

# AUSTRALIA



**IN 2024, THE LIVE PERFORMANCE INDUSTRY EXPERIENCED ITS HIGHEST-EVER LEVELS OF REVENUE AND ATTENDANCE. THIS GROWTH WAS DRIVEN BY THE CONTINUED RETURN OF MAJOR INTERNATIONAL ACTS AND TOURS, PARTICULARLY IN THE CONTEMPORARY MUSIC CATEGORY, ALONGSIDE AN INCREASE IN AVERAGE TICKET PRICES TO OFFSET RISING OPERATING COSTS ACROSS THE INDUSTRY.**



**AUSTRALIA SPENT \$122 PER PERSON ON LIVE PERFORMANCE EVENTS**

REVENUE UP



**7%**  
FROM 2023



**8%** GENERATED FROM REGIONAL AUSTRALIA

ATTENDANCE UP



**5%**  
FROM 2023



**10%** GENERATED FROM REGIONAL AUSTRALIA



TOTAL REVENUE (TICKET SALES)

**\$3.4 BILLION**



TOTAL ATTENDANCE (TICKETS ISSUED)

**31.4 MILLION**



# AUSTRALIA



## TOP 3 REVENUE

1. CONTEMPORARY MUSIC

**\$1.8 BILLION**

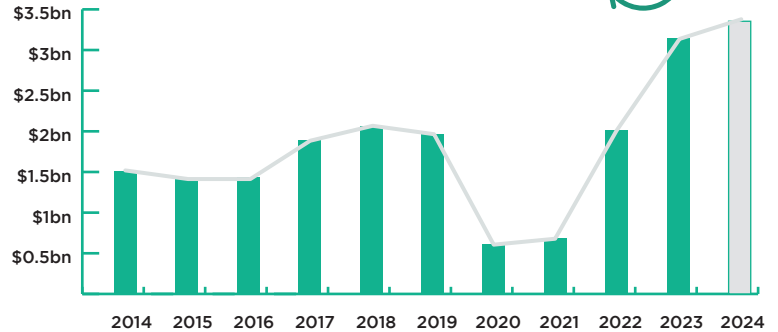
2. MUSICAL THEATRE

**\$531.6 MILLION**

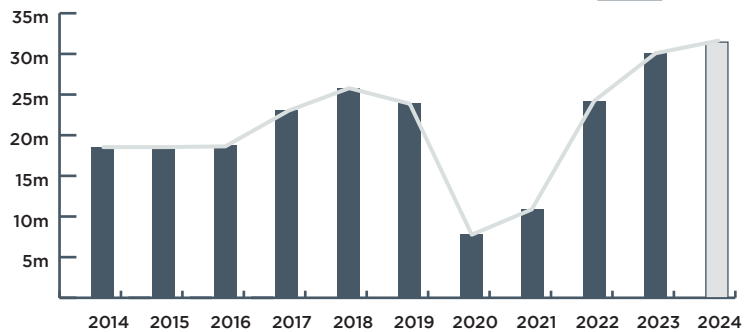
3. FESTIVALS (CONTEMPORARY MUSIC)

**\$331.3 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

**14.1 MILLION**

2. MUSICAL THEATRE

**4.4 MILLION**

3. COMEDY

**2.4 MILLION**



KEY EVENTS IN 2024 INCLUDED *TAYLOR SWIFT, COLDPLAY, PINK, WICKED, AND BEAUTY AND THE BEAST*



CONTEMPORARY MUSIC COMMANDS THE LARGEST MARKET SHARE OF NATIONWIDE REVENUE (54%) AND ATTENDANCE (45%)



SPECIAL EVENTS RECORDED THE HIGHEST CATEGORY INCREASE IN REVENUE (216%) AND ATTENDANCE (35%) BETWEEN 2023 AND 2024



NSW HELD THE LARGEST SHARE OF NATIONWIDE REVENUE (36%), AND ATTENDANCE (32%)



AVERAGE TICKET PRICES (\$122) INCREASED 3.3% BETWEEN 2023 AND 2024. THIS IS THE HIGHEST EVER RECORDED FOR THE INDUSTRY

