

# VICTORIA



**VIC GENERATED**  
**30%**  
**OF NATIONWIDE**  
**REVENUE AND ATTENDANCE**

**REVENUE UP**  
**1%**  
**FROM 2015**

**ATTENDANCE DOWN**  
**2%**  
**FROM 2015**



**SHARE OF NATIONAL**  
**POPULATION**  
**26%**



**TOTAL REVENUE (TICKET SALES)**  
**\$440,330,153**



**VIC SPENT \$71 PER PERSON**  
**ON LIVE PERFORMANCE EVENTS**  
**NATIONAL SPEND PER PERSON \$59**



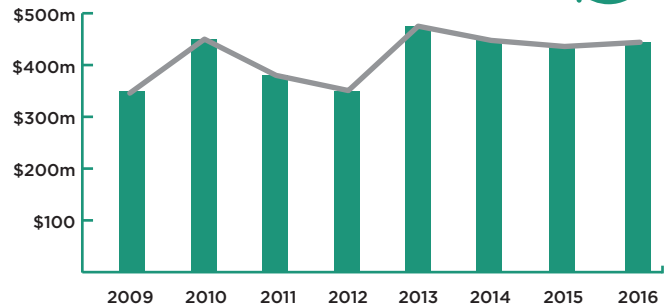
**TOTAL ATTENDANCE (TICKETS ISSUED)**  
**5,431,066**



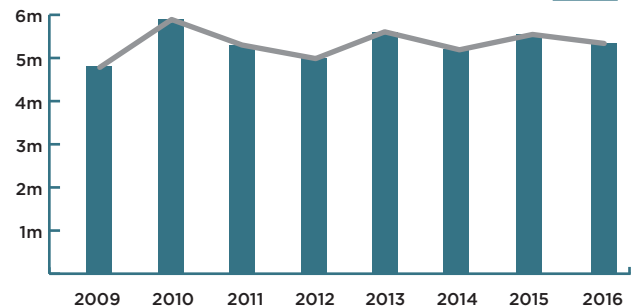
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$129,677,372**
2. MUSICAL THEATRE  
**\$129,198,499**
3. COMEDY  
**\$35,367,097**

TOTAL REVENUE (2009-2016)

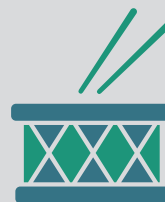


TOTAL ATTENDANCE (2009-2016)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC  
**1,546,191**
2. MUSICAL THEATRE  
**1,230,303**
3. COMEDY  
**664,317**



SPECIAL EVENTS INCREASED IN REVENUE BY **340%**, LARGELY DUE TO THE ROYAL EDINBURGH MILITARY TATTOO PERFORMING IN MELBOURNE FOR THE FIRST TIME



OPERA INCREASED IN REVENUE BY **54%**, LARGELY DUE TO THE RETURN OF OPERA AUSTRALIA'S PRODUCTION OF *THE RING CYCLE* PERFORMED EXCLUSIVELY IN MELBOURNE



COMEDY INCREASED IN REVENUE BY **39%** AND ATTENDANCE BY **20%**, LARGELY DRIVEN BY HIGH-PROFILE TOURS BY INTERNATIONAL COMEDIANS INCLUDING KEVIN HART, BILLY CRYSTAL AND MICHAEL MCINTYRE