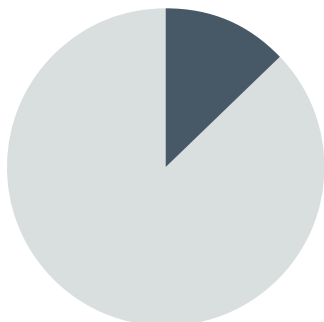


QUEENSLAND



QLD GENERATED
14%
OF NATIONWIDE
REVENUE AND ATTENDANCE



REVENUE UP
46%
FROM 2016



ATTENDANCE UP
27%
FROM 2016



SHARE OF NATIONAL
POPULATION
20%



TOTAL REVENUE (TICKET SALES)
\$263,878,152



QLD SPENT \$53 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$76



TOTAL ATTENDANCE (TICKETS ISSUED)
3,196,581



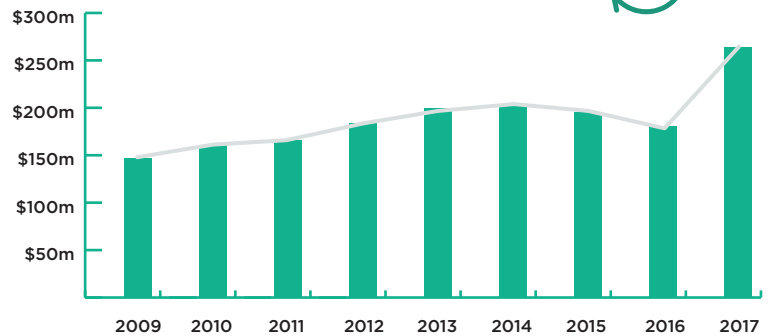
QUEENSLAND



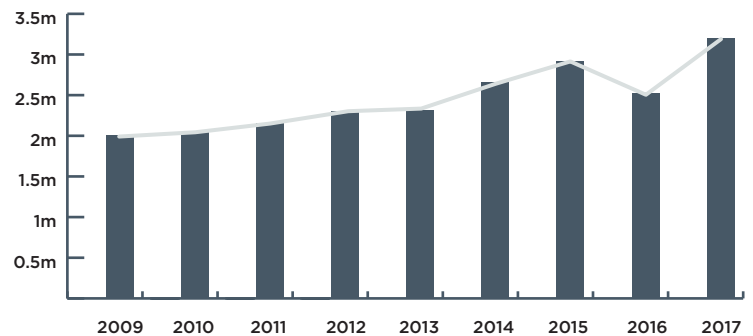
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$134,362,095
2. MUSICAL THEATRE
\$52,407,074
3. CIRCUS & PHYSICAL THEATRE
\$15,244,160

TOTAL REVENUE (2009-2017)



TOTAL ATTENDANCE (2009-2017)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
1,449,427
2. MUSICAL THEATRE
533,558
3. CHILDREN'S/FAMILY EVENTS
173,345



QLD EXPERIENCED THE LARGEST INCREASE IN REVENUE (**46%**) AMONG ALL STATES AND TERRITORIES



CONTEMPORARY MUSIC INCREASED IN REVENUE BY **94%** AND ATTENDANCE BY **52%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING ADELE, PAUL MCCARTNEY AND BRUCE SPRINGSTEEN AMONG MANY OTHERS



MUSICAL THEATRE REVENUE INCREASED BY **34%** AND ATTENDANCE BY **33%**, WITH MAJOR MUSICAL SEASONS IN BRISBANE INCLUDING *KINKY BOOTS*, *MATILDA* AND *MY FAIR LADY*

