

# SOUTH AUSTRALIA



**SA GENERATED**  
**8%**  
**OF NATIONWIDE**  
**REVENUE AND ATTENDANCE**

**REVENUE DOWN**  
**3%**  
**FROM 2015**

**ATTENDANCE UP**  
**6%**  
**FROM 2015**



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

**7%**



**TOTAL REVENUE (TICKET SALES)**

**\$94,316,578**



**SA SPENT \$55 PER PERSON ON**  
**LIVE PERFORMANCE EVENTS**  
**NATIONAL SPEND PER PERSON \$59**



**TOTAL ATTENDANCE (TICKETS ISSUED)**

**1,797,087**

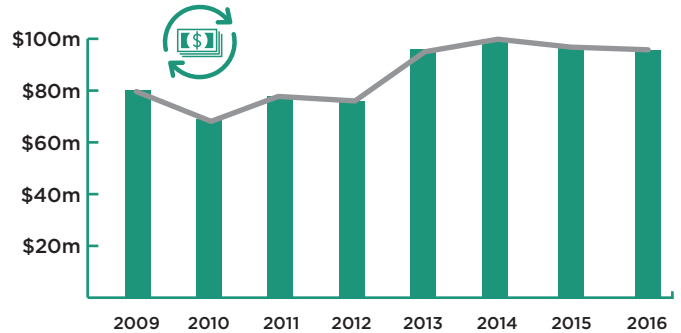
# SOUTH AUSTRALIA



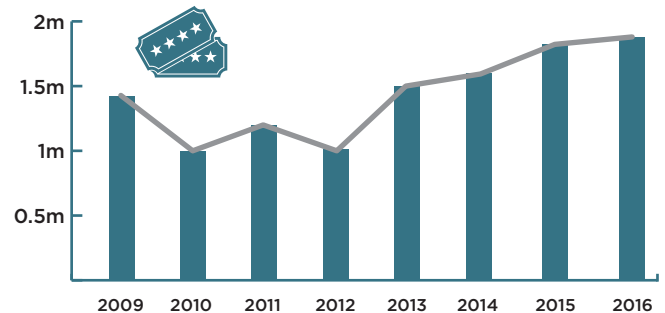
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$26,999,437**
2. FESTIVALS (MULTI CATEGORY)  
**\$24,771,946**
3. MUSICAL THEATRE  
**\$16,570,468**

TOTAL REVENUE (2009-2016)



TOTAL ATTENDANCE (2009-2016)



## TOP 3 ATTENDANCE

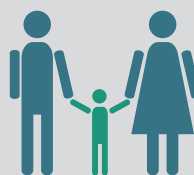
1. FESTIVALS (MULTI CATEGORY)  
**778,869**
2. CONTEMPORARY MUSIC  
**411,954**
3. MUSICAL THEATRE  
**169,361**



CLASSICAL MUSIC INCREASED IN REVENUE BY **87%** AND ATTENDANCE BY **78%**, LARGELY DUE TO THE RETURN OF INTERNATIONAL ARTIST ANDRÉ RIEU FOR THE FIRST TIME SINCE 2013



MUSICAL THEATRE INCREASED IN REVENUE BY **67%** AND ATTENDANCE BY **75%**, DUE TO THE PERFORMANCES OF MAJOR MUSICALS INCLUDING *CATS*, *GHOST THE MUSICAL*, *SINGIN' IN THE RAIN* AND *THE SOUND OF MUSIC*



SA GENERATED **44%** OF NATIONWIDE FESTIVALS (MULTI-CATEGORY) REVENUE AND **50%** OF NATIONWIDE ATTENDANCE LARGELY DUE TO MAJOR FESTIVALS INCLUDING *ADELAIDE FRINGE* AND *WOMADELAIDE*