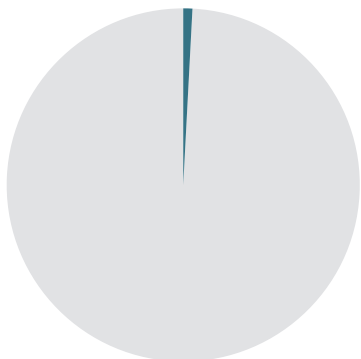


TASMANIA



TAS GENERATED
1%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP
39%
FROM 2015

ATTENDANCE UP
14%
FROM 2015



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$14,743,791



TAS SPENT \$60 PER PERSON ON
LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$59



TOTAL ATTENDANCE (TICKETS ISSUED)

239,778



TASMANIA



TOP 3 REVENUE

1. FESTIVALS (MULTI CATEGORY)

\$6,208,563

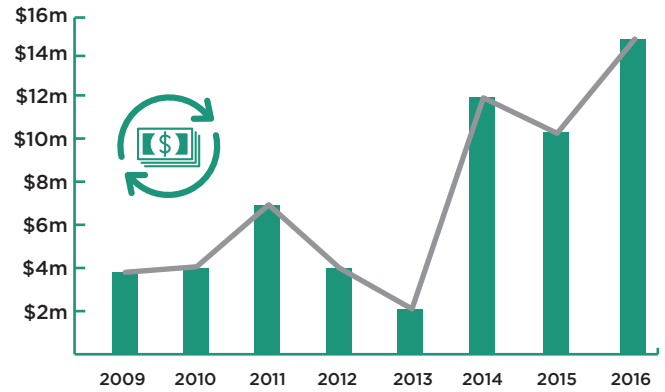
2. CIRCUS & PHYSICAL THEATRE

\$3,418,945

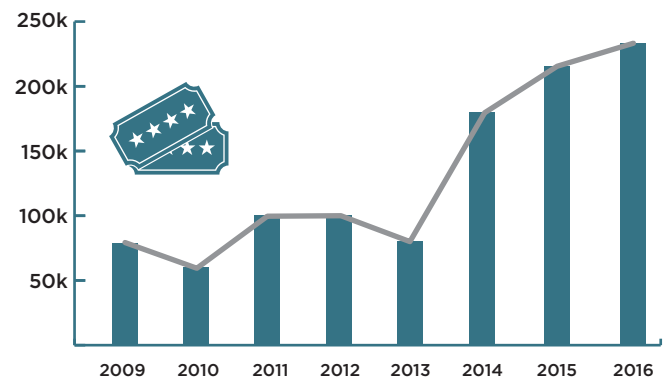
3. CONTEMPORARY MUSIC

\$2,200,935

TOTAL REVENUE (2009-2016)



TOTAL ATTENDANCE (2009-2016)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

88,658

2. CONTEMPORARY MUSIC

44,393

3. CLASSICAL MUSIC

40,467



TAS EXPERIENCED THE HIGHEST INCREASE IN REVENUE AND ATTENDANCE NATIONWIDE, LARGELY DUE TO CIRQUE DU SOLEIL'S PERFORMANCES OF QUIDAM IN HOBART

