

Fantasy & Interactive Theatre Are Thriving & Young Audiences Are Driving It.



With the rapid growth of fantasy-based entertainment, *Off the Beaten Path* is uniquely positioned to capitalize on a **highly engaged, high-spending, and growing audience** eager for immersive experiences. The **intersection of gaming, theater, and fantasy storytelling** presents a **prime opportunity for anyone to invest** in a project that aligns with major entertainment trends and audience demand.

From sold-out fantasy theater productions like *The Twenty-Sided Tavern* to blockbuster games like *Baldur's Gate 3*, the fantasy genre is thriving across media, with engaged audiences aged 18-44, and a rising wave of young theatergoers; driving demand for interactive experiences like *Off the Beaten Path*.

The Market is Growing and Younger Than Ever

- **Fantasy & interactive entertainment** is booming, with audiences aged **18-44** leading the charge.
- **Young theatergoers are on the rise:**
 - In **Alberta**, **21%** of arts attendees are aged **18-24**.
<https://www.rozsafoundation.com/spotlightonartsaudiences>
 - Broadway audiences are getting younger, with the **average age dropping to 40.4**.
 - **51% of Gen Z** and **44% of Millennials** attend live theater frequently.

Fantasy & Interactive Theater

The Twenty-Sided Tavern (D&D-inspired interactive theater) has achieved:

- **High Audience Satisfaction:** 90% positive ratings from attendees (*Show-Score*).
- **Innovative Audience Engagement:** Utilizes Gamiotics technology, allowing real-time audience participation via smartphones, leading to unique performances each time (*Nerdist*).

- **Critical Acclaim:** Described as "rip-roaring funny" and praised for its interactive approach (*Time Out*).
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Gaming & Pop Culture Drive Fantasy's Growth

- ***Baldur's Gate 3*** led Steam sales with **\$677 million** in 2023.
 - ***Dungeons & Dragons: Honor Among Thieves*** grossed **over \$200 million globally**.
 - ***Critical Role*** drew **over 12,000 fans** to London's Wembley Arena.
 - ***Dimension 20*** sold out a **15,000-ticket event** at Madison Square Garden.
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Why It Matters for Off the Beaten Path

- **Our audience already exists**—fantasy fans, interactive theatergoers, and escapist entertainment seekers are **actively spending on these experiences**.
 - **We align with major trends**—interactive, immersive, and fantasy-based entertainment is on the rise.
 - **Proven audience engagement**—with a **high return rate & growing demand**, *Off the Beaten Path* is positioned to succeed.
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Market Trends

Fantasy & Interactive Storytelling Are Booming

Fantasy is a top-performing genre across entertainment:

- **Fantasy book sales** grew **85.2%** in early 2024 (*Publishers Weekly*).
- The **romantasy** boom saw *Onyx Storm* sell ***2.7 million copies in its first week** (*People*).
- **Interactive entertainment has 42% higher audience engagement** than traditional media (*CredSpark*).

Live immersive experiences are in high demand:

- Audiences return to **interactive theater** multiple times (*Sleep No More* fans attended **100+ times**) (*WSJ*).
- **Gen Z & Millennials** are the primary demographic for participatory storytelling (*The Guardian*).

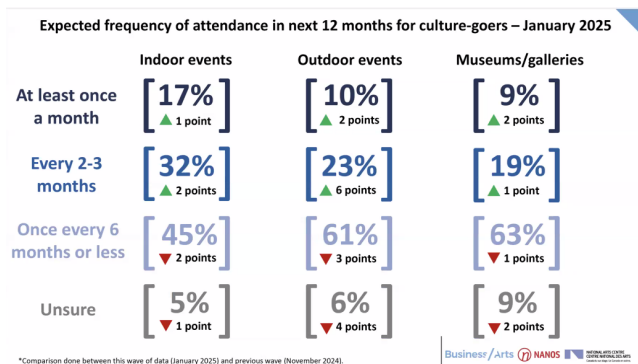
Cultural trends show increased desire for escapism & fantasy:

- Luxury brands are incorporating **fantasy themes** into marketing (*Vogue Business*).
- Gen Z audiences engage with **fantasy through digital platforms** like TikTok & Twitch.

Alberta's Arts Audience: A survey by the Alberta Foundation for the Arts revealed that the average age of arts-engaged Albertans is 39, with a notable 21% of respondents aged 18-24, highlighting a significant youth presence in the province's arts scene. [Alberta Foundation for the Arts+1](#)[Alberta Foundation for the Arts+1](#)

Broadway Attendance: The Broadway League's 2022-2023 report shows a decrease in the average age of theatergoers to 40.4 years, down from 42.3 in the 2018-2019 season, indicating a younger demographic is attending performances. [Broadway News](#)

National Trends: CivicScience data indicates that over half of Gen Z adults (51%) and 44% of Millennials attend live theater performances at least every few months, compared to 19% of those aged 55 and older, signaling a shift toward younger audiences. [CivicScience](#)



Sources of information

Just under two in three culture-goers searched online to learn about arts and cultural events. Younger culture-goers are more likely to learn about arts and culture events through social media, while older culture-goers are more likely to do so through emails and newsletters.

64%

Searching online

59%

Friends and family

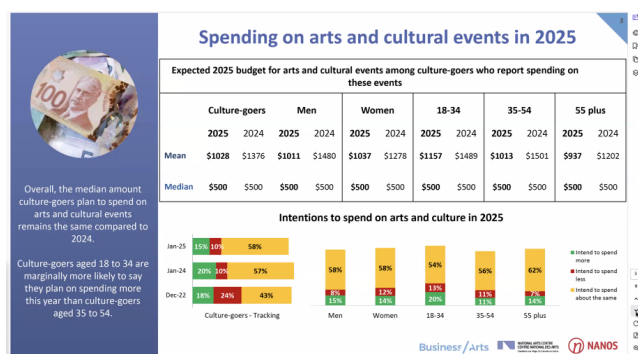
58%

Social media
(74% for those 18-34)

40%

Emails/newsletter
(53% for those 55 plus)

Q – What sources do you go to in order to learn about arts and cultural events to attend? (RANDOMIZE) (Select all that apply)



Fantasy Shows/Games

The Twenty-Sided Tavern – (*Dungeons & Dragons-inspired interactive theater experience*)

- **Sold-Out Shows:** The show has consistently sold out performances in Pittsburgh, New York, and at the Edinburgh Fringe Festival. Critics praised its interactive, comedic approach, with outlets like Playbill and BroadwayWorld calling it "Hugely Entertaining" and a "sure-fire hit" ([Playbill](#))([Nerdist](#))([Broadway in Chicago](#)).
- **Interactivity:** Audience members use their phones to influence the storyline in real-time using [Gamiotics software](#). Viewers control key decisions, ensuring each performance is unique ([Twenty-Sided Tavern](#)).
- **Critical Acclaim:** Praised for its innovative format, humor, and faithful representation of Dungeons & Dragons, it received five stars from BroadwayWorld ([Broadway in Chicago](#)).

Dungeons & Dragons (D&D) – (*The iconic tabletop role-playing game*)

- **Player Base:** D&D has a global player base of over **50 million players**
- **Cultural Impact:** Shows like *Critical Role* have fueled D&D's online resurgence, attracting millions of new players and fans.
- **D&D in Media:** *Dungeons & Dragons: Honor Among Thieves* grossed over **\$200 million** globally ([Box Office Mojo](#)). The game has also influenced shows like *Stranger Things*.

Baldur's Gate 3 – (*Larian Studios' hit RPG, based on Dungeons & Dragons 5th Edition*)

- **Early Sales:** Sold **2.5 million copies** during its early access phase ([TechStory](#)).
- **Revenue:** Generated **\$677 million** in 2023 on Steam, leading the platform's sales ([Gamepressure.com](#))

Critical Role – (*A driving force behind the resurgence of Dungeons & Dragons in pop culture*)

- **Twitch/YouTube Success:** Draws over **212,000 live viewers** on Twitch at peak ([TwitchMetrics](#)) ([TwitchTracker](#)).
 - **Kickstarter Success:** Raised **\$11.3 million** for *The Legend of Vox Machina* animated series, later acquired by Amazon Prime ([Kickstarter](#))
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Dimension 20 – (*Flagship D&D-inspired series on Dropout.tv*)

- **Platform Reach:** *Dimension 20* has hundreds of thousands of subscribers on Dropout.tv, with millions of views on YouTube ([Wikipedia](#)).
 - **Live Tours:** Sold out major live events like the 2024 "Time Quangle" tour and a **15,000-ticket** event at Madison Square Garden ([Tabletop Gaming](#)) ([Bleeding Cool News](#)).
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Harry Potter and the Cursed Child – (*The magical continuation of the Harry Potter story on stage*)

- **Weekly Revenue:** Grosses over **\$2 million per week** on Broadway([Benzinga](#))
 - **Script Sales:** Millions of copies sold worldwide, contributing to its cultural reach and solidifying its status as a global phenomenon
 - **Awards and Acclaim:** Winner of **9 Olivier Awards** and **6 Tony Awards**, including Best Play, recognizing its artistic achievements and audience appeal
 - **Cultural Impact:** As the first Harry Potter story to appear on stage, the play attracted legions of fans, keeping the wizarding world alive and relevant in popular culture for new and returning audiences.
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Game of Thrones:

- **The HBO Max TV Series**
 - **Viewership:** *Game of Thrones* reached **44.2 million viewers** per episode during its final season ([Wikipedia](#)).
 - **The Musical Parody:** Debuted at the Edinburgh Fringe Festival in 2015, with sold-out shows in multiple cities. It attracted both fantasy fans and comedy lovers ([Around The Town Chicago](#))([Right Angle Entertainment](#)).
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Lord of the Rings:

- **Books & Films:** Over **150 million copies** of *The Lord of the Rings* have been sold worldwide. *The Hobbit* has sold **100 million copies** ([Wikipedia](#)).
 - **Merchandising & Licensing:** Generated between **\$500 million and \$700 million** in licensing ([Looper](#)).
 - **The Rings of Power:** Attracted over **25 million viewers** on its debut day, making it Amazon Prime's most-watched premiere ([Wikipedia](#))([Empire](#)).
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World of Warcraft – (*The iconic MMORPG by Blizzard Entertainment*)

- **Revenue:** Generated over **\$9.23 billion** in lifetime revenue ([Wikipedia](#))([GameRevolution](#)).
 - **Global Reach:** More than **100 million registered accounts** since launch ([Hypernia](#))
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Comic-Con Stats:

- **San Diego Comic-Con 2023:** Welcomed around **150,000 attendees**, generating over **\$160 million** in local economic impact ([Popverse](#))([Simpleview](#)).
 - **New York Comic-Con 2023:** Attracted **200,000 attendees**, contributing over **\$100 million** to the local economy ([University of Central Florida](#)).
 - **Other Major Conventions:** London Comic Con saw **133,156** attendees, and Fan Expo Canada drew **130,000**
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Audience Demographic

- **Role-playing games (RPGs)**, such as *Dungeons & Dragons* and fantasy-based video games, attract a broad audience. The majority of RPG players fall between the ages of **25 to 44**, with men slightly more likely to play than women, though the gender gap has narrowed in recent years. Female gamers made up **48%** of gamers in the U.S. as of 2022, with an increasing share in RPGs([TechPenny.com](#)).
- The **RPG genre** is highly popular across various age groups, with a strong preference from players aged **18-34**. Players in this age bracket also show higher spending potential on games and related products([GameTree](#)).
- **Male-to-Female Split:** According to recent Broadway League reports, there is a growing diversity in theatergoers. In the 2022-2023 Broadway season, **29.4%** of attendees identified as BIPOC (Black, Indigenous, or People of Color). Moreover, Broadway is seeing a younger audience, with the average theatergoer age dropping to **40.4 years old** compared to previous seasons. This trend shows that shows like *Harry Potter and the Cursed Child* are attracting younger, more diverse audiences([Broadway News](#)).