



Cirque du Soleil performers get “bent out of shape” during the company’s opening performance of *Bellagio* in Las Vegas.

Additionally, Cirque shifted the focus of its shows away from children to adult audiences, which allowed for higher ticket prices.

Innovation and diversity are the hallmarks of a Cirque production. Consider, for example, *Ka*—their recent

US\$165 million martial-arts-themed production being performed at the MGM Grand in Las Vegas. The troupe for *Ka* consists of more than 700 artists, from 40 different countries, speaking 25 languages. Cirque has even had to hire translators for this production.

Although Cirque has so far focused its attention primarily on North American and European audiences, Cirque and Disney are collaborating on a permanent show to be launched in Tokyo, Japan, in 2008.

## QUESTIONS

1. Why is Cirque du Soleil considered an international entertainment corporation and how does it try to appeal to an international audience?
2. There are five reasons for doing business internationally: product, price, proximity, preference, and promotion. How would each of these reasons apply to Cirque du Soleil?