

ACT GENERATED

1%

OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$24,794,403



ACT SPENT **\$47 PER PERSON**
ON LIVE PERFORMANCE

NATIONAL SPEND PER PERSON **\$76**



TOTAL ATTENDANCE (TICKETS ISSUED)

360,392





TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$7,196,456

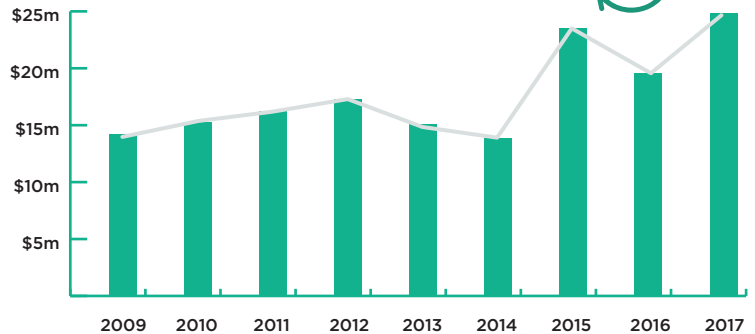
2. FESTIVALS (CONTEMPORARY MUSIC)

\$6,433,244

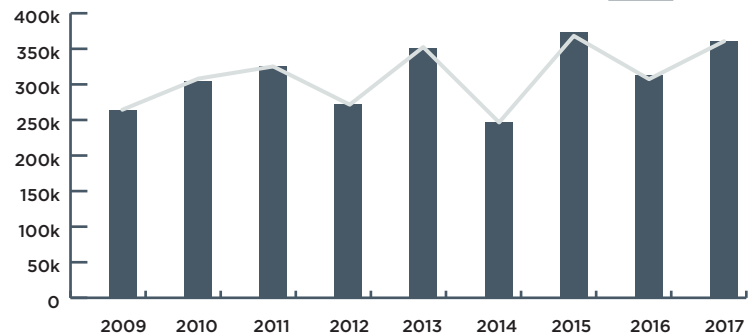
3. MUSICAL THEATRE

\$4,098,263

TOTAL REVENUE (2009-2017)



TOTAL ATTENDANCE (2009-2017)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

97,841

2. CHILDREN'S/FAMILY

51,051

3. FESTIVALS (CONTEMPORARY MUSIC)

49,193



MUSICAL THEATRE INCREASED IN REVENUE BY **112%** AND ATTENDANCE BY **43%**, PRIMARILY DRIVEN BY THE OPENING SEASON OF *MAMMA MIA!* TAKING PLACE IN CANBERRA

