

Assembly Rooms Fringe have a record-breaking year



With just a day to go until the end of the Edinburgh Festival Fringe, Salt 'n' Sauce Promotions have announced a record-breaking year at the box office in George Street.

Organisers have reported sales up 25.37% with an estimated 121,569 people going through the door compared to 98,293 last year.

This is the second year that the company has operated the iconic venue, so it is only now that comparison with the previous year can be made. Sales in the first week rose by over 30% which the promoters believe confirms the assumption that the 2012 Olympics depressed attendances during that same period last year.

Capacity at the venue increased in 2013 with a huge spoken word programme and additional performances meaning that a ten percent rise in tickets were available – so a like for like capacity comparison would suggest an increase in sales figures of around 15%.

At the company's original venue, The Stand Comedy Club, which celebrates its 18th year on the fringe, sales were even better with the strongest ever programme in its history.

Director Tommy Sheppard stated:-“We are delighted to have such a wonderful year and would like to thank the many thousands of

people who have supported our shows. At both The Assembly Rooms and The Stand Comedy Club, we had superb programmes that caught the public's imagination. We're proud too that the main beneficiaries of this are the hundreds of artists who had laboured so hard to make this out most successful festival yet".

