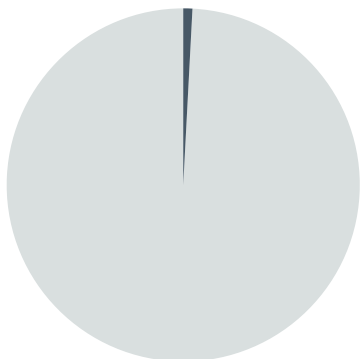
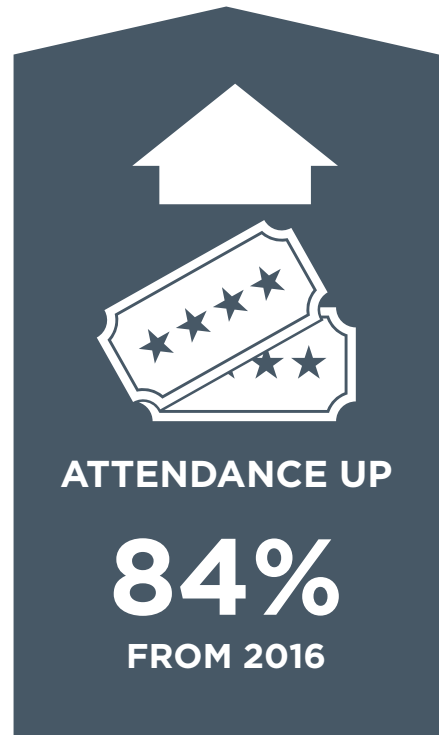
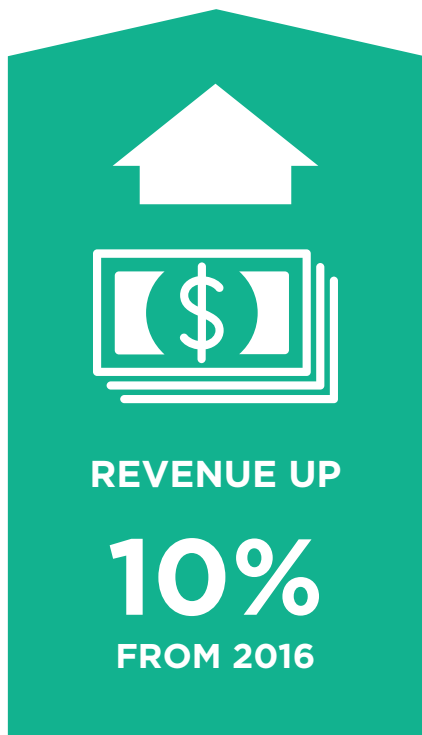


TASMANIA



TAS GENERATED
1%
OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$16,203,732



TAS SPENT \$66 PER PERSON ON
LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$76



TOTAL ATTENDANCE (TICKETS ISSUED)

441,938



TASMANIA



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$6,826,581

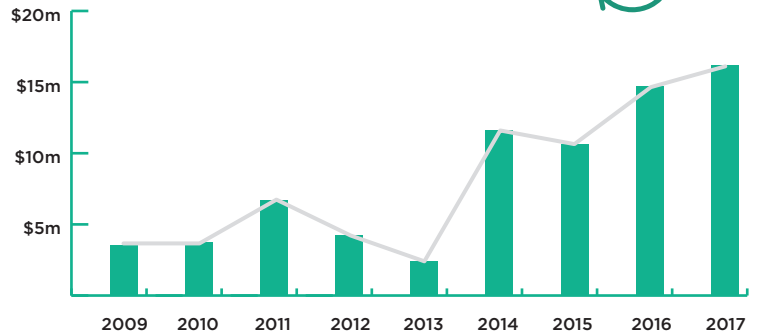
2. FESTIVALS (MULTI CATEGORY)

\$5,195,042

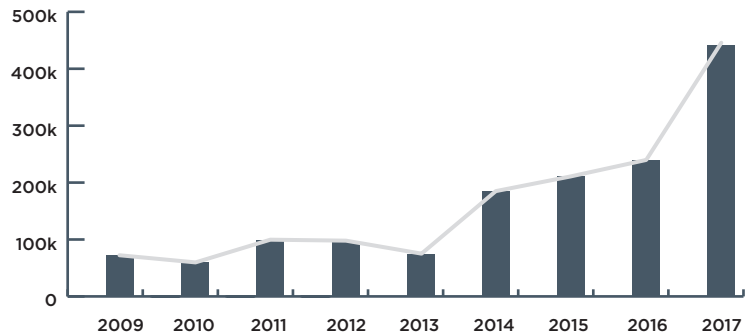
3. FESTIVALS (CONTEMPORARY MUSIC)

\$1,659,803

TOTAL REVENUE (2009-2017)



TOTAL ATTENDANCE (2009-2017)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

248,178

2. CONTEMPORARY MUSIC

87,587

3. CLASSICAL MUSIC

46,515



CONTEMPORARY MUSIC REVENUE INCREASED BY **210%** AND ATTENDANCE BY **97%**, WITH PERFORMANCES BY MAJOR ARTISTS INCLUDING ELTON JOHN, MIDNIGHT OIL AND COLD CHISEL

