

# SOUTH AUSTRALIA



SA GENERATED

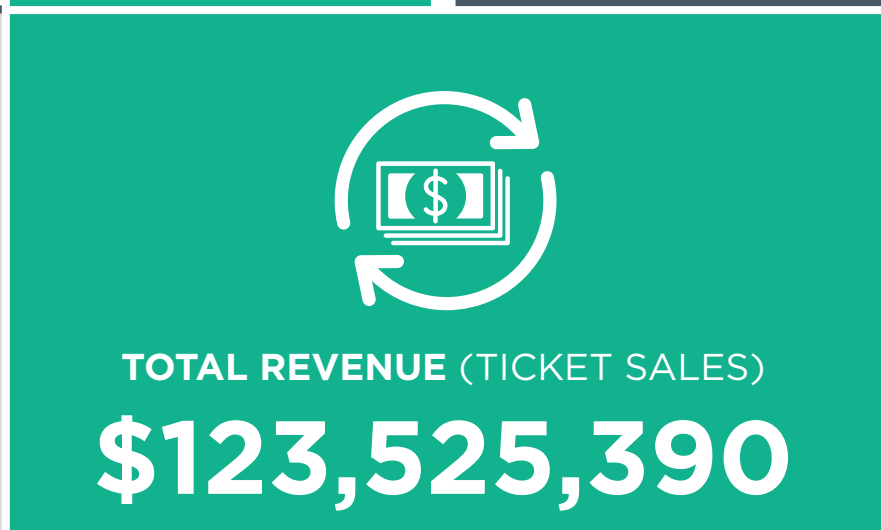
**8%**

OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION

**10%**



SA SPENT **\$48** PER PERSON ON  
LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$76**



# SOUTH AUSTRALIA



## TOP 3 REVENUE

1. CONTEMPORARY MUSIC

**\$57,743,443**

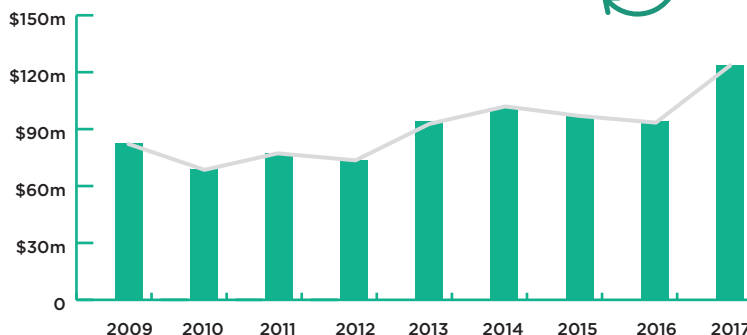
2. FESTIVALS (MULTI CATEGORY)

**\$24,076,447**

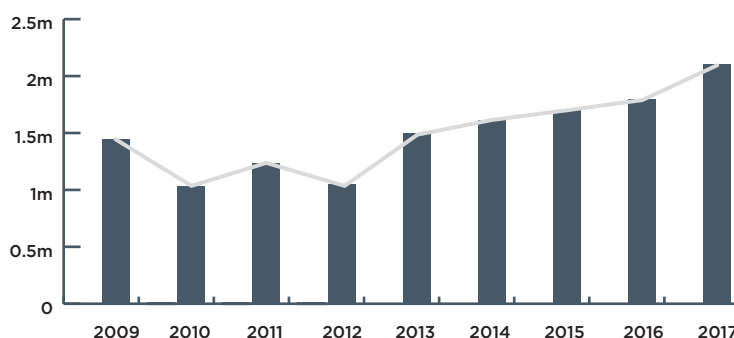
3. MUSICAL THEATRE

**\$16,176,774**

TOTAL REVENUE (2009-2017)



TOTAL ATTENDANCE (2009-2017)



## TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

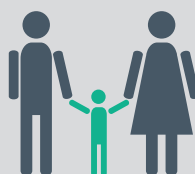
**920,261**

2. CONTEMPORARY MUSIC

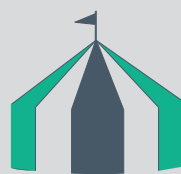
**621,839**

3. MUSICAL THEATRE

**156,878**



SA GENERATED **44%** OF NATIONWIDE FESTIVALS (MULTI-CATEGORY) REVENUE AND **49%** OF NATIONWIDE ATTENDANCE, WITH MAJOR FESTIVALS INCLUDING ADELAIDE FRINGE FESTIVAL AND WOMADELAIDE



CIRCUS AND PHYSICAL THEATRE REVENUE INCREASED BY **175%** AND ATTENDANCE BY **55%**, PRIMARILY DRIVEN BY THE RETURN OF CIRQUE DU SOLEIL IN 2017 WITH PERFORMANCES OF *TORUK*



CONTEMPORARY MUSIC REVENUE INCREASED BY **114%** AND ATTENDANCE BY **51%**, WITH HIGH-PROFILE TOURS BY MAJOR INTERNATIONAL ARTISTS INCLUDING ADELE, YUSUF/CAT STEVENS AND GUNS N' ROSES AMONG MANY OTHERS

