

VICTORIA



VIC GENERATED
33%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP
45%
FROM 2016

ATTENDANCE UP
36%
FROM 2016



SHARE OF NATIONAL
POPULATION

26%



TOTAL REVENUE (TICKET SALES)
\$639,876,934



VIC SPENT \$100 PER PERSON
ON LIVE PERFORMANCE
NATIONAL SPEND PER PERSON \$76



TOTAL ATTENDANCE (TICKETS ISSUED)
7,364,313



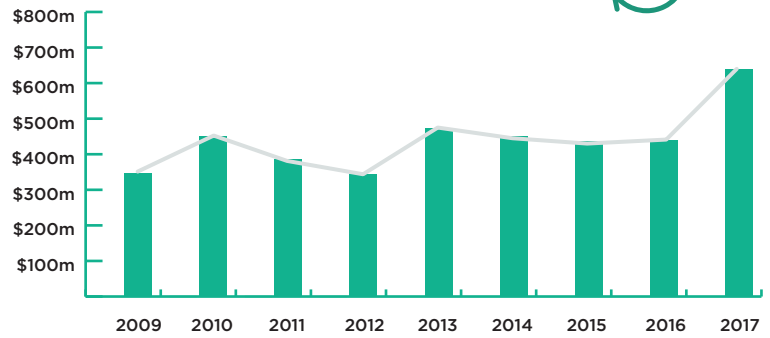
VICTORIA



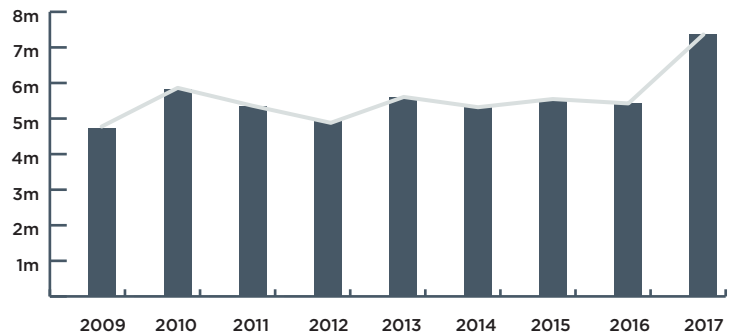
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$255,868,353
2. MUSICAL THEATRE
\$205,633,762
3. CIRCUS & PHYSICAL THEATRE
\$41,252,161

TOTAL REVENUE (2009-2017)



TOTAL ATTENDANCE (2009-2017)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
2,482,730
2. MUSICAL THEATRE
1,922,400
3. COMEDY
585,163



VICTORIA RECORDED THE HIGHEST REVENUE AND ATTENDANCE AMONGST ALL STATES AND TERRITORIES



CONTEMPORARY MUSIC REVENUE INCREASED BY **97%** AND ATTENDANCE BY **61%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING ADELE, JUSTIN BIEBER AND DRAKE AMONG MANY OTHERS



MUSICAL THEATRE REVENUE INCREASED BY **59%** AND ATTENDANCE BY **56%**, WITH MAJOR MUSICAL SEASONS IN MELBOURNE INCLUDING *THE BOOK OF MORMON*, *ALADDIN* AND *MY FAIR LADY*

