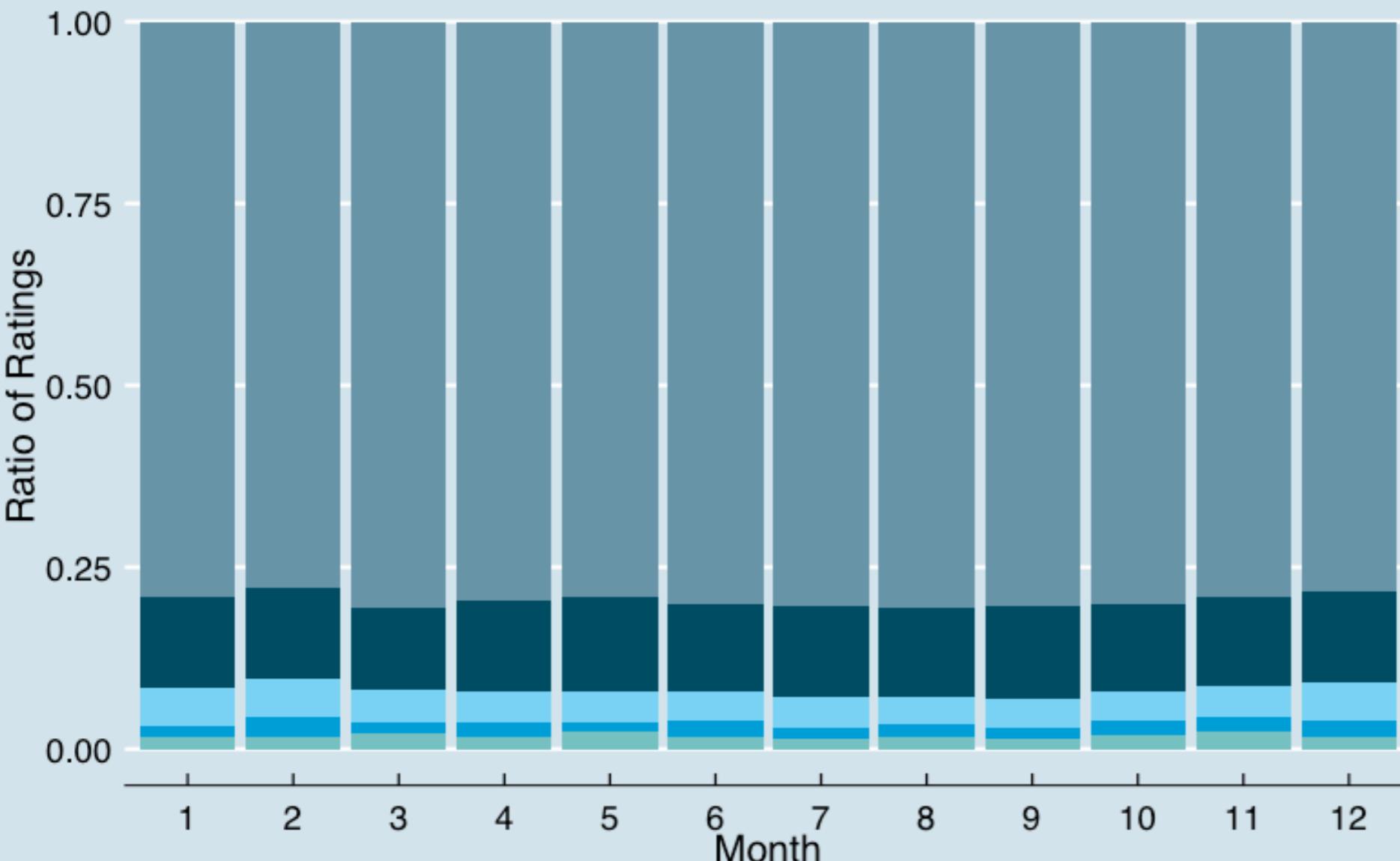


**Number of
reviews
varies on
different
months.**

Rating Distributions in Different Months

Rating vs. Month

rating 5 4 3 2 1



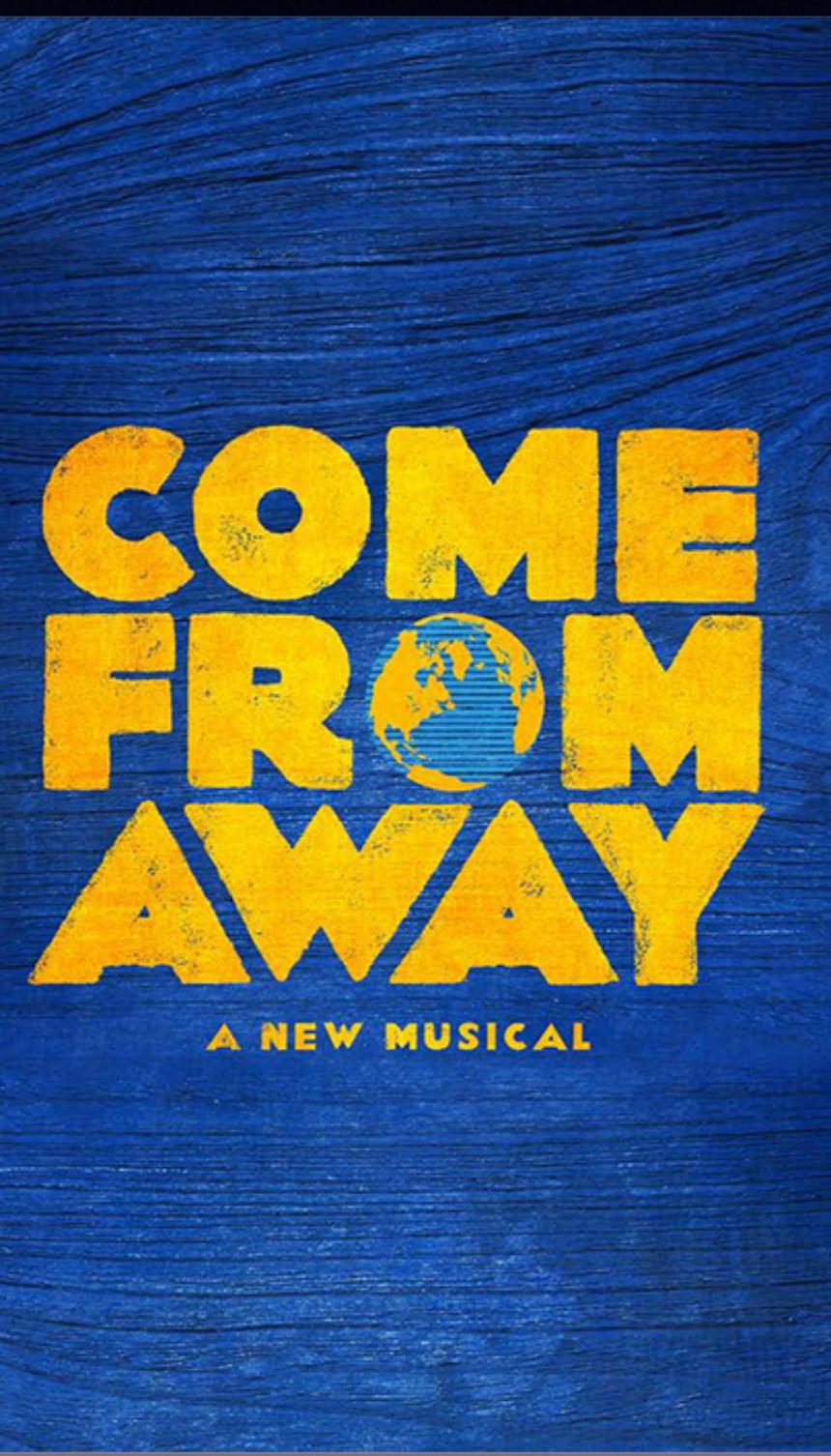
Rating distributions are generally stable throughout a year.

Observations

- People tend to think picky comments are more helpful.
- The attendance of broadway show has clear seasonal fluctuations. But the overall experience keeps stable.
- Now let us take a look at the reviews for the shows.

What do we see?
Not much information...

Come From Away



Phantom of the Opera

LET YOUR FANTASIES UNWIND

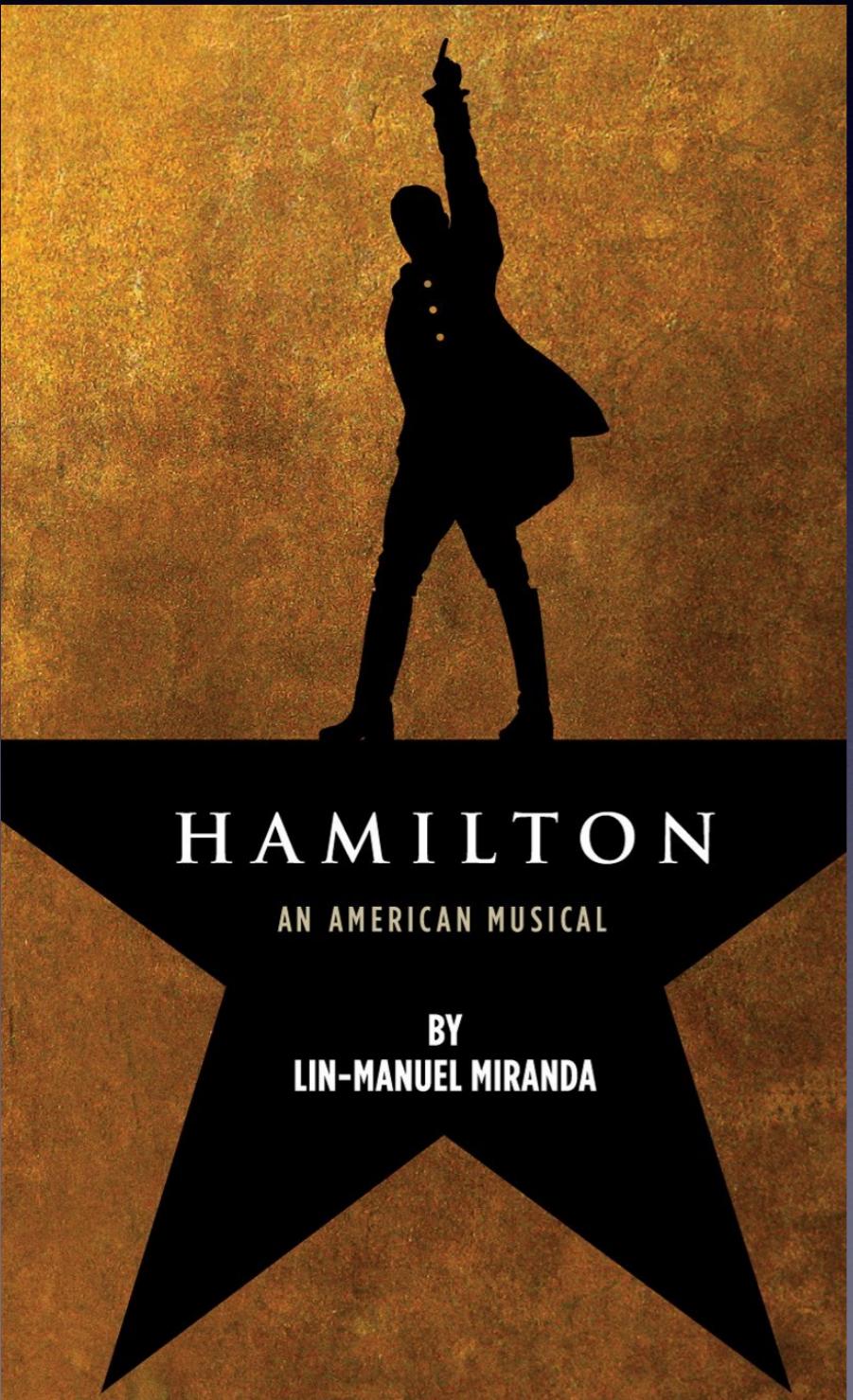


The Lion King



**Disney presents
THE LION KING**
THE AWARD-WINNING BEST MUSICAL

Hamilton

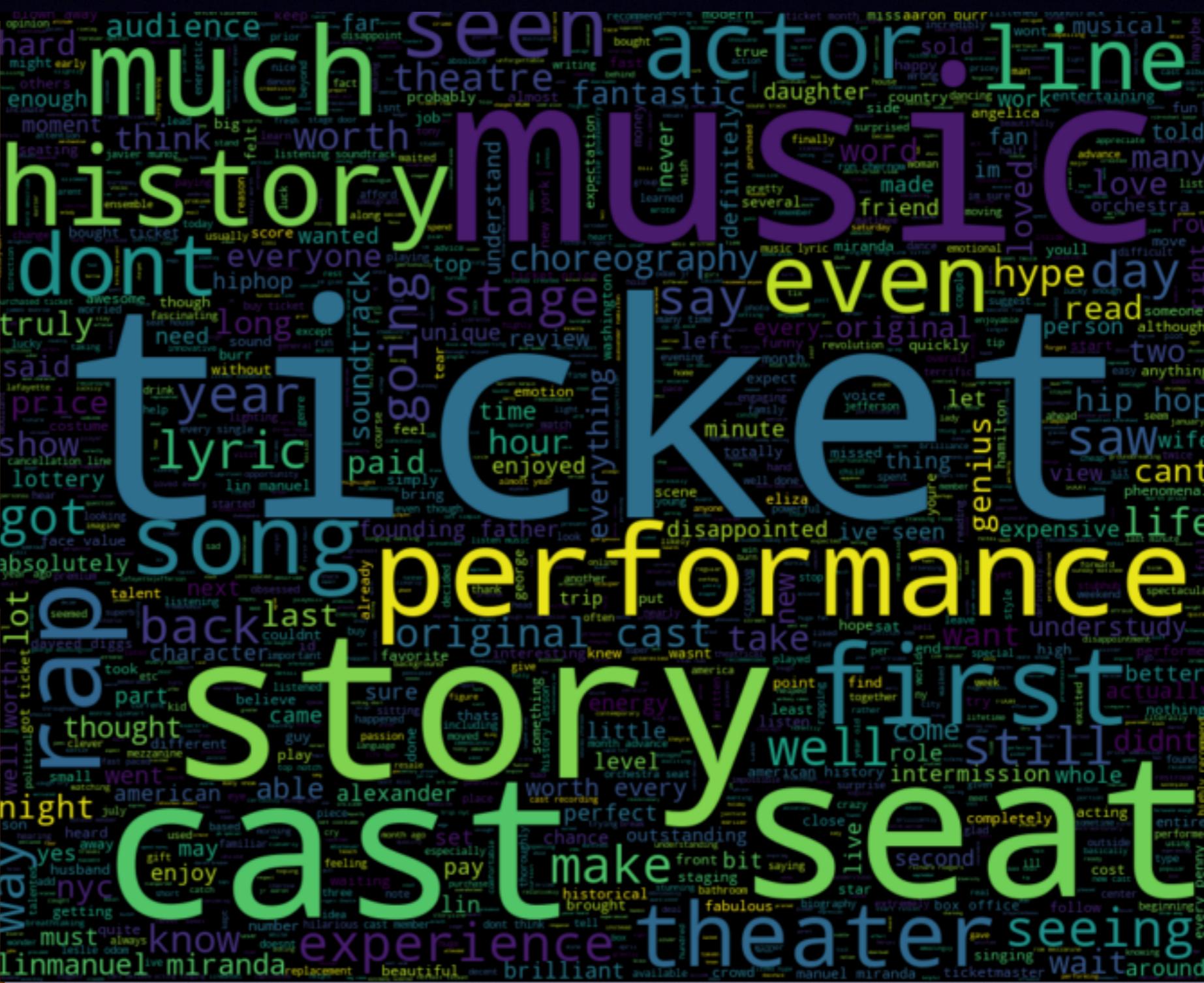


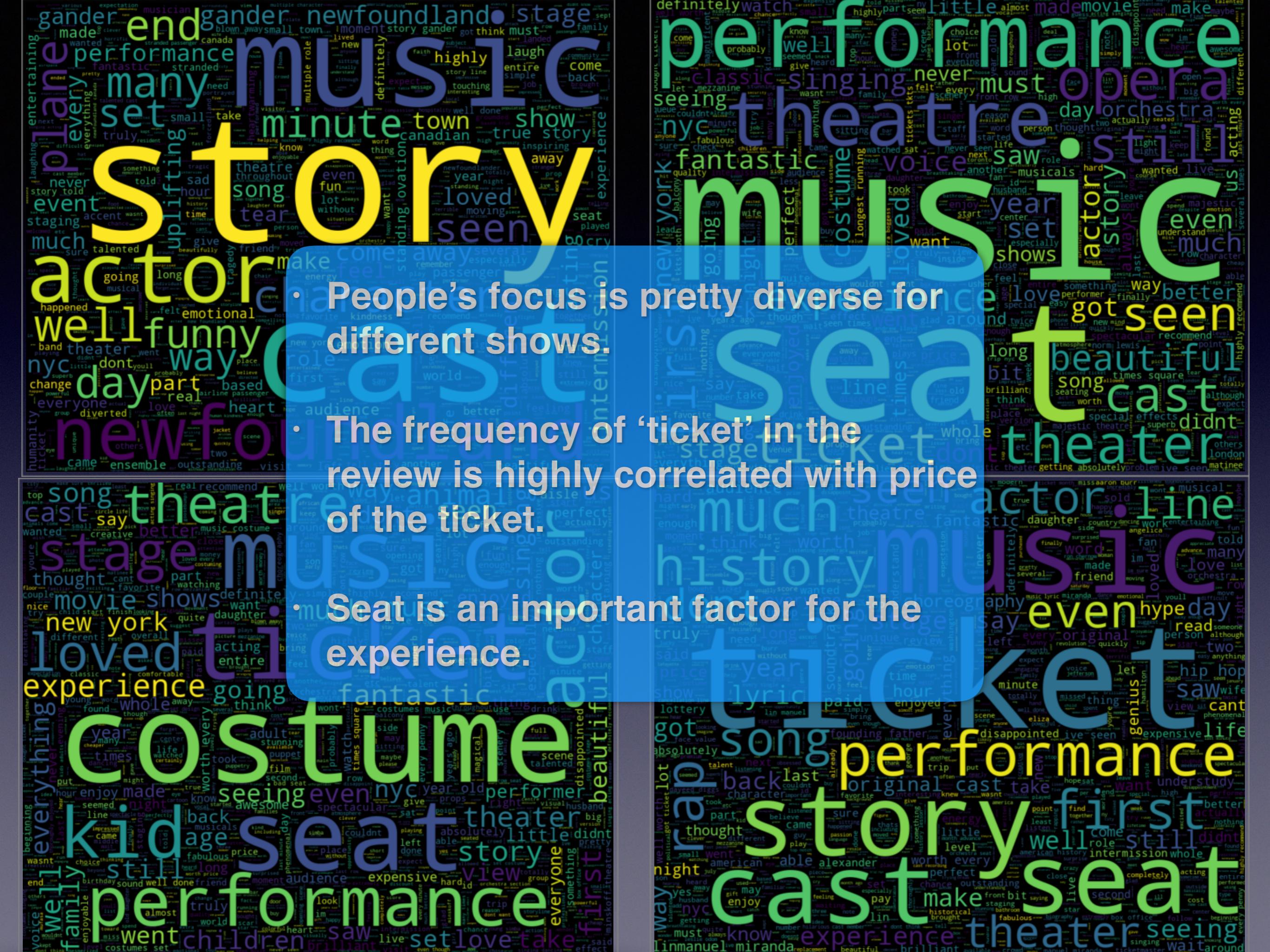
Hamilton

HAMILTON

AN AMERICAN MUSICAL

BY
LIN-MANUEL MIRANDA



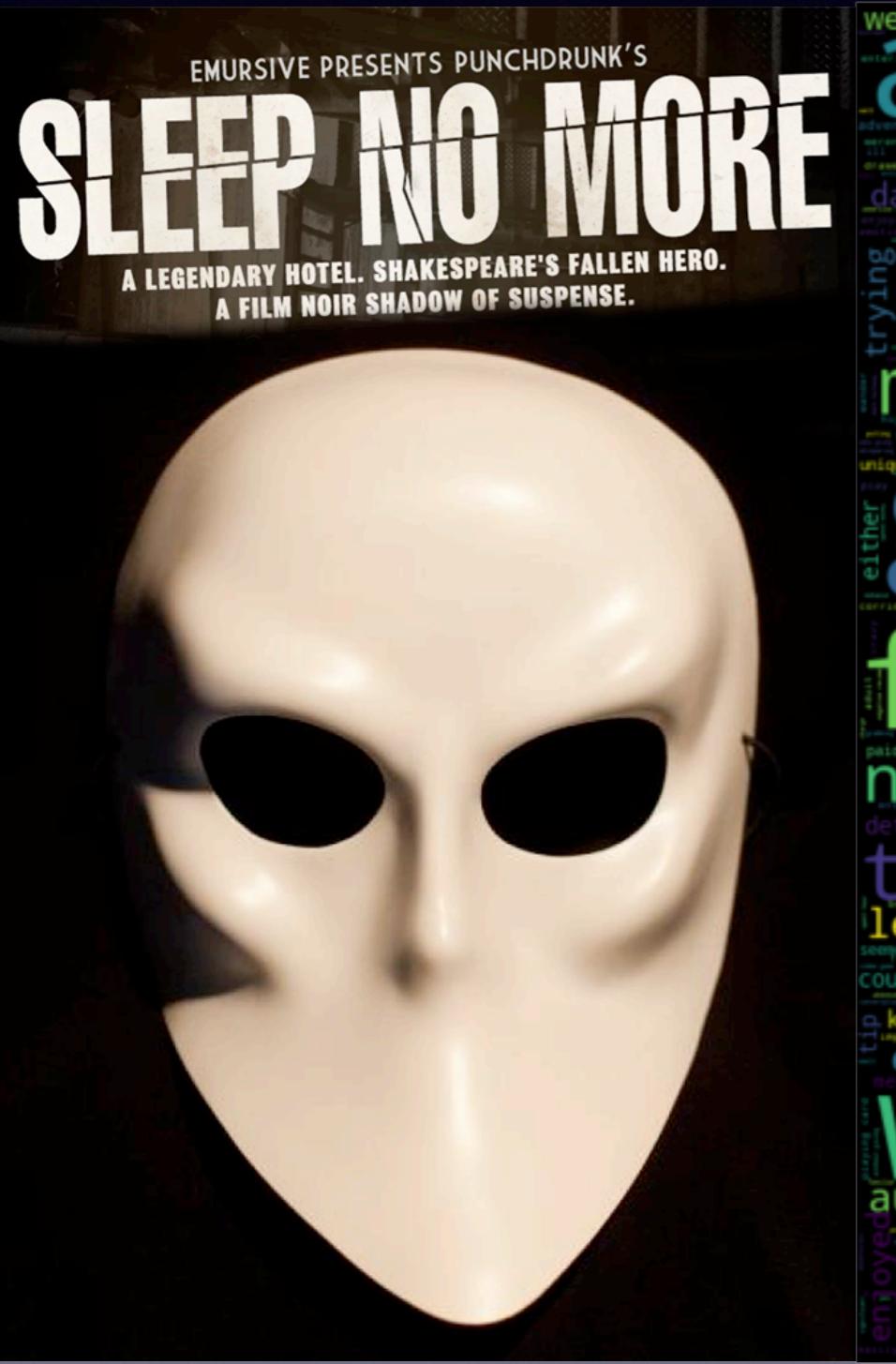


• People's focus is pretty diverse for different shows.

• The frequency of 'ticket' in the review is highly correlated with price of the ticket.

• Seat is an important factor for the experience.

Sleep No More



Wicked

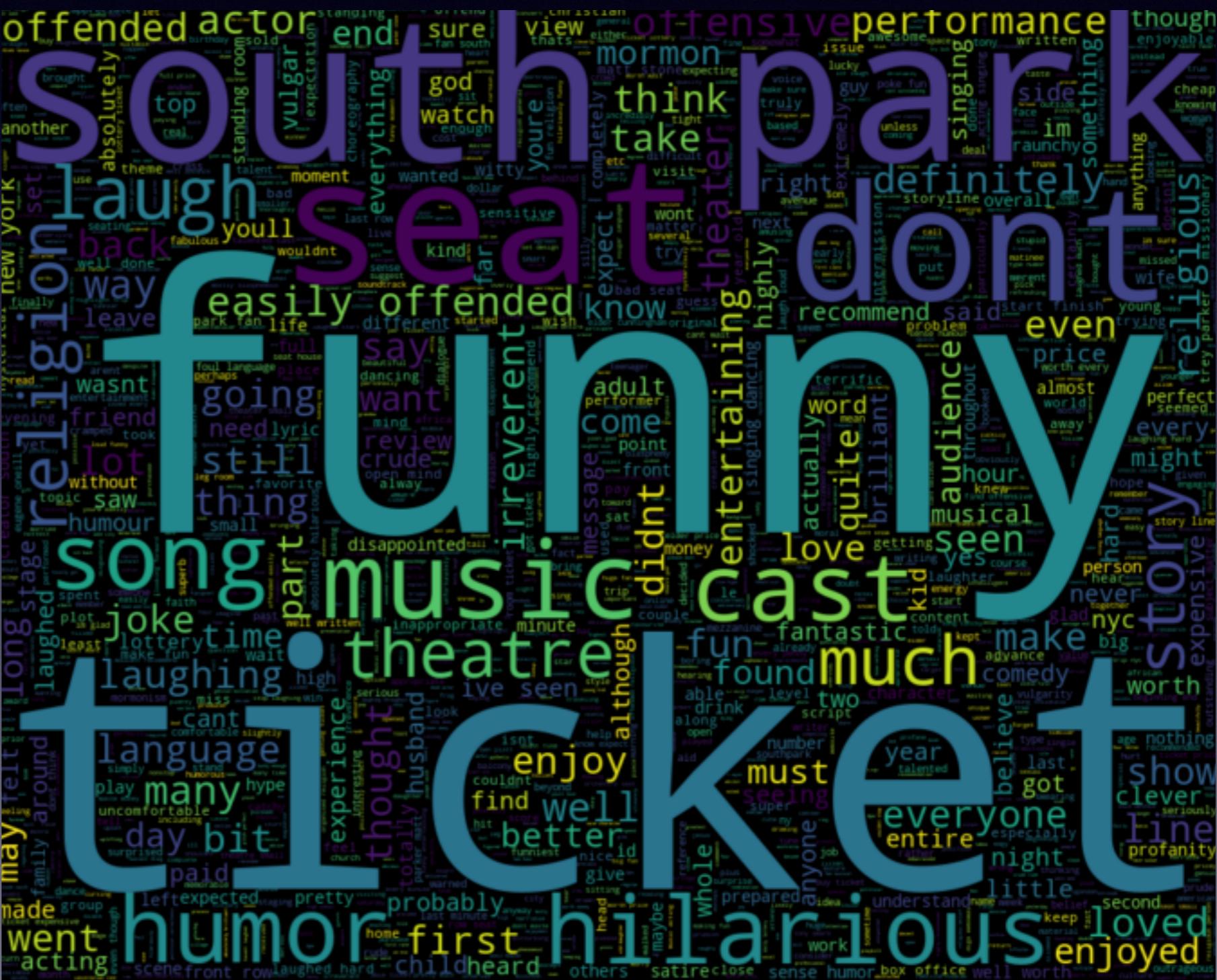
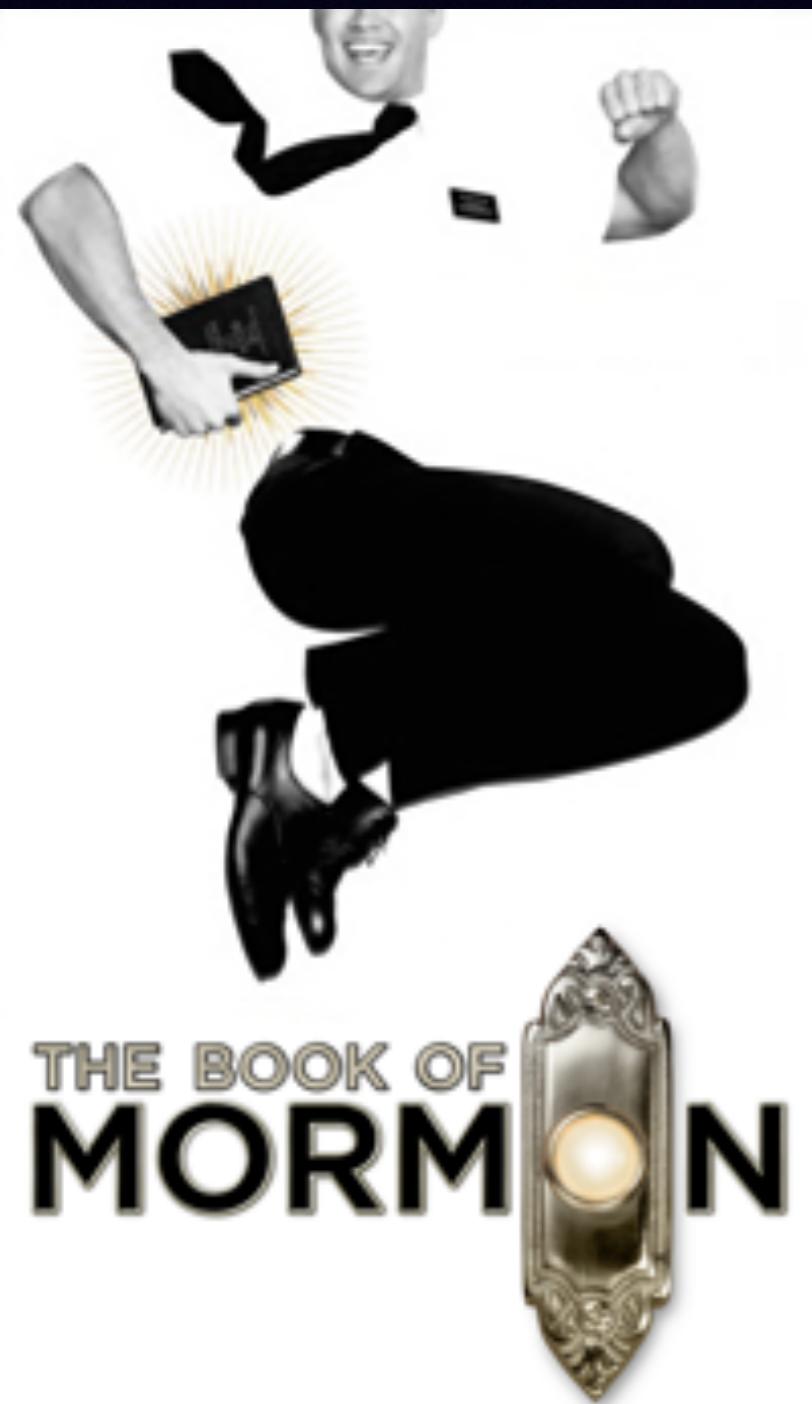


A word cloud visualization of common words used to describe the musical 'Wicked'. The most frequent words are displayed in large, bold, light blue letters, while smaller, less frequent words form the background. The word 'Wicked' is partially visible at the top left.

The most prominent words in the center include: Wizard, Oz, first, singing, theater, set, love, much, cast, music, stage, back, voice, say, perfect, and singing.

Other notable words include: wicked, ticket, performance, costume, daughter, costume, scene, even, year, part, entire, original, entertainment, etc.

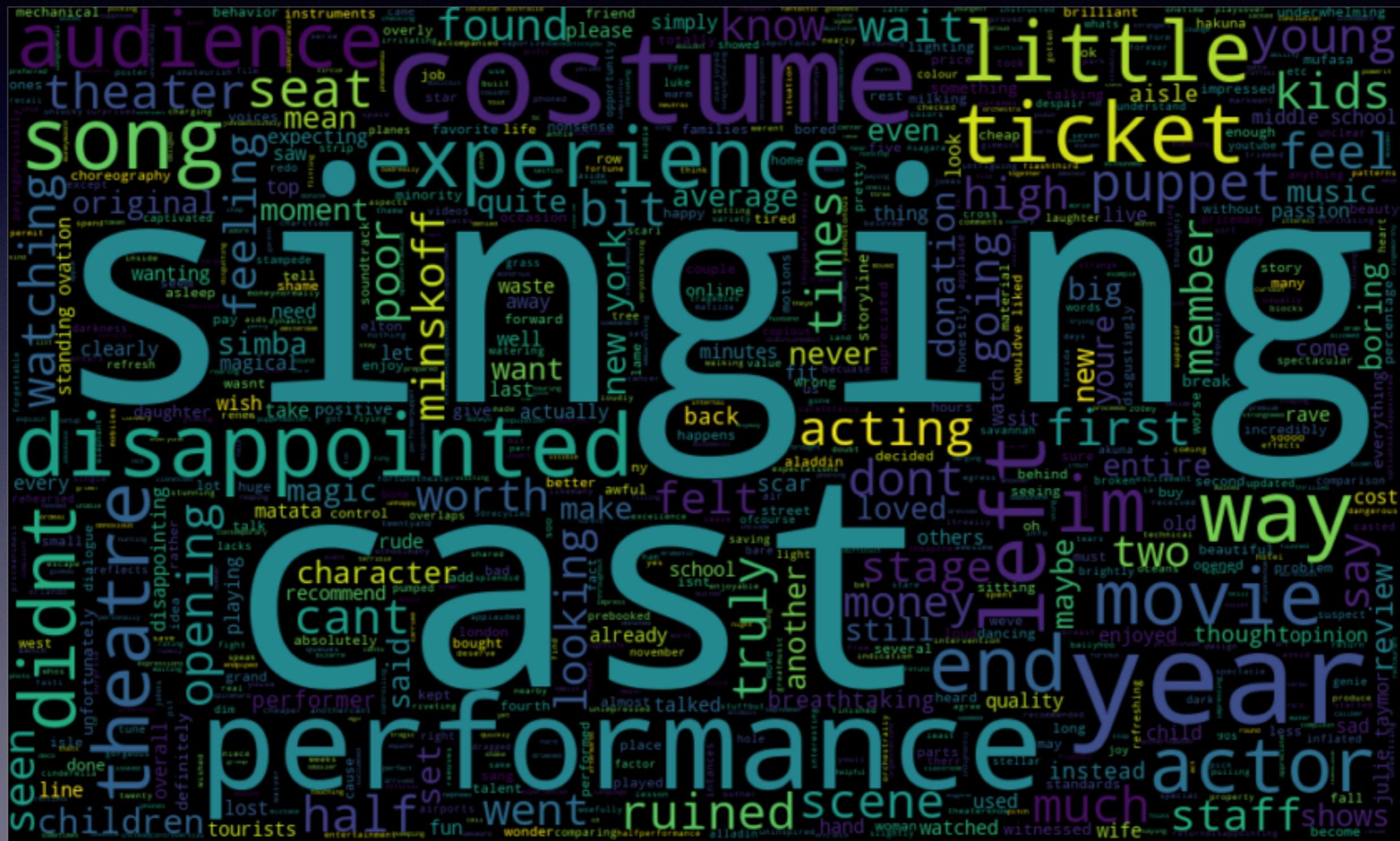
The Book of Mormon



Wait... Any Complaints?

Wait... Any Complaints?

Wait... Any Complaints?



Summary

- The diversity of broadway shows is the key of their success. You may not like everyone of them, but there must be one for you.
- Seat is closely related to experience for many shows, consider this factor before purchasing the tickets.