

# VICTORIA



**VIC GENERATED**  
**31%**  
**OF NATIONWIDE**  
**REVENUE AND ATTENDANCE**

**REVENUE UP**  
**9%**  
**FROM 2017**

**ATTENDANCE UP**  
**9%**  
**FROM 2017**



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

**26%**



**TOTAL REVENUE (TICKET SALES)**

**\$698,857,788**



**VIC SPENT \$107 PER PERSON**  
**ON LIVE PERFORMANCE EVENTS**

**NATIONAL SPEND PER PERSON \$86**



**TOTAL ATTENDANCE (TICKETS ISSUED)**

**7,999,434**



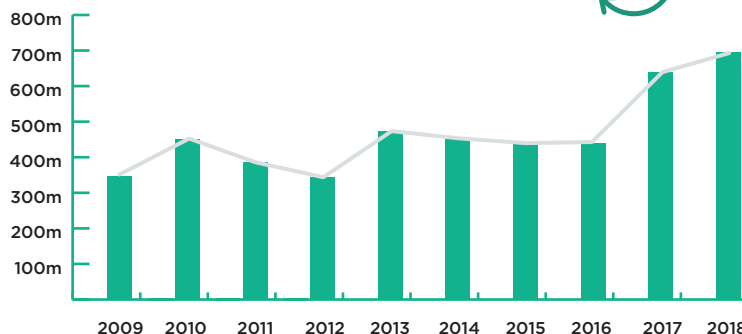
# VICTORIA



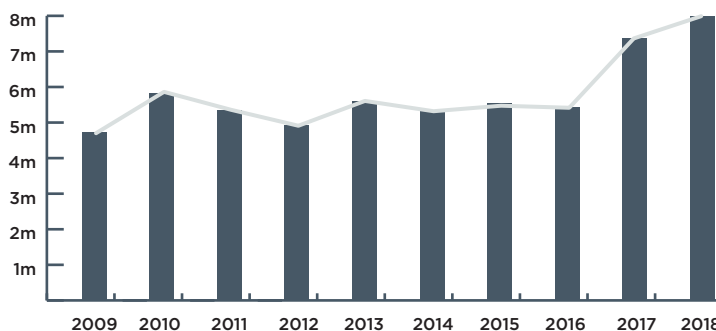
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$407,042,962**
2. MUSICAL THEATRE  
**\$130,451,023**
3. COMEDY  
**\$43,339,714**

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC  
**3,346,873**
2. MUSICAL THEATRE  
**1,309,917**
3. COMEDY  
**1,084,856**



VICTORIA GENERATED **35%** OF NATIONWIDE COMEDY REVENUE AND **44%** OF NATIONWIDE ATTENDANCE, WITH MAJOR EVENTS INCLUDING THE MELBOURNE INTERNATIONAL COMEDY FESTIVAL AND FOR THE LOVE OF MRS. BROWN



CONTEMPORARY MUSIC REVENUE INCREASED BY **59%** AND ATTENDANCE BY **35%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING PINK, ED SHEERAN AND BRUNO MARS AMONG MANY OTHERS



OPERA REVENUE INCREASED BY **44%** AND ATTENDANCE BY **50%**, WITH EVENTS INCLUDING LA TRAVIATA AND LA BOHÈME

