

WESTERN AUSTRALIA



WA GENERATED
11%
OF NATIONWIDE
REVENUE AND ATTENDANCE



REVENUE DOWN

12%
FROM 2015



ATTENDANCE UP

5%
FROM 2015



SHARE OF NATIONAL
POPULATION

11%



TOTAL REVENUE (TICKET SALES)

\$147,807,422



WA SPENT \$58 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND
PER PERSON: \$59



TOTAL ATTENDANCE (TICKETS ISSUED)

2,334,951

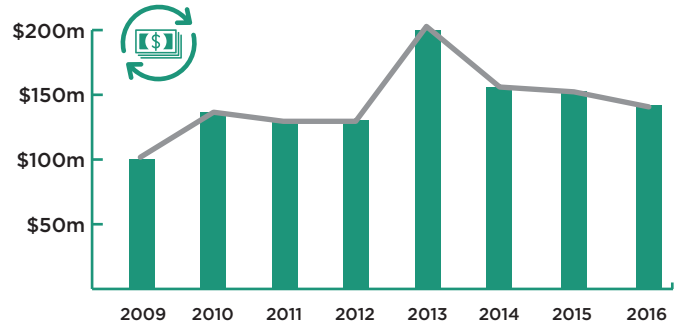




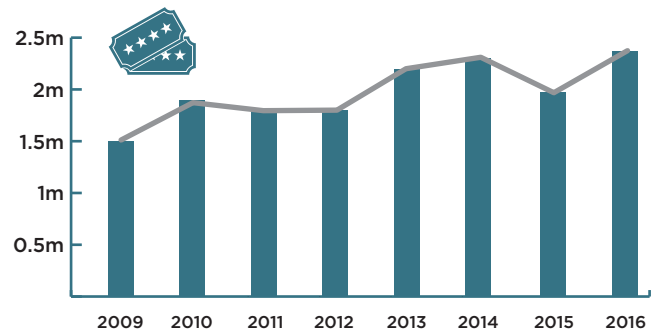
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$46,200,547
2. MUSICAL THEATRE
\$35,775,176
3. COMEDY
\$12,189,587

TOTAL REVENUE (2009-2016)



TOTAL ATTENDANCE (2009-2016)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
684,709
2. FESTIVALS (MULTI CATEGORY)
387,491
3. MUSICAL THEATRE
339,523



WA GENERATED **20%** OF NATIONWIDE FESTIVALS (MULTI CATEGORY) REVENUE

AND **25%** OF NATIONWIDE ATTENDANCE, LARGELY DUE TO FRINGE WORLD FESTIVAL AND PERTH INTERNATIONAL ARTS FESTIVAL



CHILDREN'S/FAMILY EVENTS INCREASED IN REVENUE BY

202% AND ATTENDANCE BY **170%**, WITH MORE TOURS TO WA BY MAJOR PRODUCTIONS INCLUDING *DISNEY ON ICE*, *ICE AGE LIVE!* AND PERFORMANCES BY THE WIGGLES



COMEDY INCREASED IN REVENUE BY **173%** AND ATTENDANCE BY **217%**, LARGELY DRIVEN BY HIGH-PROFILE TOURS BY INTERNATIONAL COMEDIANS INCLUDING KEVIN HART, BILLY CRYSTAL AND MICHAEL MCINTYRE