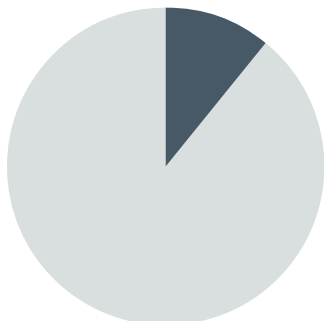


WESTERN AUSTRALIA



WA GENERATED
10%
OF NATIONWIDE
REVENUE AND ATTENDANCE



REVENUE UP

8%
FROM 2017



ATTENDANCE UP

7%
FROM 2017



SHARE OF NATIONAL
POPULATION

10%



TOTAL REVENUE (TICKET SALES)

\$211,421,549



WA SPENT **\$81 PER PERSON**
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$86**



TOTAL ATTENDANCE (TICKETS ISSUED)

2,772,963





TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$111,025,831

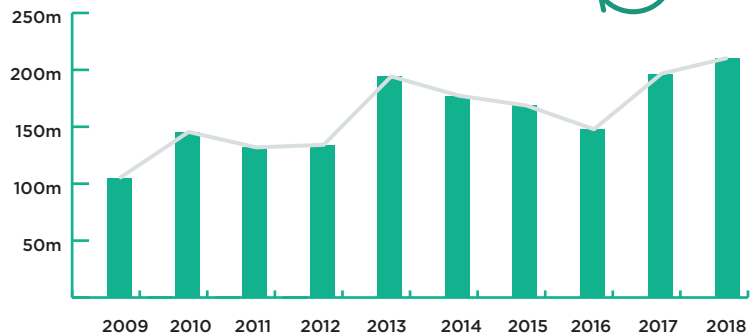
2. MUSICAL THEATRE

\$33,823,171

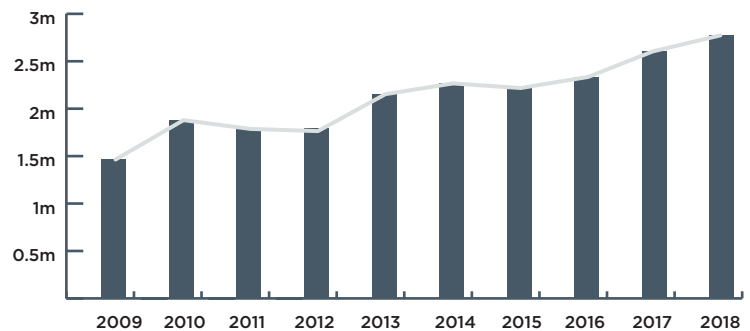
3. COMEDY

\$15,810,158

TOTAL REVENUE (2009-2018)



TOTAL ATTENDANCE (2009-2018)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

1,056,419

2. FESTIVALS (MULTI CATEGORY)

449,793

3. MUSICAL THEATRE

362,969



WA GENERATED **22%** OF NATIONWIDE FESTIVALS (MULTI CATEGORY) REVENUE

AND **17%** OF NATIONWIDE ATTENDANCE, WITH MAJOR FESTIVALS INCLUDING FRINGE WORLD FESTIVAL AND PERTH FESTIVAL



MUSICAL THEATRE REVENUE INCREASED BY **58%** AND ATTENDANCE BY **89%**, PRIMARILY DRIVEN BY MUSICALS SUCH AS *ALADDIN*, *WE WILL ROCK YOU* AND *NEW JERSEY NIGHTS*



CONTEMPORARY MUSIC REVENUE INCREASED BY **21%** AND ATTENDANCE BY **13%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING PINK, ED SHEERAN AND TAYLOR SWIFT AMONG MANY OTHERS

