

QUEENSLAND



QLD GENERATED
13%
OF NATIONWIDE
REVENUE AND ATTENDANCE



REVENUE DOWN

8%
FROM 2015



ATTENDANCE DOWN

13%
FROM 2015



SHARE OF NATIONAL
POPULATION

20%



TOTAL REVENUE (TICKET SALES)

\$180,304,512



QLD SPENT \$37 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$59



TOTAL ATTENDANCE (TICKETS ISSUED)

2,527,535

QUEENSLAND



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$69,265,321

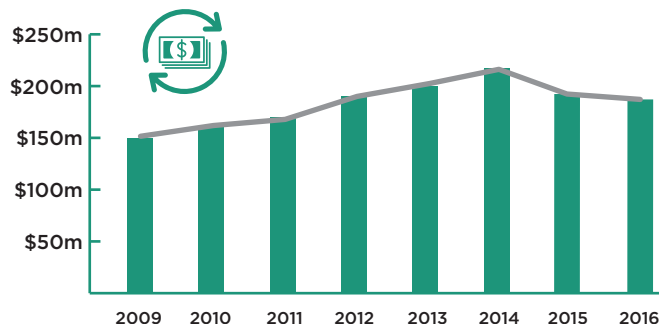
2. MUSICAL THEATRE

\$38,994,129

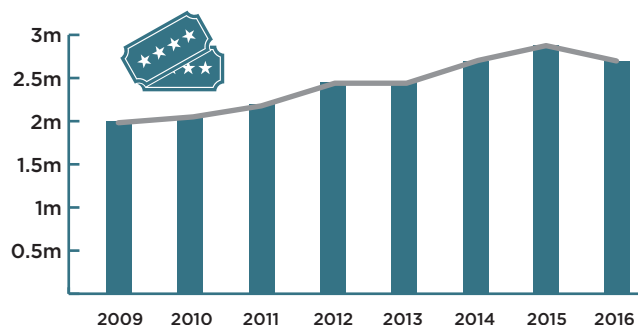
3. CIRCUS & PHYSICAL THEATRE

\$15,357,947

TOTAL REVENUE (2009-2016)



TOTAL ATTENDANCE (2009-2016)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

955,483

2. MUSICAL THEATRE

402,616

3. CHILDREN'S/FAMILY EVENTS

176,701



CHILDREN'S/FAMILY EVENTS

INCREASED IN REVENUE BY **52%**

AND ATTENDANCE BY **34%**,

WITH MORE TOURS TO QLD BY MAJOR PRODUCTIONS INCLUDING *DISNEY ON ICE*, *ICE AGE LIVE!* AND PERFORMANCES BY THE WIGGLES



BALLET AND DANCE INCREASED IN REVENUE BY **46%** AND ATTENDANCE

BY **31%**, DRIVEN BY HIGH-PROFILE MAJOR PERFORMANCES INCLUDING BALLET PRELJOCAJ'S *SNOW WHITE*, THE AUSTRALIAN BALLET'S *CINDERELLA* AND QUEENSLAND BALLET'S *STRICTLY GERSHWIN*



QLD GENERATED **17%** OF NATIONWIDE REVENUE AND ATTENDANCE IN BALLET AND DANCE IN 2016, COMPARED TO **12%** IN 2015