

AUSTRALIA




THE LIVE PERFORMANCE INDUSTRY GENERATED **\$1.4 BILLION** IN TICKET SALES AND **18.4 MILLION** IN ATTENDANCE




THAT'S MORE THAN THE COMBINED ATTENDANCES AT AFL, NRL, SOCCER, SUPER RUGBY AND CRICKET

SOURCE: AUSTRALIAN SPORTING ATTENDANCES 2015, AVAILABLE AT WWW.AUSTADIUMS.COM



REVENUE DOWN
7%
FROM 2014



ATTENDANCE DOWN
1%
FROM 2014



AUSTRALIA SPENT **\$59** PER PERSON ON LIVE PERFORMANCE NATIONAL SPEND PER PERSON IN 2014: **\$65**



TOTAL REVENUE
\$1.41 BILLION




FROM 2008-2015 REVENUE INCREASED

33%



FROM 2008-2015 ATTENDANCE INCREASED

16%



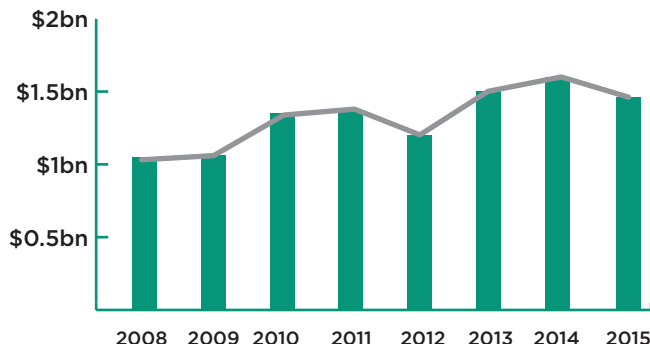
TOTAL ATTENDANCE (TICKETS ISSUED)
18.38 MILLION



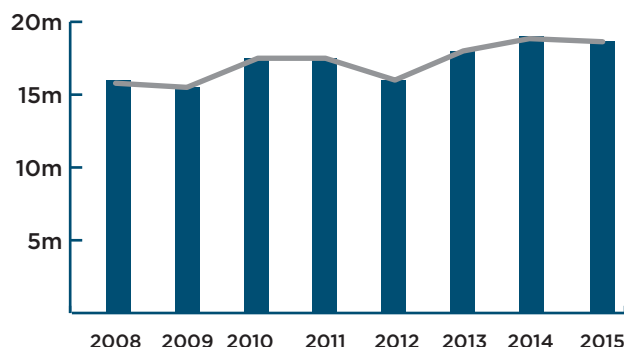
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$477,904,944
2. MUSICAL THEATRE
\$334,869,038
3. FESTIVALS (SINGLE CATEGORY)
\$106,825,241

TOTAL REVENUE (2008-2015)



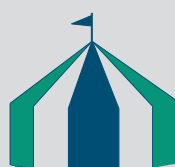
TOTAL ATTENDANCE (2008-2015)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
5,554,811
2. MUSICAL THEATRE
3,258,734
3. FESTIVALS (SINGLE CATEGORY)
1,300,025

(THEATRE HAD THE 3RD HIGHEST ATTENDANCE IN 2014)



CIRCUS & PHYSICAL THEATRE
INCREASED IN REVENUE BY **116%**
AND ATTENDANCE BY **73%**
LARGELY DUE TO CIRQUE DU
SOLEIL'S FIRST TOUR TO
AUSTRALIA SINCE 2013 WITH
TOTEM AND *QUIDAM*



FESTIVALS (MULTI CATEGORY)
INCREASED IN REVENUE AND
ATTENDANCE BY **17%** DUE TO
THE GROWTH OF FESTIVALS IN
QLD, SA, TAS AND VIC



**ATTENDANCE IN BOTH BALLET &
DANCE AS WELL AS COMEDY**
INCREASED BY **21%** DUE TO
MORE TOURS OF PROMINENT
INTERNATIONAL AND LOCAL ACTS
AND COMPANIES ACROSS
THE COUNTRY