

SOUTH AUSTRALIA



SA GENERATED
7%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP
7%
FROM 2017

ATTENDANCE UP
5%
FROM 2017



SHARE OF NATIONAL
POPULATION

7%

TOTAL REVENUE (TICKET SALES)
\$131,560,865



SA SPENT \$76 PER PERSON ON
LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$86

TOTAL ATTENDANCE (TICKETS ISSUED)
2,212,725



SOUTH AUSTRALIA



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$63,691,069

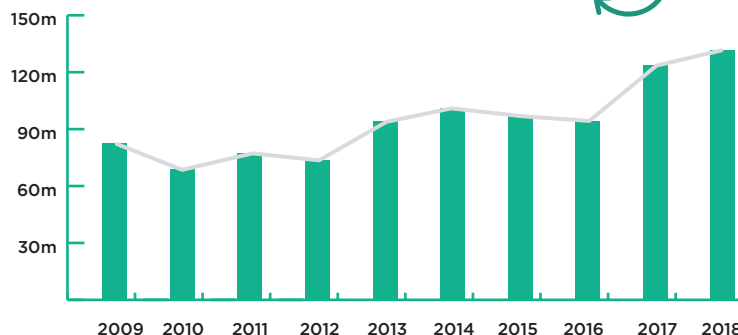
2. FESTIVALS (MULTI CATEGORY)

\$23,606,040

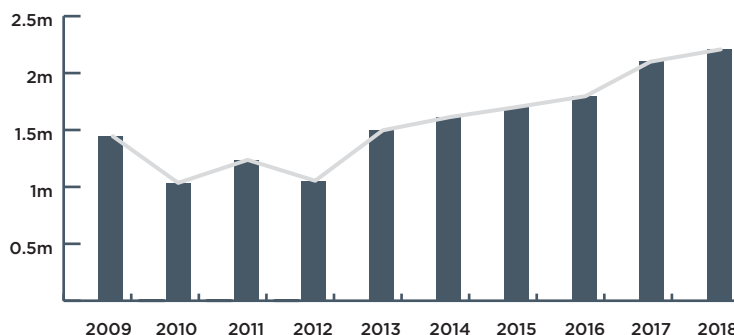
3. MUSICAL THEATRE

\$19,962,343

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

942,968

2. CONTEMPORARY MUSIC

658,155

3. MUSICAL THEATRE

210,103



SA GENERATED **34%** OF NATIONWIDE FESTIVALS (MULTI-CATEGORY) REVENUE AND **37%** OF NATIONWIDE ATTENDANCE, WITH MAJOR FESTIVALS INCLUDING ADELAIDE FRINGE FESTIVAL AND WOMADELAIDE



COMEDY REVENUE INCREASED BY **142%** AND ATTENDANCE BY **246%**, WITH MAJOR EVENTS INCLUDING *FOR THE LOVE OF MRS. BROWN*, AND PERFORMERS SUCH AS CARL BARRON AND JIM JEFFERIES



OPERA REVENUE INCREASED BY **115%** AND ATTENDANCE BY **57%**, WITH MAJOR EVENTS INCLUDING *THE MERRY WIDOW* AND *THE PEARL FISHERS*

