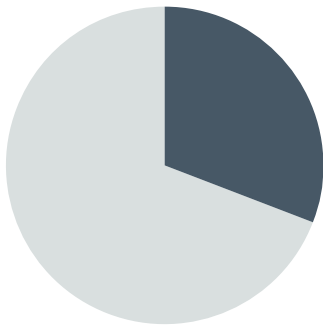


# NEW SOUTH WALES



NSW GENERATED

**31%**

OF NATIONWIDE  
REVENUE AND ATTENDANCE

REVENUE UP  
**16%**  
FROM 2016

ATTENDANCE UP  
**14%**  
FROM 2016



SHARE OF NATIONAL  
POPULATION

**32%**

TOTAL REVENUE (TICKET SALES)  
**\$615,837,613**



NSW SPENT **\$78 PER PERSON**  
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$76**

TOTAL ATTENDANCE (TICKETS ISSUED)  
**6,893,117**



# NEW SOUTH WALES



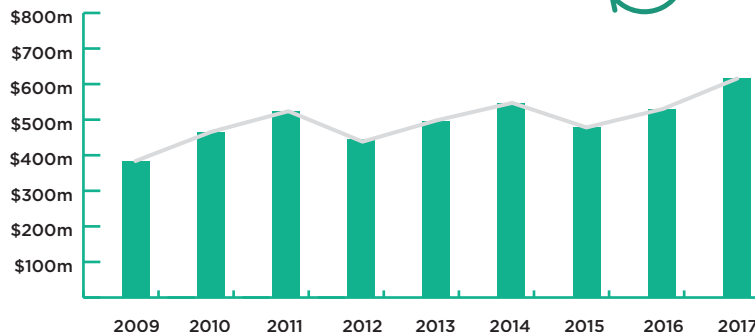
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$270,132,096**

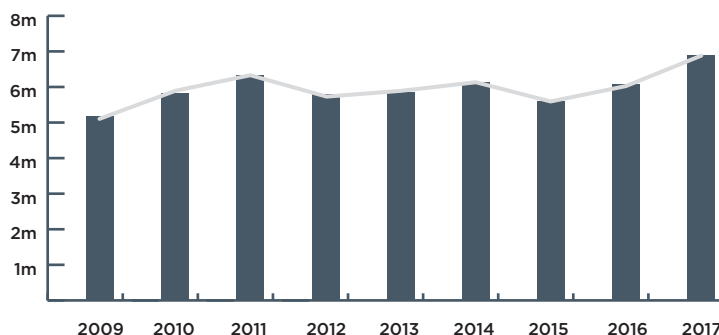
2. MUSICAL THEATRE  
**\$117,076,415**

3. FESTIVALS (CONTEMPORARY MUSIC)  
**\$55,062,137**

TOTAL REVENUE (2009-2017)



TOTAL ATTENDANCE (2009-2017)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC  
**2,759,457**

2. MUSICAL THEATRE  
**1,194,673**

3. THEATRE  
**551,226**

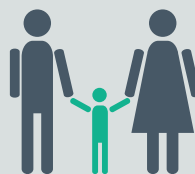


NSW GENERATED **73%** OF NATIONWIDE OPERA REVENUE AND **58%** OF NATIONWIDE ATTENDANCE



CONTEMPORARY MUSIC REVENUE INCREASED BY **71%** AND

ATTENDANCE BY **45%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING ADELE, PAUL MCCARTNEY AND DRAKE AMONG MANY OTHERS



FESTIVALS (MULTI CATEGORY) REVENUE INCREASED BY **107%** AND

ATTENDANCE BY **39%**, PRIMARILY DRIVEN BY THE GROWTH OF SYDNEY FESTIVAL WITH SHOWS SUCH AS THE MUSICAL *LADIES IN BLACK*

