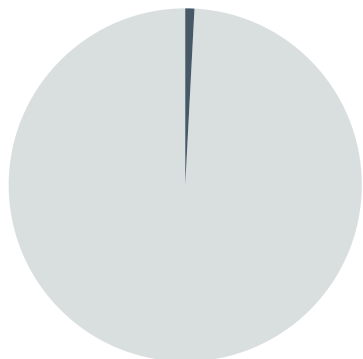


# TASMANIA



**TAS GENERATED**  
**2%**  
**OF NATIONWIDE**  
**REVENUE AND ATTENDANCE**

**REVENUE UP**  
**17%**  
**FROM 2017**

**ATTENDANCE UP**  
**67%**  
**FROM 2017**



**SHARE OF NATIONAL**  
**POPULATION**

**2%**



**TOTAL REVENUE (TICKET SALES)**

**\$18,965,730**



**TAS SPENT \$36 PER PERSON ON**  
**LIVE PERFORMANCE EVENTS**

**NATIONAL SPEND PER PERSON \$86**



**TOTAL ATTENDANCE (TICKETS ISSUED)**

**738,444**



# TASMANIA



## TOP 3 REVENUE

### 1. FESTIVALS (MULTI CATEGORY)

**\$7,773,362**

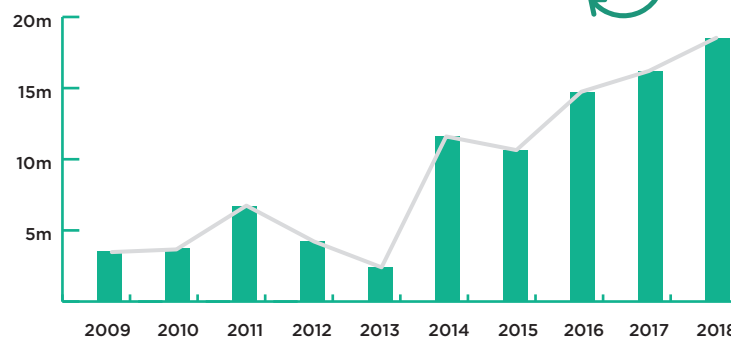
### 2. CONTEMPORARY MUSIC

**\$4,517,088**

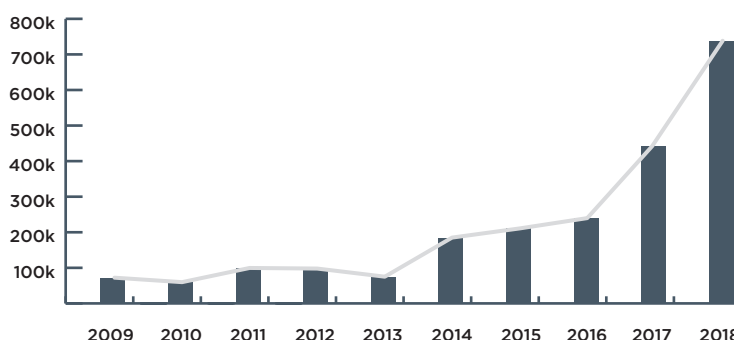
### 3. CLASSICAL MUSIC

**\$1,622,584**

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



## TOP 3 ATTENDANCE

### 1. FESTIVALS (MULTI CATEGORY)

**527,390**

### 2. CONTEMPORARY MUSIC

**82,329**

### 3. CLASSICAL MUSIC

**37,330**



**CHILDREN'S/FAMILY EVENTS REVENUE INCREASED BY 253% AND ATTENDANCE BY 98%, WITH PERFORMANCES INCLUDING DEADLY 60 DOWN UNDER, GEORGE'S MARVELLOUS MEDICINE AND PEPPA PIG**

