

WESTERN AUSTRALIA



WA GENERATED
11%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP
33%
FROM 2016

ATTENDANCE UP
12%
FROM 2016



SHARE OF NATIONAL
POPULATION
7%



TOTAL REVENUE (TICKET SALES)
\$196,671,338



WA SPENT \$114 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$76



TOTAL ATTENDANCE (TICKETS ISSUED)
2,604,391





TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$91,814,332

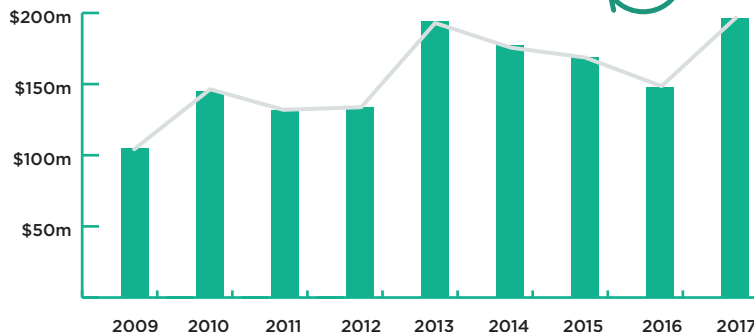
2. CIRCUS AND PHYSICAL THEATRE

\$27,988,441

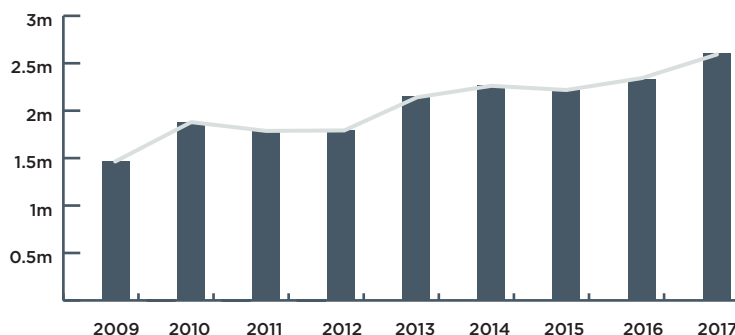
3. MUSICAL THEATRE

\$21,401,406

TOTAL REVENUE (2009-2017)



TOTAL ATTENDANCE (2009-2017)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

936,443

2. FESTIVALS (MULTI CATEGORY)

410,115

3. CIRCUS AND PHYSICAL THEATRE

278,845



WA GENERATED **25%** OF NATIONWIDE FESTIVALS (MULTI CATEGORY) REVENUE AND **22%** OF NATIONWIDE ATTENDANCE, WITH MAJOR FESTIVALS INCLUDING FRINGE WORLD FESTIVAL AND PERTH FESTIVAL



CIRCUS AND PHYSICAL THEATRE REVENUE INCREASED BY **417%** AND ATTENDANCE BY **361%**, PRIMARILY DRIVEN BY THE FIRST RETURN OF CIRQUE DU SOLEIL TO WA SINCE 2015 WITH TOURS OF KOOZA AND TORUK



CONTEMPORARY MUSIC REVENUE INCREASED BY **99%** AND ATTENDANCE BY **37%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING ADELE, BRUCE SPRINGSTEEN AND GUNS N' ROSES AMONG MANY OTHERS

