

Press Information: Salzburg Easter Festival 2012 With Both Increased Income And Attendance Figures

On Monday, 9 April 2012, the **Salzburg Easter Festival's 46th season** comes to an end with the second performance of the opera *Carmen* under Sir Simon Rattle's musical direction. This performance also marks the end of a 45 years area in which the **Berliner Philharmoniker** have been the orchestra in residence and ten years in which **Sir Simon Rattle** has been Artistic Director. The Salzburg Easter Festival would like to thank the orchestra and its principal conductor most sincerely both for their magnificent artistic achievements as well as for the successful years of working together and wishes them all the best for the future.

Both, artistic and economic **results** of the 2012 Easter Festival are very positive. **Aletta Collins'** new production of George Bizet's opera *Carmen* was a great public success. Alongside the stage début of **Magdalena Kožená** in the title role, **Jonas Kaufmann** as Don José and **Genia Kühmeier** as Micaëla were all highly acclaimed. The audience also experienced musical highlights in the orchestral and choral concerts under the musical direction of **Zubin Mehta** and **Sir Simon Rattle** as well as in the chamber music series Kontrapunkte with **Magdalena Kožená** and **Emanuel Ax**.

The **sales revenue** for opera, orchestral and choral concerts was **increased by 14.6 percent**, in comparison with the 2011 season. The **total load factor** of the performances in the Grosses Festspielhaus (opera, orchestral and choral concerts) demonstrated a rise from 81 percent in 2011 to **88.0 percent** in 2012. Both opera performances achieved a **97.3 percentage** of seats sold; the premiere was sold out. The orchestral and choral concerts achieved a load factor of **84.4 percent**. In total around **16,000 tickets** (including both Youth Project and Kontrapunkte) have been sold.

67 Journalists from ten nations filed reviews, indicating the **high international media interest** in the Salzburg Easter Festival 2012.

The **economic impact** of the Salzburg Easter Festival on the entire Salzburg region is approximately **EUR 20 million**, due to the high purchasing power of the audience. The resulting tax revenues exceed the amount of public subsidies paid to the Festival by far.

„These extremely positive results together with the cost savings already achieved demonstrate a clear improvement in our economic fortunes. Furthermore it is clear that considerable interest is already being shown in our 2013 programme which signals further positive enhancement in both our artistic and economic perspectives”, explain **Peter Alward** and **Bernd Gaubinger**, managing directors of the Salzburg Easter Festival.

The Salzburg Easter Festival's new era with **Christian Thielemann** as artistic director and the **Staatskapelle Dresden** as orchestra in residence will begin on 23 March **2013** with the premiere of Richard Wagner's *Parsifal*.

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