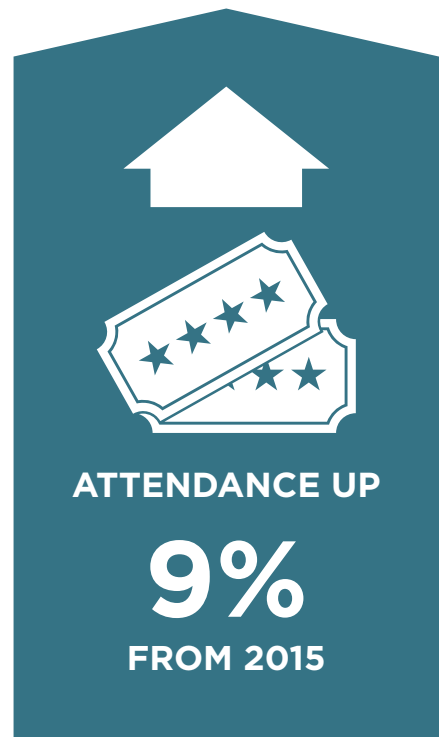


# NEW SOUTH WALES

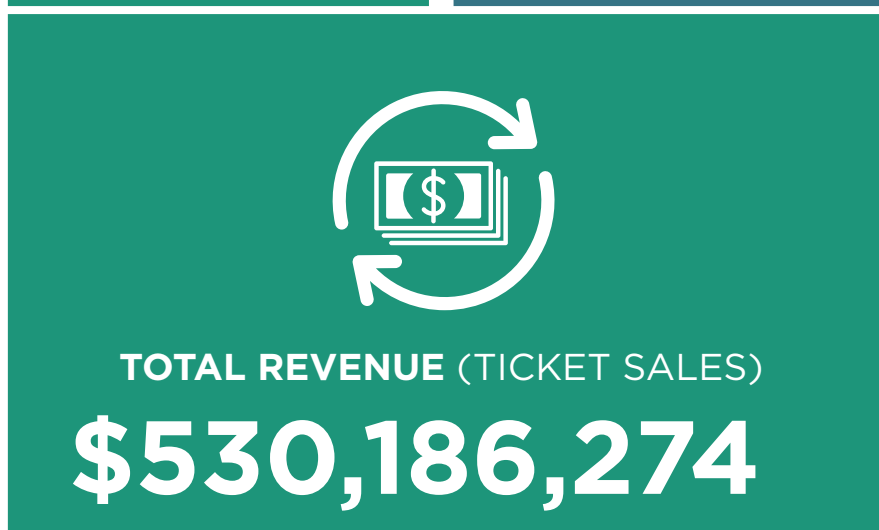


**NSW GENERATED**  
**35%**  
**OF NATIONWIDE**  
**REVENUE AND ATTENDANCE**

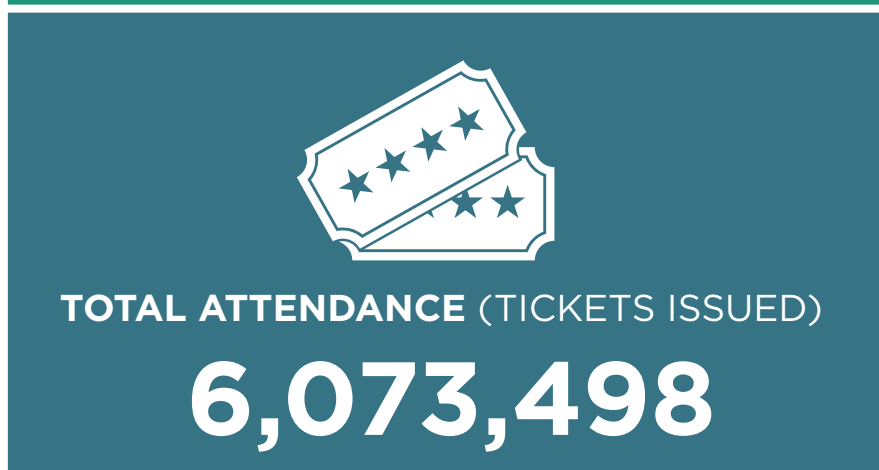


**SHARE OF NATIONAL**  
**POPULATION**

**32%**



**NSW SPENT \$68 PER PERSON**  
**ON LIVE PERFORMANCE EVENTS**  
**NATIONAL SPEND**  
**PER PERSON: \$59**



# NEW SOUTH WALES



## TOP 3 REVENUE

1. CONTEMPORARY MUSIC

**\$157,626,354**

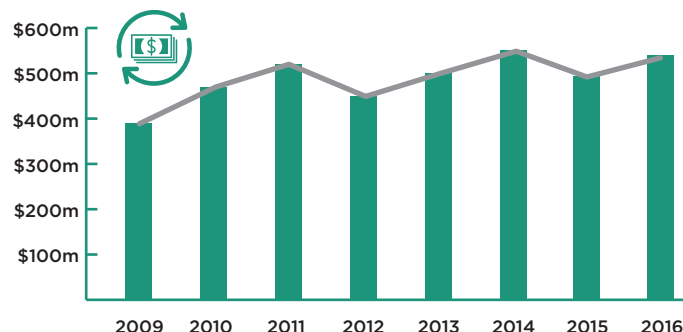
2. MUSICAL THEATRE

**\$125,214,539**

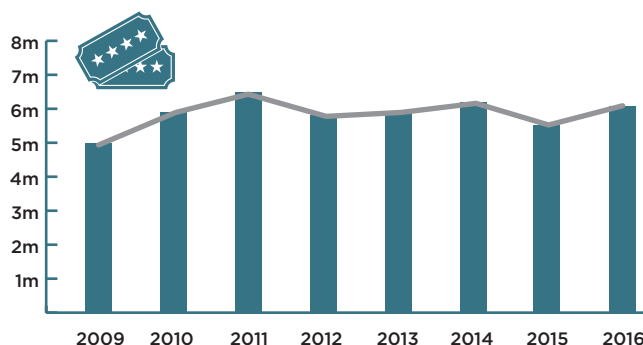
3. FESTIVALS (CONTEMPORARY MUSIC)

**\$43,563,204**

TOTAL REVENUE (2009-2016)



TOTAL ATTENDANCE (2009-2016)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

**1,909,137**

2. MUSICAL THEATRE

**1,126,562**

3. THEATRE

**638,853**



NSW GENERATED **66%** OF NATIONWIDE OPERA REVENUE

AND **57%** OF NATIONWIDE OPERA ATTENDANCE



CIRCUS & PHYSICAL THEATRE INCREASED IN REVENUE BY

**140%** AND ATTENDANCE BY

**122%**, LARGELY DUE TO CIRQUE DU SOLEIL'S PERFORMANCES OF *QUIDAM* AND *KOOZA*