



Since 1871, the Royal Albert Hall has had an unrivalled history of associations with some of the world's greatest artists. From contemporary to classic, world-class performances to tomorrow's stars, the Hall's flexibility and diverse programming showcases more than 350 events every year. From global broadcasts to intimate events, the Hall's breathtaking surroundings enhance the experience of the best live performances for well over one million people every year.



Market

The Royal Albert Hall operates in the highly competitive entertainment, leisure and tourism sectors. It is a registered charity and receives no public funding. Its competitors are the other leading UK performing arts and entertainment venues and organisations, many of which receive central or local government funding. It also faces more general competition for a customer's leisure time and pound, especially in the age of digital media, home entertainment and the current economic situation.

Product

The Royal Albert Hall hosts live performances by artists from around the world and, with

partners, promotes productions of opera, ballet, musicals and classical music. Each year, more than 350 events are held in the Hall's auditorium, including performances of classical music, jazz, folk and world music, circus, rock and pop, ballet, opera, comedy, tennis, film premieres, corporate dinners and award ceremonies.

Achievements

In 2008, the Royal Albert Hall was recognised by the music industry when it won International Theatre of the Year at the Pollstar Concert Industry Awards for the sixth consecutive year. The Hall also picked up its first International Live Music Conference Arthur Award.



The Hall's founding Charter requires it to maintain this iconic Grade I listed building and through it to promote the understanding, appreciation and enjoyment of the Arts and Sciences. The Hall launched an extensive Learning & Participation programme in 2004, providing opportunities to experience and participate in live performance. This has now enabled more than 128,000 young people from many different backgrounds to explore and engage in the arts, science and the cultural industries.

Key Learning & Participation events during 2008 included Summertime, a music and dance project which enabled around 200 teenagers to learn different forms of dance and perform at the Hall; Last Standing, a project in which young offenders wrote a play based on the opera Tosca; and a press conference with The Wombats for young people.

The Hall supports other registered charities with their fundraising activities and offers itself free of charge to a charity each year, awarding the 2009 opportunity to Chickenshed. Recent highlights have included concerts in support of the Teenage Cancer Trust, featuring



artists such as Stereophonics and Kasabian, RockCorps and a world music concert in support of VSO.

Recent Developments

The Hall's ignite series of free Friday lunchtime concerts by world music and jazz artists, held in the Café Consort, was bolstered with the launch of ignite brunch on Sundays in 2007. An ongoing success, it sold to 95 per cent capacity in its second year.

The Hall's engaging free exhibition series continued in 2008 with I am 90, photographs documenting Nelson Mandela's 90th birthday visit to London, and Counterpoint, an intriguing exhibition from the Science Photo Library.

hush, the intimate gigs for up and coming artists in the Hall's Elgar Room, launched in 2007, continued with five bands performing during 2008. In May, The Albert Sessions were launched by The Wombats; the series of discounted rentals for the main auditorium aims to encourage young artists and support new music.

The Hall jointly promoted a new dance spectacular, Strictly Gershwin, with Raymond Gubbay and English National Ballet in June 2008. It proved extremely successful, performing to audiences of over 96 per cent capacity and was followed in June 2009 by a new production of The King and I, starring Maria Friedman and Daniel Dae Kim.

The Hall extended its corporate and public hospitality opportunities during 2008, launching fine dining packages for the public and offering



a wider range of bespoke corporate packages across an increased range of shows.

Promotion

The Royal Albert Hall markets its own initiatives and works with its event promoters, assisting them with the ticket sales for their events through the Hall's marketing channels. In 2008, the Hall had more than 1.2 million people through its doors and the average attendance across the year was over 84 per cent – an all time record.

The Hall's brand positioning 'Entertaining the World' is designed to capture the magic of the Hall experience for customers, the wide range of leading artists from around the world that it plays host to, and its ambitions to continue to spread the reach of the Hall and its events beyond the building itself through broadcast and new media channels.

The Royal Albert Hall is a brand known around the world through extensive PR coverage, broadcasts and DVD releases. It also works in partnership with brands to



reach new audiences and is interested in exploring new business partnerships. Its current business partners include iTunes, Moët & Chandon and Häagen-Dazs.

Brand Values

The Hall's brand values are encompassed in the positioning statement, 'Entertaining the World'. It is the Hall's ambition that everyone, young and old, from every nation and culture, should feel welcome at the Hall and able to enjoy the shared experience of live performance by the best of today's global artists.

Built as part of Prince Albert's vision for a centre for the Arts and Sciences in South Kensington, the Royal Albert Hall is proud of the building and its heritage. It remains true to his founding ambitions to maintain and develop this magical building for future generations and to continue to promote the appreciation of the Arts and Sciences.

royalalberthall.com

Things you didn't know about the Royal Albert Hall

In 1909 a full indoor Marathon was run at the Hall – a total of 524 circuits of the Arena.

There are more than 13,500 letter 'A's in the Royal Albert Hall – featured on the banisters and in the terracotta and stonework throughout the building.

It took six million bricks and 80,000 terracotta bricks to build the Hall.

The Hall has hosted many world statesmen including Sir Winston Churchill, President FW de Klerk, Nelson Mandela, His Holiness the Dalai Lama and President Bill Clinton.

1871	1912	1941	1963	1970	1996
The Royal Albert Hall is opened by Queen Victoria in March.	The Titanic Band Memorial Concert takes place at the Hall, encompassing 500 performers and conductors, Sir Edward Elgar, Henry Wood, Landon Ronald and Thomas Beecham.	The first BBC Proms season at the Hall takes place.	The Beatles and The Rolling Stones appear on the same bill on 15th September.	Tennis is first played at the Hall.	Work begins on the Royal Albert Hall's eight-year major building development programme and Cirque du Soleil premieres Saltimbanco at the Hall.

2004	2006	2007	2008
The official 're-opening' of the Hall by Her Majesty The Queen takes place, celebrating the completion of the Hall's major building development programme.	President Bill Clinton speaks at the Hall about his vision for leadership in the 21st century.	Swarovski Fashion Rocks is broadcast to more than 40 countries around the world.	The UK premiere of Cirque du Soleil's Varekai takes place at the Hall.