Live Performance Industry in Australia

2025 Live Performance Attendance and Revenue Report

Live Performance Australia

Reliance Restricted

14 October 2026



Photo: *Kylie Minogue - Tension Tour*, Frontier Touring
Photo Credit: Eric Melvin

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* The data has been obtained from the data providers listed in Appendix A.

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Photo: *Night Night,* The Last Great Hunt
Photo Credit: Court McAllister



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Executive Summary

Photo: *Fly Girl - (L-R) Cleo Meinck, Genevieve Hegney, Emma Palmer, Catherine Moore and Alex Kirwa*, Ensemble Theatre
Photo Credit: Prudence Upton

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In 2025, Australia's live performance industry remained close to the record levels achieved in 2024, generating $3.4b in ticket revenue and recording 30.7m attendances. While year-over-year (y-o-y) revenue and attendance declined marginally, both results were the second-highest recorded since the report's inception in 2004. Major international acts and touring productions continued to attract strong audiences, while higher ticket prices offset softer attendance and rising costs of production and touring. Results varied across categories and jurisdictions, reflecting evolving audience preferences and ongoing economic pressures.

In 2025, the Australian live performance industry generated $3.4b in revenue (a 0.1% y-o-y decline) and 30.7m in ticketed attendances (2.4% y-o-y decline). Performances in regional Australia accounted for 10.6% of total revenue and 11.6% of total attendance.

NSW and VIC remain Australia's leading live performance markets, followed by QLD. Collectively, NSW and VIC accounted for 68.1% of total revenue and 62.8% of total attendance, which is consistent with previous years and reflects the most populous states. ACT recorded the highest y-o-y growth in revenue (26.3%) among all states and territories, while TAS recorded the highest y-o-y growth in attendance (26.7%). This growth was partially driven by the return of key festivals in these jurisdictions.

Among all live performance categories, only Circus and Physical Theatre*, Classical Music, Festivals (Contemporary Music), Festivals (Multi-Category) and Opera recorded y-o-y growth in both revenue and attendance. The 2025 results highlight the following trends across the sector:

Contemporary Music – Australia's live performance powerhouse

Together, Contemporary Music and Festivals (Contemporary Music) accounted for 65.5% of total revenue and 51.6% of total attendance. Contemporary Music alone generated almost $1.8b in revenue and 13.7m attendances, close to the record levels recorded in 2024. In 2025, Festivals (Contemporary Music) achieved its highest-ever levels of revenue ($399.9m) and attendance (2.1m). These results were attributable to a strong array of major international tours and festival line ups, attracting higher average ticket prices.

Theatre – weaker results

While attendance and revenue for contemporary music categories remained strong, there were mixed results for theatrical categories. Circus and Physical Theatre* and Opera recorded y-o-y increases, whereas Ballet and Dance, Children's/Family, Musical Theatre and Theatre recorded y-o-y declines in both attendance and revenue. Musical Theatre experienced the largest declines (16.8% decline in revenue and 16.6% decline in attendance), with its market share also declining over time (13.2% of overall revenue in 2025 compared to 15.9% in 2024 and 17.5% in 2023; 11.9% of overall attendance in 2025 compared to 13.9% in 2024 and 14.3% in 2023). These mixed results suggest changing audience behaviours and spending patterns in the face of cost-of-living pressures.

Inflation outstripping ticket price increases

In 2025, average ticket prices increased by 2.4% to $117.83. While this is the highest-ever recorded for the industry, it only partially offset rising costs experienced across the economy, given that Australia's headline inflation rate in 2025 was 3.8%. The y-o-y change in average ticket price for more than half of the live performance categories did not keep pace with inflation. The most notable increases were recorded in Circus and Physical Theatre (40.3%) and Classical Music (19.2%), which may be largely attributable to well-known acts that can command higher ticket prices, such as Cirque du Soleil and Andrea Bocelli.

* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

** The data has been obtained from the data providers listed in Appendix A.

Highlights from the Live Performance Industry in 2025**

Ticket Revenue

$3.4b in ticket revenue

0.1% y-o-y decline

70.6% growth from 2019

10.6% of revenue from regional Australia

Attendance

30.7m in ticket attendance

2.4% y-o-y decline

28.7% growth from 2019

11.6% of attendance from regional Australia

States

NSW – largest market share for revenue (35.6%) and attendance (31.8%)

VIC – second largest market share of revenue (32.5%) and attendance (31.0%)

In 2025, only WA, SA, ACT and NT recorded y-o-y growth in revenue, with SA and ACT achieving their highest-ever revenue totals.

WA, SA, ACT and TAS recorded y-o-y growth in attendance, with SA reaching its highest-ever attendance level.

Categories

Contemporary Music – largest market share for revenue (53.5%) and attendance (44.8%)

Musical Theatre – second largest market share for revenue (13.2%) and attendance (11.9 %)

Circus and Physical Theatre* – highest y-o-y growth for revenue (159.6%) and attendance (88.1%)

Opera – second highest y-o-y growth for revenue (48.0%) and attendance (33.2%)

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Photo: *Romeo and Juliet,* Queensland Ballet
Photo Credit: David Kelly

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In 2025, the live performance industry recorded a marginal decline in revenue and attendance compared with 2024, with both remaining at their second-highest levels on record. Softer ticket sales and rising operating costs were partially offset by the continued return of major international touring acts and touring productions, as well as higher average ticket prices. Overall, the limited decline highlights the industry's resilience amid ongoing market and inflationary pressures.

Among all states and territories, WA, SA, ACT and NT recorded y-o-y growth in revenue, with SA and ACT achieving their highest-ever revenue totals. In terms of attendance, WA, SA, ACT and TAS recorded y-o-y growth, with SA reaching its highest-ever attendance level.

Among all categories, Circus and Physical Theatre, Classical Music, Festivals (Multi-Category), Festivals (Contemporary Music), and Opera recorded y-o-y growth in revenue and attendance. Among these, Classical Music, Festivals (Multi-Category) and Festivals (Contemporary Music) achieved their highest-ever revenue levels, while Festivals (Contemporary Music) also reached its highest-ever attendance level.

Key findings

- The two major markets for the live performance industry were NSW and VIC. They collectively accounted for 68.1% of Australia's live performance revenue and 62.8% of attendance in 2025.
- ACT recorded the highest y-o-y growth in revenue, followed by WA, while TAS recorded the highest y-o-y growth in attendance, followed by ACT and WA.
- Circus and Physical Theatre* recorded the highest y-o-y growth in revenue (159.6%) and attendance (88.1%) among all categories. Opera recorded the second-highest y-o-y growth in revenue (48.0%) and attendance (33.2%).
- Contemporary Music and Musical Theatre were the two largest categories, generating 53.5% and 13.2% of total revenue, and 44.8% and 11.9% of total attendance, respectively.
- Combined, Contemporary Music and Festivals (Contemporary Music) contributed 65.5% of national revenue and 51.6% of national attendance.
- Among all states and territories, TAS recorded the highest proportion of revenue (60.6%) and attendance (47.5%) from performances in regional areas, followed by ACT (40.2% revenue and 24.8% attendance).

* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.



Ticket Sales Revenue – $3.4b

In 2025, the Australian live performance industry generated total ticket sales revenue of $3.4b, a 0.1% decline from 2024 but a 70.6% increase from 2019 (pre-COVID-19).

The y-o-y decline in revenue was attributable to a decline in the total number of paid tickets.

Performances in regional areas contributed $353.9m (10.6%) to total revenue.



Attendance – 30.7m

In 2025, 30.7m tickets were issued, a 2.4% decline from 2024 and a 28.7% increase from 2019.

Of the total tickets issued, 28.4m were paid tickets (a decline from 29.1m tickets in 2024). The remaining 2.3m were complimentary, sponsor allocated or zero priced tickets.

Performances in regional areas contributed 3.6m tickets (11.6%) to total attendance.



Average Ticket Price – $117.83

The average ticket price increased by 2.4% from $115.12 in 2024 to $117.83 in 2025. This is the highest ever recorded for the industry.

Circus and Physical Theatre recorded the highest y-o-y increase in average ticket price (by 40.3% to $95.32). Contemporary Music, Festivals (Contemporary Music) and Classical Music recorded their highest ever average ticket prices in 2025.

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Total attendance and ticket revenue — 2011 – 2025

	Revenue		Attendance		Ticket Price	
Year	Ticket Revenue ($)	Growth (%)	Total Attendance*	Growth (%)	Average Ticket Price ($)**	Growth (%)
2011	$1,309,187,150	(1.4%)	17,345,720	0.6%	$85.99	(0.5%)
2012	$1,204,883,551	(8.0%)	16,273,730	(6.2%)	$85.46	(0.6%)
2013	$1,478,976,893	22.7%	17,926,626	10.2%	$92.16	7.8%
2014	$1,507,963,952	2.0%	18,536,434	3.4%	$91.57	(0.6%)
2015***	$1,413,208,686	(6.3%)	18,626,457	0.5%	$86.34	(5.7%)
2016	$1,430,399,693	1.2%	18,782,588	0.8%	$83.72	(3.0%)
2017	$1,884,141,882	31.7%	23,027,550	22.6%	$90.59	8.2%
2018^	$2,063,885,872	9.5%	25,788,548	12.0%	$96.61	6.6%
2019	$1,964,641,552	(4.8%)	23,864,415	(7.5%)	$92.89	(3.9%)
2020	$605,973,596	(69.2%)	7,761,710	(67.5%)	$87.14	(6.2%)
2021	$678,784,958	12.0%	10,877,839	40.1%	$69.02	(20.8%)
2022	$2,007,368,540	195.7%	24,227,035	122.7%	$90.96	31.8%
2023	$3,136,588,666	56.3%	30,079,028	24.2%	$111.48	22.6%
2024	$3,353,834,211	6.9%	31,449,979	4.6%	$115.12	3.3%
2025	$3,351,308,693	(0.1%)	30,704,853	(2.4%)	$117.83	2.4%

An analysis of longer-term trends (see page 9) provides an indication of how the industry has performed in recent years. This trend analysis has only been performed on data from 2011 to 2025 and does not account for the inclusion of new data providers over time.

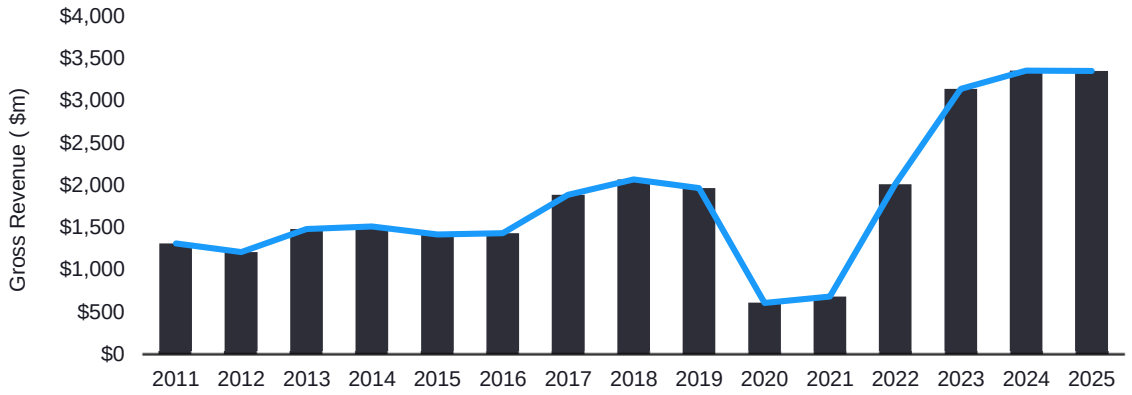
* Based on both paid and unpaid tickets ** Average Ticket Price is calculated based on paid tickets only ^ The 2018 data has been updated since the previous Report release to account for an error in the data received identified by LPA
*** The 2015 survey did not include the revenue and attendance generated by the Fringe World Festival in 2015. To ensure the report is comparing figures on a like for like basis, EY has adjusted the 2015 revenue and attendance figures in the 2016 report.

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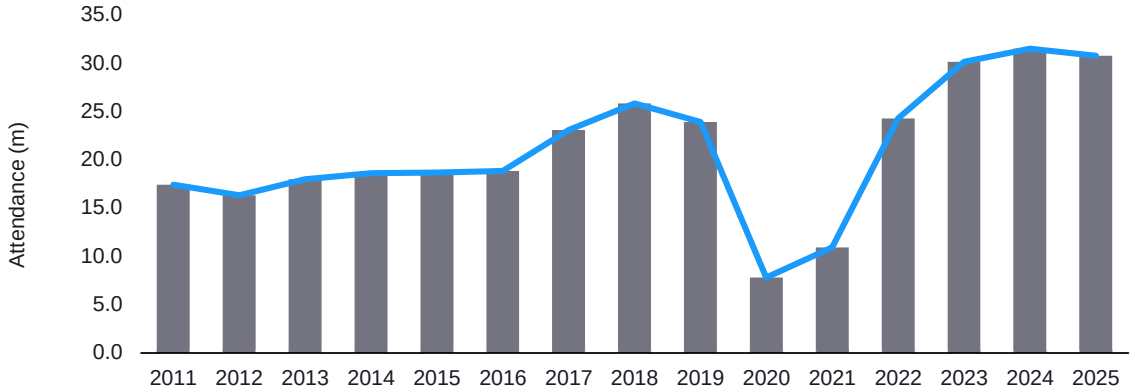
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Gross Revenue ("Ticket Revenue") 2011 – 2025



Attendance 2011 – 2025



Key Revenue Insights

- The variances in revenue reflect the demand for live events and the number of major international tours in any given year.
- Total revenue declined y-o-y by 0.1% from $3.353b in 2024 to $3.351b in 2025.
- Revenue has grown at a compound annual growth rate (CAGR) of 6.9% from 2011 to 2025.
- Circus and Physical Theatre* recorded the highest y-o-y increase in revenue (159.6%) among all categories, followed by Opera (48.0%) in 2025.
- In 2025, only WA, SA, ACT and NT recorded a y-o-y growth in revenue, with SA and ACT achieving their highest-ever revenue totals.
- ACT recorded the highest y-o-y growth in revenue (by 26.3% to $38.1m), followed by WA (by 19.1% to $297.2m).
- TAS recorded the highest y-o-y decline in revenue at 5.0%, followed by VIC at 3.8%.
- Metropolitan areas accounted for 89.1% of total revenue, with regional areas contributing 10.6%.**

Key Attendance Insights

- From year to year, attendance at live events varies depending on the shows in market, particularly major international touring acts.
- Total attendance declined y-o-y by 2.4% from 31.4m in 2024 to 30.7m in 2025.
- Attendance has grown at a CAGR of 4.2% from 2011 to 2025.
- All states and territories, except NSW, VIC, QLD and NT, recorded y-o-y growth in attendance and SA recorded its highest ever attendance level.
- NT recorded the highest y-o-y decline in attendance (27.8%), followed by QLD (5.5%), NSW (4.2%) and VIC (3.5%).
- TAS recorded the highest y-o-y growth in attendance (26.7%), followed by ACT (8.3%), WA (4.3%) and SA (4.2%).
- In 2025, Circus and Physical Theatre* recorded the highest y-o-y increase in attendance (88.1%) among all categories, followed by Opera (33.2%) and Festivals (Multi-Category) (10.1%).
- Metropolitan areas accounted for 88.2% of total attendance, with regional areas contributing 11.6%.**

* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

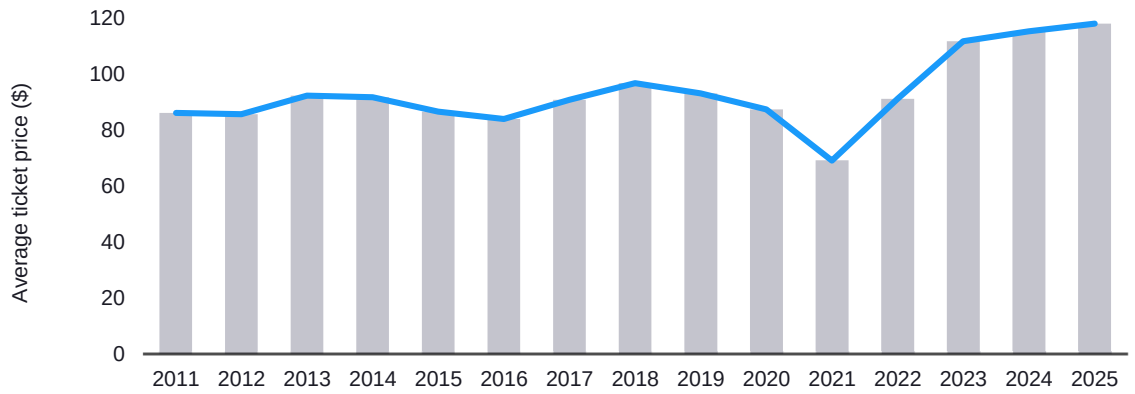
** Figures may not add to 100% due to a small proportion of revenue and attendance from unidentified venues.

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Average ticket price | 2011 – 2025



Key Average Ticket Price Insights

- The variability in average ticket price reflects the type of shows in market in any given year. Major international acts are typically able to command a higher ticket price.
- The average ticket price increased by 2.4% y-o-y from $115.12 in 2024 to $117.83 in 2025.
- Increased operating costs across the live performance industry have contributed to rising ticket prices.
- The average ticket price has grown at a CAGR of 2.3% from 2011 to 2025.
- In 2025, Circus and Physical Theatre* recorded the highest y-o-y growth in average ticket price, with an increase of 40.3% from $67.93 in 2024 to $95.32 in 2025.
- Classical Music recorded the second-highest y-o-y growth in average ticket price, with an increase of 19.2% from $89.03 in 2024 to $106.10 in 2025.
- Festivals (Contemporary Music), Contemporary Music and Classical Music recorded their highest ever average ticket prices in 2025, at $206.17, $138.15 and $106.10 respectively.

* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

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New South Wales (NSW) achieved the highest market share in revenue and attendance amongst all states and territories in Australia, despite slight y-o-y declines in both revenue and attendance.

- **NSW** recorded the third-highest y-o-y decline in revenue (by 1.7% to $1.2b) and the third-highest y-o-y decline in attendance (by 4.2% to 9.8m) between 2024 and 2025.
- The revenue decline was primarily driven by y-o-y declines in revenue in **Special Events** (47.7%), **Comedy** (24.3%), **Theatre** (20.1%), **Ballet and Dance** (16.1%), **Musical Theatre** (15.6%), **Children's/Family** (10.1%), **Contemporary Music** (5.7%) and **Festivals (Multi-Category)** (5.6%). This decline was partially offset by y-o-y growth in **Circus and Physical Theatre** (142.8%), **Classical Music** (51.8%), **Opera** (50.6%) and **Festivals (Contemporary Music)** (30.6%).
- **Circus and Physical Theatre*** recorded significant growth in revenue due to an increase in attendance of 66.1% and an increase in the average ticket price. Top events included *Cirque du Soleil: Corteo, Now You See Me Live* and *Penn & Teller*.
- **Classical Music** recorded significant growth in revenue due to an increase in attendance of 15.4% and an increase in the average ticket price. Top events included *Hans Zimmer Live*, *The Music of Joe Hisaishi* and performances by Andrea Bocelli.
- **Opera** revenue increased primarily due to an increase in attendance of 35.0% and an increase in the average ticket price. Top events included *Carmen*, *Cinderella* and *La Traviata*.
- **Festivals (Contemporary Music)** revenue increased primarily due to an increase in attendance of 17.2% and an increase in the average ticket price. Major festivals included Bluesfest, Knockout Outdoor 2025: Return of the Circuz and Hypersonic Festival.
- **Special Events**, **Comedy**, **Theatre**, **Ballet and Dance**, **Musical Theatre**, **Children's/Family** and **Contemporary Music** recorded declines in revenue, primarily due to decreased attendance. **Festivals (Multi-Category)** recorded a decline in revenue despite an increase in attendance, primarily due to a fall in the average ticket price.
- Performances in regional NSW accounted for 7.7% of the state's total revenue and 10.0% of its total attendance.

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Victoria (VIC) achieved the second-highest market share in revenue and attendance amongst all states and territories in Australia, despite slight y-o-y declines in both revenue and attendance.

- **VIC** recorded the second-highest y-o-y decline in revenue (by 3.8% to $1.1b) and the fourth-highest y-o-y decline in attendance (by 3.5% to 9.5m) between 2024 and 2025.
- The revenue decline was primarily driven by y-o-y declines in **Special Events** (36.2%), **Comedy** (18.9%), **Musical Theatre** (17.1%), **Festivals (Multi-Category)** (7.7%), **Theatre** (7.2%) and **Contemporary Music** (6.9%). This decline was partially offset by y-o-y growth in **Circus and Physical Theatre** (117.6%), **Opera** (63.6%), **Festivals (Contemporary Music)** (35.7%), **Classical Music** (25.5%), **Ballet and Dance** (10.8%) and **Children's/Family** (4.1%).
- **Circus and Physical Theatre*** recorded significant growth in revenue due to an increase in attendance of 67.1% and an increase in the average ticket price. Top events included *Cirque du Soleil: Corteo*, *Penn & Teller* and *Blanc de Blanc Encore*.
- **Opera** revenue increased primarily due to an increase in attendance of 29.8% and an increase in the average ticket price. Top events included *Carmen*, *The Barber of Seville* and *Orpheus & Eurydice*.
- **Festivals (Contemporary Music)** revenue increased primarily due to an increase in attendance of 13.8% and an increase in the average ticket price. Major festivals included Beyond The Valley, Spilt Milk and Laneway Festival.
- **Classical Music** and **Ballet and Dance** recorded increases in revenue, primarily due to an increase in attendance by 14.4% and 17.6% respectively. **Children's/Family** revenue increased despite a 2.7% decline in attendance.
- **Special Events**, **Comedy**, **Musical Theatre**, **Theatre** and **Contemporary Music** recorded declines in revenue, primarily due to decreased attendance. **Festivals (Multi-Category)** recorded a decline in revenue despite an increase in attendance, primarily due to a fall in the average ticket price.
- Performances in regional VIC accounted for 8.7% of the state's total revenue and 6.8% of its total attendance.

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* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

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Despite experiencing y-o-y declines in revenue and attendance in 2025, Queensland (QLD) achieved the third-highest market share in both revenue and attendance among all states and territories.

- **QLD** recorded a y-o-y decline in revenue (by 1.5% to $506.4m) and a y-o-y decline in attendance (by 5.5% to 4.7m) between 2024 and 2025.
- The revenue decline was primarily driven by y-o-y declines in revenue in **Opera** (84.2%), **Musical Theatre** (30.7%), **Children's/Family** (26.9%), **Comedy** (26.3%) and **Festivals (Contemporary Music)** (13.3%). The decline was partially offset by y-o-y growth in **Circus and Physical Theatre** (516.9%), **Theatre** (115.9%), **Classical Music** (48.3%), **Festivals (Multi-Category)** (18.8%), **Special Events** (17.5%), **Ballet and Dance** (12.9%) and **Contemporary Music** (2.9%).
- **Circus and Physical Theatre*** revenue increased primarily due to an increase in attendance of 367.3% and an increase in the average ticket price. Top events included *Cirque du Soleil: Corteo, Blanc de Blanc Encore* and *Cirque Alice*.
- **Theatre** revenue increased due to an increase in attendance of 83.3% and an increase in the average ticket price. Top events included *The Dictionary of Lost Words*, *The 39 Steps* and *Julia*.
- **Classical Music** revenue increased primarily due to an increase in attendance of 16.1% and an increase in the average ticket price. Top events included *Hans Zimmer Live*, *The Man From Snowy River in Concert* and *Top Gun: Maverick in Concert*.
- **Festivals (Multi-Category)** revenue increased despite a decline in attendance of 19.2%. Major festivals included Woodford Folk Festival, Oktoberfest in the Gardens and Brisbane Festival.
- **Special Events** revenue increased primarily due to an increase in attendance of 78.8%. Top events included *RuPaul's Drag Race*, *The Christmas Spectacular* and *RockWiz Live!*.
- **Ballet and Dance** revenue increased primarily due to an increase in attendance of 7.6%. **Contemporary Music** revenue increased despite a decline in attendance of 4.5%, primarily due to an increase in the average ticket price.
- **Opera**, **Musical Theatre**, **Children's/Family**, **Festivals (Contemporary Music)** and **Comedy** recorded a decline in revenue, primarily due to decreased attendance.
- Performances in regional QLD accounted for 19.5% of the state's total revenue and 23.7% of its total attendance.

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In 2025, Western Australia (WA) recorded the second-highest y-o-y growth in revenue and the third-highest y-o-y growth in attendance among all states and territories in Australia.

- **WA** recorded the second-highest y-o-y growth in revenue (by 19.1% to $297.2m) and the third-highest y-o-y growth in attendance (by 4.3% to 3.0m) between 2024 and 2025.
- The growth in revenue was primarily driven by y-o-y increases in **Circus and Physical Theatre** (251.9%), **Opera** (63.8%), **Contemporary Music** (31.4%), **Musical Theatre** (24.9%), **Festivals (Contemporary Music)** (15.9%), **Festivals (Multi-Category)** (9.4%), **Theatre** (6.6%) and **Children's/Family** (4.8%). The growth in revenue was slightly offset by y-o-y declines in **Special Events** (43.1%), **Classical Music** (33.7%), **Ballet and Dance** (31.0%) and **Comedy** (24.3%).
- **Circus and Physical Theatre*** recorded significant growth in revenue due to an increase in attendance of 76.7% and an increase in the average ticket price. Top events included *Cirque du Soleil: Corteo, La Clique, Mystique* and *Circus Rio Carnival.*
- **Opera** revenue increased primarily due to an increase in attendance of 75.9% and an increase in the average ticket price. Top events included *Madama Butterfly*, *The Pirates of Penzance* and *Il Trovatore.*
- **Contemporary Music** revenue increased primarily due to an increase in attendance of 11.9% and an increase in the average ticket price. Top events included performances by AC/DC, Metallica and Drake.
- **Musical Theatre, Festivals (Contemporary Music), Theatre** and **Children's/Family** recorded increases in revenue, primarily due to increased attendance. **Festivals (Multi-Category)** revenue increased despite a 7.7% decline in attendance, primarily due to an increase in the average ticket price.
- **Special Events**, **Classical Music**, **Ballet and Dance** and **Comedy** recorded declines in revenue, primarily due to decreased attendance.
- Performances in regional WA accounted for 10.2% of the state's total revenue and 12.3% of its total attendance.

See p. 40

* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

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South Australia (SA) recorded the third-highest y-o-y growth in revenue and the fourth-highest y-o-y growth in attendance among all states and territories in Australia in 2025.

- **SA** recorded the third-highest y-o-y growth in revenue (by 8.1% to $189.7m) and the fourth-highest y-o-y growth in attendance (by 4.2% to 2.6m) between 2024 and 2025.
- The growth in revenue was primarily driven by y-o-y increases in **Circus and Physical Theatre** (299.5%), **Theatre** (47.7%), **Contemporary Music** (35.3%), **Ballet and Dance** (35.1%) and **Festivals (Multi-Category)** (1.8%). The growth in revenue was partially offset by y-o-y declines in **Special Events** (43.2%), **Comedy** (42.7%), **Children's/Family** (35.1%), **Musical Theatre** (20.9%), **Opera** (18.5%), **Festivals (Contemporary Music)** (11.1%) and **Classical Music** (7.0%).
- **Circus and Physical Theatre*** recorded significant growth in revenue due to an increase in attendance of 108.6% and an increase in the average ticket price. Top events included *Cirque du Soleil: Corteo*, *Silvers Circus* and *Cosentino – Decennium.*
- **Theatre** revenue increased primarily due to an increase in attendance of 29.5% and an increase in the average ticket price. Top events included *And Then There Were None, The Dictionary of Lost Words* and *Housework.*
- **Contemporary Music** revenue increased primarily due to an increase in attendance of 15.4%. Top events included performances by Metallica, Katy Perry and AC/DC.
- **Ballet and Dance** and **Festivals (Multi-Category)** recorded increases in revenue, primarily due to increases in attendance of 86.0% and 5.3%, respectively.
- **Special Events**, **Comedy**, **Children's/Family**, **Musical Theatre, Opera**, **Festivals (Contemporary Music)** and **Classical Music** recorded declines in revenue, primarily due to decreased attendance.
- Performances in regional SA accounted for 2.3% of the state's total revenue and 2.8% of its total attendance.

See p. 43

Due to their population size, Australian Capital Territory (ACT), Tasmania (TAS) and Northern Territory (NT) contributed the least to overall live performance revenue and attendance in Australia in 2025. However, ACT recorded the highest y-o-y growth in revenue, while TAS recorded the highest y-o-y growth in attendance among all states and territories.

- **TAS** recorded the highest y-o-y decline in revenue (by 5.0% to $28.8m) and the highest y-o-y growth in attendance (by 26.7% to 0.5m) between 2024 and 2025.
- The decline in revenue was primarily driven by y-o-y declines in **Ballet and Dance**, **Classical Music**, **Festivals (Contemporary Music)**, **Musical Theatre**, **Contemporary Music**, **Special Events**, **Theatre**, **Circus and Physical Theatre** and **Comedy**. The growth in attendance was primarily driven by y-o-y growth in **Children's/Family**, **Festivals (Multi-Category)** and **Opera.** Top events included Dark Mofo, Party in the Paddock Festival and Great Escape NYE Festival.
- **ACT** recorded the highest y-o-y growth in revenue (by 26.3% to $38.1m) and the second-highest y-o-y growth in attendance (by 8.3% to 0.4m) between 2024 and 2025.
- These results were primarily driven by y-o-y growth in **Festivals (Contemporary Music)**, **Festivals (Multi-Category)**, **Ballet and Dance**, **Children's/Family** and **Classical Music**. Top events included Spilt Milk Festival, *Bluey's Big Play* and performances by Ricky Martin.
- **NT** recorded the fourth-highest y-o-y growth in revenue (by 2.1% to $8.6m) and the highest y-o-y decline in attendance (by 27.8% to 0.2m) between 2024 and 2025.
- **NT** revenue growth was primarily driven by y-o-y growth in **Musical Theatre**, **Children's/Family**, **Contemporary Music**, **Classical Music** and **Festivals (Multi-Category)**. The decline in attendance was primarily driven by y-o-y declines in **Special Events**, **Theatre**, **Circus and Physical Theatre**, **Ballet and Dance**, **Classical Music**, **Festivals (Multi-Category)** and **Festivals (Contemporary Music)**. Top events included Darwin Festival, BASSINTHEGRASS Music Festival and The Top End Gin Festival.
- Combined, performances in regional TAS, ACT and NT accounted for 46.0% of total revenue and 34.6% of total attendance.

See p. 46

* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

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As the two most populated states, NSW and VIC combined generated the largest share of revenue and attendance.

- **NSW** represented the largest market share of revenue and attendance among all states and territories in Australia, accounting for 35.6% and 31.8% of the national market share of revenue and attendance respectively in 2025.
- **VIC** represented the second-highest market share of revenue and attendance among all the states and territories in Australia, accounting for 32.5% and 31.0% of the national market share of revenue and attendance respectively in 2025.
- Combined, **NSW** and **VIC** generated approximately 68.1% of Australia's live performance revenue and 62.8% of attendance in 2025.
- National spend per capita in 2025 was $120.57. **VIC** and **NSW** held the top positions in spend per capita in 2025, with $152.82 (26.8% higher than national spend per capita) and $138.20 (14.6% higher than national spend per capita), respectively.

See p. 31, p. 34, p. 23, p. 24

Historically, **NSW** and **VIC** have accounted for the largest market shares of revenue and attendance across most categories. Notable exceptions in 2025 included:

- **Festivals (Multi-Category)**, where SA and WA jointly accounted for 51.6% of the national market share of revenue and 62.0% of the national market share of attendance. Major annual festivals held in SA and WA included Adelaide Fringe, Adelaide Festival, Adelaide Beer & BBQ Festival, Fringe World Festival, Perth Festival and Oktoberfest in the Gardens.
- **Special Events**, where QLD and VIC combined accounted for the largest market shares of revenue (61.7%) and attendance (70.3%). Top events included *RuPaul's Drag Race*, *The Christmas Spectacular, RocKwiz Live!* and *The Greatest Christmas Show*.
- **Circus and Physical Theatre**, where NSW and QLD jointly accounted for 53.7% of the national market share of revenue and 54.6% of the national market share of attendance. Top events included *Cirque du Soleil: Corteo, Now You See Me Live, Blanc de Blanc Encore* and *Cirque Alice*.

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2025 Analysis of Top 5 Categories and Top 3 Biggest Changes

Categories with the highest industry share and the biggest y-o-y change

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Top 5 Categories – Revenue and Attendance — 2024 - 2025

Revenue 2025		
Category	Total Revenue	Industry Share
Contemporary Music	$1,794,208,278	53.5%
Musical Theatre	$442,298,542	13.2%
Festivals (Contemporary Music)	$399,885,481	11.9%
Classical Music	$133,079,955	4.0%
Comedy	$129,905,173	3.9%

Attendance 2025		
Category	Total Attendance	Industry Share
Contemporary Music	13,744,540	44.8%
Musical Theatre	3,651,468	11.9%
Festivals (Multi-Category)	2,455,531	8.0%
Comedy	2,187,275	7.1%
Festivals (Contemporary Music)	2,108,737	6.9%

Top 3 Changes by Category — 2024 - 2025

Biggest Increase in Revenue	
Category	Increase from 2024
Circus and Physical Theatre*	159.6%
Opera	48.0%
Classical Music	28.6%

Biggest Decline in Revenue	
Category	Decrease from 2024
Special Events	(30.1%)
Comedy	(24.0%)
Musical Theatre	(16.8%)

Biggest Increase in Attendance	
Category	Increase from 2024
Circus and Physical Theatre*	88.1%
Opera	33.2%
Festivals (Multi-Category)	10.1%

Biggest Decline in Attendance	
Category	Decrease from 2024
Musical Theatre	(16.6%)
Special Events	(10.4%)
Comedy	(10.2%)

* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

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Overall Category Results

This section presents an analysis for each of the 12 event categories, as defined in Appendix B.

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In 2025, the live performance industry recorded a marginal decline in revenue and a slight decline in attendance after reaching record highs in 2024. While the overall market remained resilient, results varied across categories, reflecting softer ticket sales and ongoing economic pressures across the industry. A few key categories continued to grow and support overall industry performance, while several others recorded y-o-y declines in both revenue and attendance.

In 2025, **Circus and Physical Theatre**, **Classical Music**, **Festivals (Contemporary Music)**, **Festivals (Multi-Category)** and **Opera** recorded y-o-y growth in both revenue and attendance. **Contemporary Music**, **Musical Theatre**, **Festivals (Contemporary Music)**, **Classical Music** and **Comedy** were significant contributors to the live performance industry. The industry's overall average ticket price increased and was largely attributable to increased operating costs across the live performance industry.

- **Circus and Physical Theatre*** recorded the highest growth in revenue (by 159.6% to $64.7m) and attendance (by 88.1% to 0.7m) among all categories in 2025. The increase in the average ticket price (by 40.3% to $95.32) further contributed to the growth in revenue. Growth in this category fluctuates annually due to international touring. The significant growth in 2025 was primarily driven by the inclusion of data from Cirque du Soleil's national tour of *Corteo*. Other top events included *Now You See Me Live*, *Blanc de Blanc Encore*, *Penn & Teller* and *Cirque Alice*. Despite this growth, Circus and Physical Theatre accounted for a relatively small share of total industry revenue (1.9%) and attendance (2.4%). See p. 59
- **Contemporary Music** recorded a marginal y-o-y decline in revenue (by 0.9% to $1.8b) and attendance (by 2.4% to 13.7m) in 2025. The increase in the average ticket price (by 2.0% to $138.15) partially offset the decline in revenue. These results are the second-highest recorded for this category. **Contemporary Music** accounted for the largest market share of revenue (53.5%) and attendance (44.8%). Between 2011 and 2025, **Contemporary Music** revenue increased by 232.7% and attendance increased by 131.4%. Major tours in 2025 included Lady Gaga, Oasis, AC/DC, Luke Combs, Drake, Tyler, The Creator, Billie Eilish, Metallica and Kendrick Lamar. See p. 68
- **Musical Theatre** recorded a y-o-y decline in revenue (by 16.8% to $442.3m) and attendance (by 16.6% to 3.7m) in 2025. The average ticket price decreased marginally (by 0.2% to $127.15). **Musical Theatre** accounted for the second-largest market share of revenue (13.2%) and attendance (11.9%) among all categories in 2025. However, its share of the overall live performance market declined compared with 2024, when the category accounted for 15.9% of revenue and 13.9% of attendance. Between 2011 and 2025, **Musical Theatre** revenue increased by 79.2% and attendance increased by 30.4%. Top events in 2025 were *MJ the Musical*, *Beetlejuice - The Musical*, *The Book of Mormon*, *Jesus Christ Superstar* and *Beauty and the Beast*. See p. 77
- **Festivals (Contemporary Music)** recorded y-o-y growth in revenue (by 20.7% to $399.9m) and attendance (by 4.9% to 2.1m) in 2025. These are the highest-ever recorded revenue and attendance results for this category. The increase in the average ticket price (by 14.1% to $206.17) further contributed to the growth in revenue. The return of festivals that did not proceed in 2024, such as Spilt Milk, also contributed to the category's growth. Between 2011 and 2025, revenue increased by 314.6% and attendance increased by 114.1%, partly reflecting the incremental inclusion of new data providers over time. Major festivals included Beyond The Valley, Bluesfest, Knockout Outdoor 2025: Return of the Circuz, Spilt Milk, Laneway Festival, Hypersonic Festival, CMC Rocks and Good Things Festival. See p. 71
- **Classical Music** recorded the third-highest y-o-y growth in revenue (by 28.6% to $133.1m) and the fourth-highest y-o-y growth in attendance (by 6.7% to 1.5m) among all categories in 2025. The increase in the average ticket price (by 19.2% to $106.10) further contributed to the growth in revenue. These are the highest-ever recorded revenue and attendance results for this category. Between 2011 and 2025, **Classical Music** revenue increased by 121.4% and attendance increased by 41.6%. Major events included *Hans Zimmer Live*, *The Music of Joe Hisaishi*, The Salvation Army's *Carols in the Domain* and performances by Andrea Bocelli. See p. 62

* Cirque du Soleil's *Luzia* was presented in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

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Comedy remained a significant contributor to the live performance industry despite recording y-o-y declines in revenue and attendance.

Opera and Festivals (Multi-Category) recorded y-o-y increases in revenue driven by growth in attendance.

- **Comedy** recorded a y-o-y decline in revenue (by 24.0% to $129.9m) and attendance (by 10.2% to 2.2m) in 2025. The decrease in the average ticket price (by 15.3% to $62.82) further contributed to the decline in revenue. **Comedy** remained the fifth-largest category by revenue (3.9%) and the fourth-largest by attendance (7.1%). Between 2011 and 2025, **Comedy** revenue increased by 149.8% and attendance increased by 116.3%. Top events in 2025 included the Melbourne International Comedy Festival and performances by Sooshi Mango and international comedians such as Kevin Hart, Jimmy O. Yang, Paul Smith, Graham Norton, Urzila Carlson and Sarah Millican. See p. 65
- **Opera** recorded the second-highest y-o-y growth in revenue (by 48.0% to $46.0m) and attendance (by 33.2% to 0.4m) among all categories in 2025. The increase in the average ticket price (by 7.1% to $139.59) further contributed to the growth in revenue. Top events included *Carmen*, *Cinderella*, *La Traviata*, *Great Opera Hits*, *The Barber of Seville* and *La Bohème*. Between 2011 and 2025, **Opera** revenue declined by 2.7% and attendance declined by 18.8%, while the average ticket price increased by 12.0%. **Opera** revenue returned to pre-pandemic levels in 2025; however, attendance remained below pre-pandemic levels. See p. 80
- **Festivals (Multi-Category)** recorded y-o-y growth in revenue (by 10.1% to $92.6m) and attendance (by 10.1% to 2.5m) in 2025. The decline in the average ticket price (by 2.9% to $42.15) partially offset the growth in revenue. This is the highest revenue recorded for the category, while attendance was the second-highest recorded (with 2018 being the highest). The inclusion of new data providers partially explains the growth in revenue and attendance. Major festivals in 2025 included Adelaide Fringe, Adelaide Festival, Fringe World Festival (Perth), Perth Festival, Woodford Folk Festival, Dark Mofo, RISING, Sydney Festival, Oktoberfest in the Gardens and Darwin Festival. Between 2011 and 2025, **Festivals (Multi-Category)** revenue increased by 686.4% and attendance increased by 913.8%. See p. 74

Ballet and Dance, Children's/Family and Special Events recorded y-o-y declines in revenue, driven by decreased attendance and a fall in the average ticket price in 2025.

Theatre recorded a y-o-y decline in revenue, driven by decreased attendance and partially offset by an increase in the average ticket price.

- **Ballet and Dance** recorded a slight y-o-y decline in revenue (by 4.7% to $69.6m) and attendance (by 3.4% to 0.7m) in 2025. The decline in the average ticket price (by 3.2% to $109.17) further contributed to the decrease in revenue. Major performances included *The Sleeping Beauty*, *The Nutcracker*, *Manon*, *Nijinsky*, *Swan Lake*, *Carmen*, *Prism* and *Cinderella*. Between 2011 and 2025, **Ballet and Dance** revenue increased by 17.6%, despite a decrease in attendance by 26.2%. This was due to an increase in the average ticket price by 51.8% over this period. See p. 53
- **Children's/Family** recorded a y-o-y decline in revenue (by 8.4% to $70.7m) and attendance (by 5.4% to 1.8m) in 2025. The decline in the average ticket price (by 0.9% to $45.69) further contributed to the decrease in revenue. However, the revenue and attendance results were the second-highest recorded for this category (with 2024 being the highest). Top events included *Disney on Ice: Find Your Hero*, *Bluey's Big Play*, *Gabby's Dollhouse Live!* and performances by The Wiggles. Between 2011 and 2025, **Children's/Family** revenue increased by 20.2% and attendance increased by 23.5%. See p. 56
- **Special Events** recorded the highest y-o-y decline in revenue (by 30.1% to $7.0m) and the second-highest y-o-y decline in attendance (by 10.4% to 0.2m) among all categories in 2025. The decrease in the average ticket price (by 33.6% to $39.60) further contributed to the decline in revenue. Top events included *The Christmas Spectacular*, *RocKwiz Live!*, *RuPaul's Drag Race*, *Bonfire Night 2025* and *Carols by Candlelight*. The **Special Events** category is highly variable, as it depends on whether events and performances can be classified into other categories. See p. 83
- **Theatre** recorded a y-o-y decline in revenue (by 3.8% to $101.4m) and attendance (by 9.1% to 1.3m) in 2025. The increase in the average ticket price (by 5.2% to $88.23) partially offset the decline in revenue. Top events included *And Then There Were None*, *The Play That Goes Wrong*, *A Christmas Carol*, *The Talented Mr. Ripley*, *RBG: Of Many, One*, *Rebecca*, *Critical Role Live*, *Julia* and *The 39 Steps*. Between 2011 and 2025, **Theatre** revenue increased by 53.9%, despite a decrease in attendance by 8.7%. This was due to an increase in the average ticket price by 57.2% over this period. See p. 86

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Contemporary Music and Musical Theatre continue to be the top contributors to the overall live performance market in 2025.

- The top five categories were **Contemporary Music**, **Musical Theatre**, **Festivals (Contemporary Music)**, **Classical Music** and **Comedy**. These categories jointly accounted for 86.5% of industry revenue and 75.5% of attendance in 2025.
- Consistent with previous years, **Contemporary Music** and **Musical Theatre** remained the two largest categories in the industry in terms of both revenue and attendance. In 2025, these two categories jointly accounted for 66.7% of total revenue and 56.7% of total attendance across Australia's live performance industry.

See p. 15

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Introduction

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Photo: *Amazônia,* presented by Adelaide Fringe
Photo Credit: Razan Fakhouri

Scope of Work and Approach

Defining tasks performed and our approach

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Scope of Work

EY was engaged by LPA to prepare the 2025 Live Performance Attendance and Revenue Report (The Report). For the purposes of this Report, the live performance industry encompasses performances, productions, previews and concerts that are performed in front of a live and/or virtual audience.

The scope of our work included:

- Data collected from Data Providers on the number of ticket sales and associated revenue for the live performance industry in Australia ("2025 national data"). LPA helped to facilitate the data collection process.
- Analysis of the 2025 national data on an overall basis, in comparison to previous years, by states and territories and by event categories.
- Incorporation of the data from a selection of larger regional venues into the report.

This Report follows the previous annual ticketing reports published by LPA since 2006 for which EY has provided its assistance to LPA in preparing those reports.

Approach

EY has obtained data from ticketing companies, self-ticketing venues, event promoters and National Performing Arts Partnership (NPAP) companies (collectively referred to in this Report as the “Data Providers”). A list of the Data Providers is provided in Appendix A of this Report.

Based on the guidelines established by LPA, the Data Providers assigned their ticketing data to defined event categories. These event categories are described in Appendix B of this Report.

Further, as part of these guidelines, the ticketing companies and venues were requested to exclude from their data all events produced or presented by the NPAP companies. This was to avoid double counting of revenue and attendance data.

EY received data directly from Data Providers. EY and Data Providers signed confidentiality agreements when requested. As a result, and consistent with our agreement, EY did not divulge disaggregated raw survey data or event-specific revenue or ticketing data to LPA.

EY’s scope of work did not encompass a detailed review of all data to determine the appropriateness of event and category allocations. However, obvious anomalies that were evident, without performing any procedures, were identified by EY and corrected as part of the data analysis in consultation with LPA. Examples of such anomalies included:

- Events which were wrongly classified and required reallocation. For example, music festivals reallocated to Festivals (Contemporary Music).
- Exclusion of non-live performance events such as sporting events, talk shows, fashion festivals, food festivals (that do not include music line ups), workshops, cinema screenings, award nights and graduation ceremonies.
- Exclusion of amateur events such as school performances, dance academy concerts and other community group performances.

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Scope of Work and Approach

Limitations and report changes from previous years

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Limitations

The information and analysis contained in this Report is based on ticketing data provided by Data Providers as outlined in Appendix A of this Report. We do not imply and it should not be construed that we have verified any of the information provided to us, or that our enquiries could have identified any matter that a more extensive examination might disclose.

As with previous reports, data on ticket revenue and attendances for the live performance industry were limited to those provided by the Data Providers. Whilst national in reach, the coverage of this Report excludes events in some regional venues as well as contract-fee performances by NPAP companies. Small to medium companies and independent theatre are also under-represented as many of these companies either self-ticket or use ticketing service providers and venues not currently included in the Report. LPA and EY are working towards improving the Report's inclusion of these events by increasing the regional providers' dataset.

It is important to note that festivals are under-reported in this Report as some festivals maintain their own ticketing systems and many of these do not contribute data into this Report. The inclusion of ticketing data from Oztix, Moshtix and Ticketbooth (which includes data from festivals) and directly from festival promoters addresses some previous under-reporting in the festivals categories. However, revenue and attendance are likely to be undervalued in the category because a number of boutique festival events are self-ticketed and are not presently contributing data to the Report. For numerous festivals, the Report also only documents paid tickets and does not include the substantial unpaid and/or non-ticketed components.

The Contemporary Music category is subject to similar limitations, as pub and club venues that self-ticket, or use ticketing companies who are not covered in the Report are not included in the results. However, data from Oztix, Ticketek, Ticketmaster and Moshtix helps to decrease the level of under-reporting, as these ticketing agencies include smaller performances at certain bars and hotels.

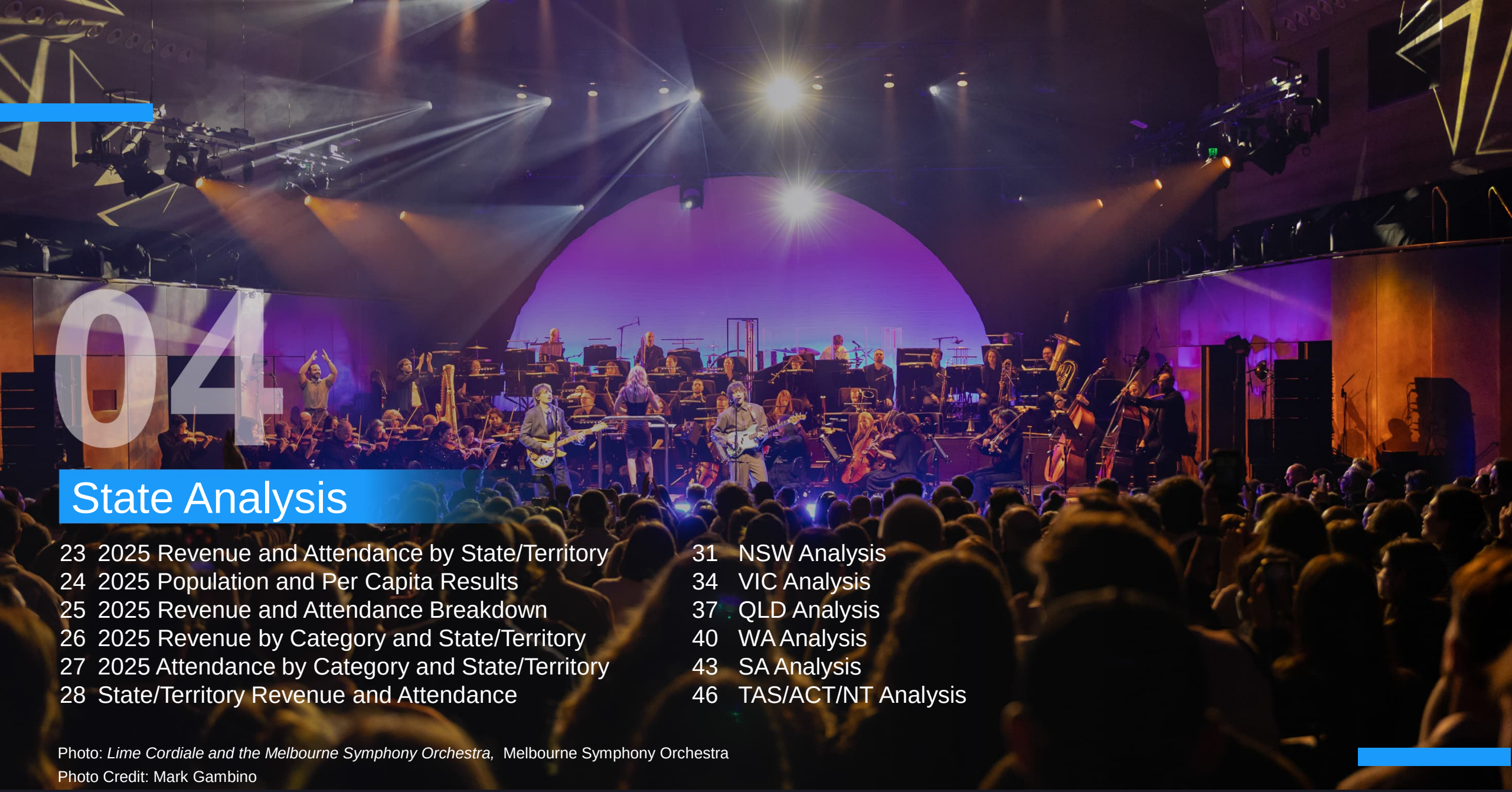
This Report provides a conservative estimate of the total ticket revenue and attendances sourced from live performance events in Australia.

As part of our analysis, the 2025 data was compared with historical data obtained directly from the ticketing companies, self-ticketing venues, event promoters and NPAP companies (Data Providers) and was published in the Live Performance Australia's Live Performance Industry in Australia 2010 – 2024 Reports.

Changes in the Report compared to previous years

- In 2016, the term Festivals (Single-Category) was renamed Festivals (Contemporary Music) (by LPA) and is currently referred to as Festivals (Contemporary Music).
- In 2024, new data were included that illustrate the percentage of live performances held in Metropolitan and Regional locations and their relative contribution to revenue and attendance.
- New Data Providers in 2025 were Australian Festival of Chamber Music, AXS, Belco Arts, City of Monash (Monash Arts, Culture and Events), Dark Mofo, Woodford Folk Festival, Orchestra Victoria and Performing Lines.

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State Analysis

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Photo: *Lime Cordiale and the Melbourne Symphony Orchestra,* Melbourne Symphony Orchestra
Photo Credit: Mark Gambino

2025 Revenue and Attendance by State/Territory

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Revenue and Attendance by State/Territory — 2024 and 2025

	Revenue				Attendance			
State/Territory	Revenue	Share of Industry (2025)	Share of Industry (2024)	Change in Revenue from 2024	Tickets	Share of Industry (2025)	Share of Industry (2024)	Change in Attendance from 2024
New South Wales	$1,194,168,336	35.6%	36.2%	(1.7%)	9,767,574	31.8%	32.4%	(4.2%)
Victoria	$1,088,345,381	32.5%	33.7%	(3.8%)	9,528,040	31.0%	31.4%	(3.5%)
Queensland	$506,376,248	15.1%	15.3%	(1.5%)	4,673,809	15.2%	15.7%	(5.5%)
Western Australia	$297,169,173	8.9%	7.4%	19.1%	3,024,551	9.9%	9.2%	4.3%
South Australia	$189,696,396	5.7%	5.2%	8.1%	2,635,837	8.6%	8.0%	4.2%
Tasmania	$28,823,220	0.9%	0.9%	(5.0%)	509,374	1.7%	1.3%	26.7%
Australian Capital Territory	$38,148,720	1.1%	0.9%	26.3%	410,421	1.3%	1.2%	8.3%
Northern Territory	$8,581,218	0.3%	0.3%	2.1%	155,248	0.5%	0.7%	(27.8%)
Total	**$3,351,308,693**	**100.0%**	**100.0%**	**(0.1%)**	**30,704,853**	**100.0%**	**100.0%**	**(2.4%)**

Analysis

- In 2025, the live performance industry across Australia recorded a slight y-o-y decrease in both revenue (0.1%) and attendance (2.4%).
- NSW had the highest industry share of revenue (35.6%) and highest share of attendance (31.8%) in Australia.
- The market share of revenue and attendance across states and territories in 2025 remained broadly consistent with 2024.

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2025 Population and Per Capita Results

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Per Capita Results 2025

State/Territory	Population (2025) (m) *as per Australian Bureau of Statistics*	Share of Population	Share of Industry Revenue	Share of Industry Attendance	Spend per Capita
New South Wales	8.64	31.1%	35.6%	31.8%	$138.20
Victoria	7.12	25.6%	32.5%	31.0%	$152.82
Queensland	5.71	20.6%	15.1%	15.2%	$88.65
Western Australia	3.08	11.1%	8.9%	9.9%	$96.59
South Australia	1.91	6.9%	5.7%	8.6%	$99.29
Tasmania	0.58	2.1%	0.9%	1.7%	$49.77
Australian Capital Territory	0.49	1.8%	1.1%	1.3%	$78.30
Northern Territory	0.27	1.0%	0.3%	0.5%	$32.08
Total	**27.80**	**100.0%**	**100.0%**	**100.0%**	**$120.57**

Per capita results

A comparison of each state and territory's share of the live performance industry against population provides insight into spend per capita, as well as the concentration of the industry relative to where people live. The above table shows that NSW and VIC command a larger share of revenue and attendance compared to their share of Australia's population.

Comments

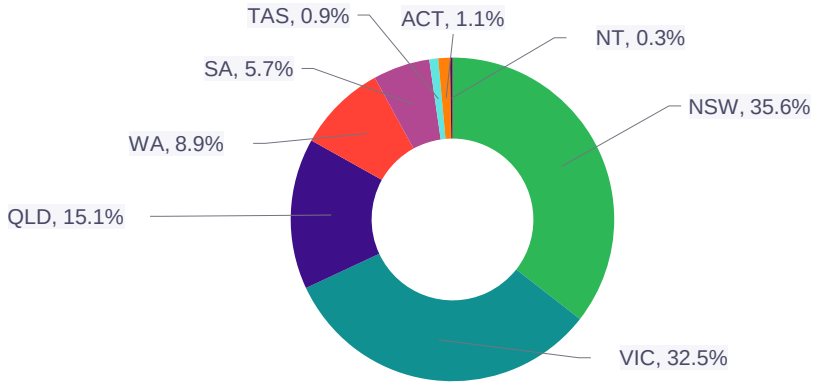
- The state and territory breakdowns do not take into account people who travel from interstate or overseas to attend a live performance. The industry share accounts for the state or territory in which the performance took place. As such, the revenue and attendance of the performance are fully attributed to the state in which the performance is held. This is particularly relevant for categories such as Musical Theatre where musicals open their season in a particular state and often attract significant audience visitation from outside that state.
- NSW and VIC continued to account for the highest share in industry revenue and attendance respectively, due to the following reasons:
  - Some of Australia's largest performing arts companies are based in NSW and VIC and hold the bulk of their performances in Sydney and Melbourne. These companies include Opera Australia (Sydney), Melbourne Symphony Orchestra, Sydney Symphony Orchestra and The Australian Ballet (Melbourne).
  - Destination NSW and Visit Victoria are particularly active in the major events markets and have been successful in attracting major live performance events to these states.
  - Some international contemporary music acts only tour to NSW and VIC.
- VIC ($152.82) and NSW ($138.20) hold top positions in per capita spend amongst all states and territories in 2025. VIC and NSW are the only states that are above the national per capita spend ($120.57).

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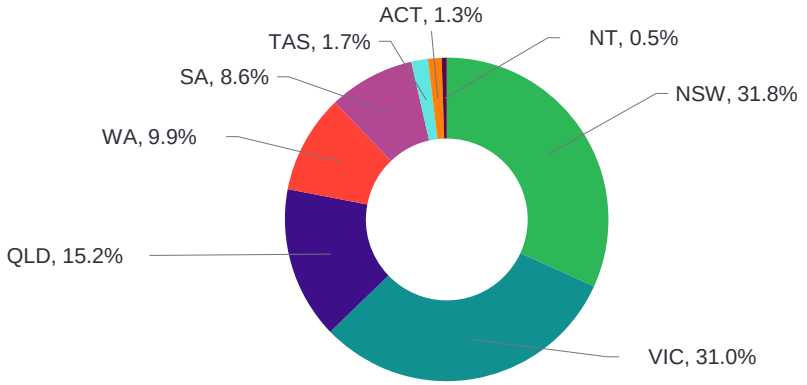
2025 Revenue and Attendance Breakdown

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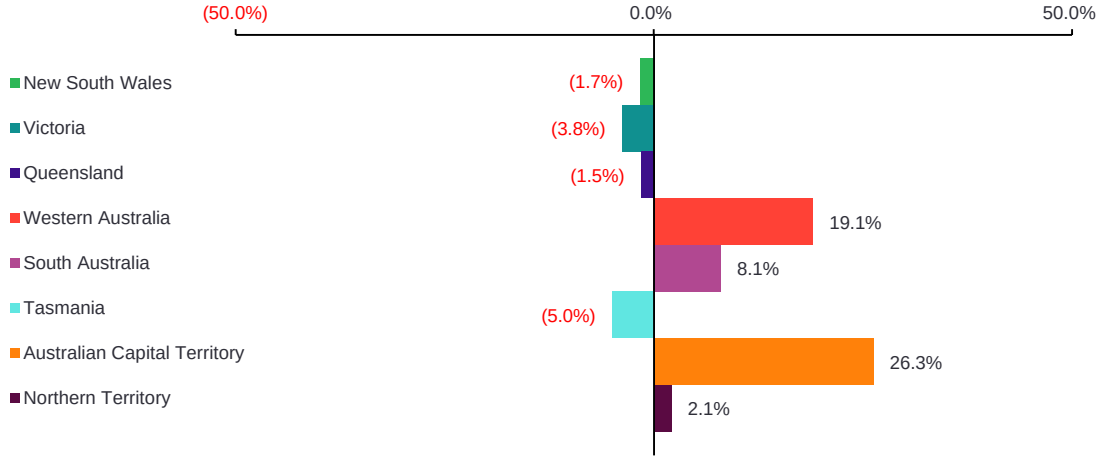
Market Share (Revenue) by State/Territory — 2025



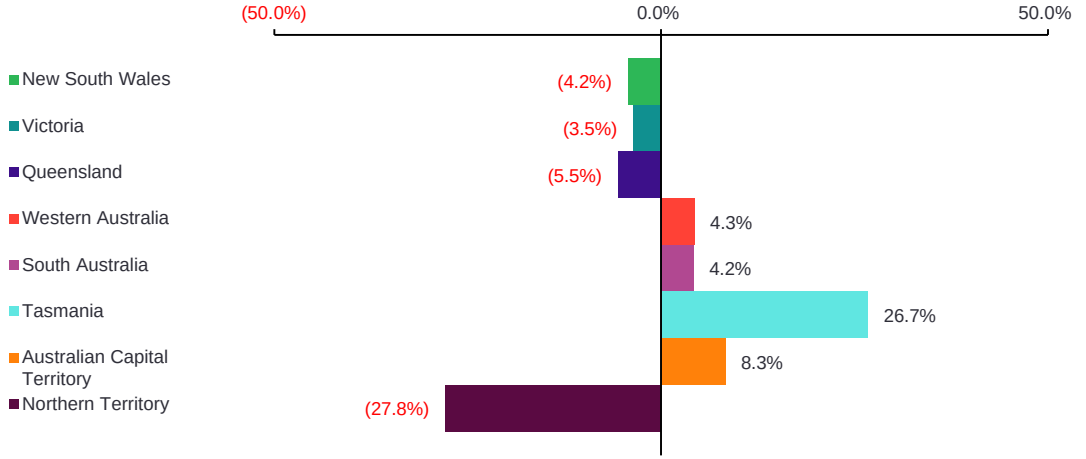
Market Share (Attendance) by State/Territory — 2025



Percentage Movement in Revenue by State/Territory — 2024 → 25



Percentage Movement in Attendance by State/Territory — 2024 → 25



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2025 Revenue by Category and State/Territory

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Revenue by Category and State/Territory — 2025

Category	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	Total
Ballet and Dance	$26,828,482	$16,956,125	$13,777,924	$5,905,193	$3,345,162	$447,388	$2,118,745	$216,868	$69,595,885
Children's/Family	$24,181,070	$19,691,564	$10,615,364	$7,724,842	$4,304,270	$1,090,914	$2,622,526	$446,554	$70,677,102
Circus and Physical Theatre	$17,654,218	$15,905,042	$17,089,966	$8,483,287	$3,431,945	$1,430,136	$568,381	$111,095	$64,674,071
Classical Music	$63,126,960	$34,406,748	$17,817,452	$8,922,045	$5,358,876	$1,612,779	$1,660,815	$174,280	$133,079,955
Comedy	$31,975,753	$55,110,473	$20,589,268	$12,228,026	$4,635,742	$1,207,384	$3,631,449	$527,077	$129,905,173
Contemporary Music	$654,053,662	$598,034,826	$273,832,749	$156,720,246	$90,059,998	$11,097,769	$9,217,842	$1,191,187	$1,794,208,278
Festivals (Contemporary Music)	$140,656,367	$126,477,817	$64,865,181	$28,074,475	$18,704,271	$6,541,464	$12,703,399	$1,862,506	$399,885,481
Festivals (Multi-Category)	$13,073,962	$8,782,103	$13,722,423	$15,889,335	$31,835,973	$4,741,234	$989,404	$3,585,730	$92,620,164
Musical Theatre	$148,711,815	$169,657,264	$57,389,320	$42,964,231	$22,232,418	$179,714	$778,186	$385,594	$442,298,542
Opera	$35,388,293	$6,357,755	$128,611	$2,370,150	$1,148,009	$65,102	$529,212	$25,314	$46,012,447
Special Events	$1,576,509	$1,988,529	$2,303,078	$492,917	$201,759	$124,466	$277,730	$0	$6,964,987
Theatre	$36,941,246	$34,977,137	$14,244,912	$7,394,425	$4,437,973	$284,870	$3,051,030	$55,014	$101,386,608
Total	**$1,194,168,336**	**$1,088,345,381**	**$506,376,248**	**$297,169,173**	**$189,696,396**	**$28,823,220**	**$38,148,720**	**$8,581,218**	**$3,351,308,693**

Analysis

- In 2025, Contemporary Music and Musical Theatre were the two largest categories in the industry, generating 53.5% and 13.2% of overall revenue, respectively. Circus and Physical Theatre recorded the highest y-o-y increase in revenue among all categories (159.6%), followed by Opera (48.0%). However, their overall contributions to total industry revenue remained relatively low, at 1.9% and 1.4%, respectively.

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2025 Attendance by Category and State/Territory

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Attendance by Category and State/Territory 2025

Category	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	Total
Ballet and Dance	226,810	173,661	142,649	78,103	46,115	6,235	19,547	6,260	699,380
Children's/Family	637,008	429,513	262,951	220,944	115,445	46,532	61,292	21,024	1,794,707
Circus and Physical Theatre	190,728	190,409	206,413	77,568	33,313	17,694	9,360	1,988	727,473
Classical Music	560,979	480,665	189,650	130,373	66,979	28,046	19,206	8,419	1,484,317
Comedy	377,326	1,181,385	336,334	148,950	60,232	20,579	52,988	9,481	2,187,275
Contemporary Music	4,742,619	4,426,737	2,232,076	1,310,874	741,619	163,543	106,809	20,263	13,744,540
Festivals (Contemporary Music)	784,781	570,051	345,527	179,779	118,201	36,719	57,202	16,477	2,108,737
Festivals (Multi-Category)	289,253	200,904	180,574	365,051	1,157,601	175,497	25,577	61,074	2,455,531
Musical Theatre	1,204,754	1,368,141	467,798	371,894	220,568	2,711	9,636	5,966	3,651,468
Opera	239,561	61,308	7,401	25,239	12,072	1,135	7,190	2,496	356,403
Special Events	38,948	45,117	120,080	17,668	4,352	4,539	4,236	-	234,940
Theatre	474,807	400,149	182,356	98,108	59,340	6,144	37,378	1,800	1,260,082
Total	**9,767,574**	**9,528,040**	**4,673,809**	**3,024,551**	**2,635,837**	**509,374**	**410,421**	**155,248**	**30,704,853**

Analysis

- In 2025, Contemporary Music and Musical Theatre were the two largest categories in the industry by attendance, accounting for 44.8% and 11.9% of total industry attendance, respectively. Circus and Physical Theatre recorded the highest y-o-y increase in attendance among all categories (88.1%), followed by Opera (33.2%).

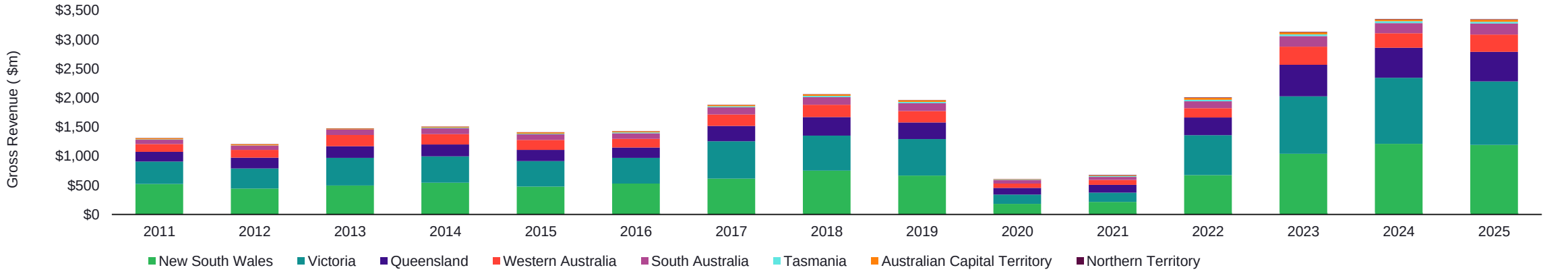
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State/Territory Revenue and Attendance

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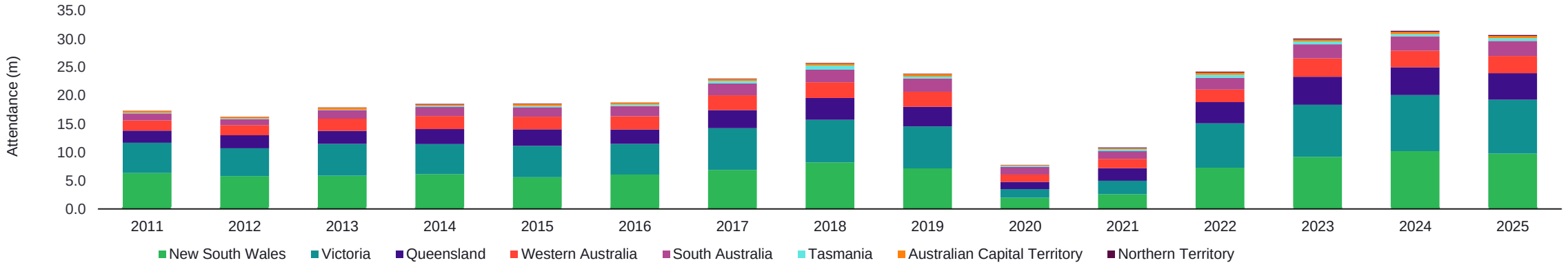
Revenue by State/Territory

2011 → 2025



Attendance by State/Territory

2011 → 2025



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Revenue by State/Territory

2011 → 2025

Year	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	Total
2011	$523,903,477	$385,643,996	$165,840,931	$131,936,782	$77,215,957	$6,739,343	$16,178,998	$1,727,665	**$1,309,187,150**
2012	$446,063,403	$344,389,414	$183,775,420	$134,131,622	$73,536,693	$4,221,182	$17,293,297	$1,472,520	**$1,204,883,551**
2013	$497,463,659	$473,516,913	$200,178,524	$194,312,089	$93,864,893	$2,402,818	$15,104,224	$2,133,774	**$1,478,976,893**
2014	$547,173,799	$450,034,039	$203,918,468	$177,326,653	$100,944,048	$11,600,525	$13,852,222	$3,114,197	**$1,507,963,952**
2015	$478,077,501	$436,933,907	$195,336,838	$168,688,271*	$96,804,782	$10,641,913	$23,506,143	$3,219,331	**$1,413,208,686**
2016	$530,186,274	$440,330,153	$180,304,512	$147,807,422	$94,316,578	$14,743,791	$19,564,660	$3,146,303	**$1,430,399,693**
2017	$615,837,613	$639,876,934	$263,878,152	$196,671,338	$123,525,390	$16,203,732	$24,794,403	$3,354,321	**$1,884,141,882**
2018	$753,667,850	$600,318,261**	$317,179,536	$211,421,549	$131,560,865	$18,965,730	$27,848,747	$2,923,333	**$2,063,885,872**
2019	$666,736,971	$627,378,900	$286,191,954	$194,184,329	$133,455,773	$22,522,431	$31,517,432	$2,653,762	**$1,964,641,552**
2020	$182,518,521	$158,294,023	$116,868,728	$72,739,451	$59,698,701	$9,304,123	$5,700,108	$849,939	**$605,973,596**
2021	$217,159,216	$157,935,937	$132,908,255	$84,984,114	$54,221,032	$14,216,098	$12,112,793	$5,247,513	**$678,784,958**
2022	$676,123,998	$684,355,036	$303,028,944	$160,568,169	$117,992,021	$25,303,434	$33,063,416	$6,933,522	**$2,007,368,540**
2023	$1,043,883,264	$984,651,772	$539,301,164	$312,624,434	$181,482,228	$29,136,092	$36,717,982	$8,791,730	**$3,136,588,666**
2024	$1,214,354,137	$1,131,368,510	$514,021,690	$249,584,175	$175,555,898	$30,338,299	$30,209,717	$8,401,785	**$3,353,834,211**
2025	**$1,194,168,336**	**$1,088,345,381**	**$506,376,248**	**$297,169,173**	**$189,696,396**	**$28,823,220**	**$38,148,720**	**$8,581,218**	**$3,351,308,693**

Analysis

- In 2025, NSW had the highest market share of revenue among all states and territories in Australia, accounting for 35.6% of national industry revenue.

* The 2015 LPA Ticket and Revenue Survey (the 2015 Survey) did not include the revenue and attendance generated by the Fringe World Festival in 2015. To ensure the report is comparing figures on a like-for-like basis, EY has adjusted the 2015 revenue and attendance figures in the 2016 report.

** This figure has been updated since the 2018 Report release to account for an error in the data received.

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State/Territory Revenue and Attendance

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Attendance by State/Territory

2011 → 2025

Year	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	Total
2011	6,331,001	5,359,749	2,150,329	1,788,262	1,237,386	99,653	325,233	54,107	**17,345,720**
2012	5,795,757	4,916,559	2,302,462	1,791,795	1,053,997	97,972	271,525	43,663	**16,273,730**
2013	5,865,914	5,607,475	2,318,207	2,153,483	1,497,204	75,115	351,242	57,986	**17,926,626**
2014	6,132,827	5,318,537	2,661,632	2,266,435	1,614,267	185,011	246,542	111,183	**18,536,434**
2015	5,592,686	5,548,412	2,914,530	2,217,942*	1,699,529	210,798	372,546	70,014	**18,626,457**
2016	6,073,498	5,431,066	2,527,535	2,334,951	1,797,087	239,778	313,386	65,287	**18,782,588**
2017	6,893,117	7,364,313	3,196,581	2,604,391	2,100,226	441,938	360,392	66,592	**23,027,550**
2018	8,230,950	7,519,194**	3,840,497	2,772,963	2,212,725	738,444	405,899	67,876	**25,788,548**
2019	7,164,995	7,408,467	3,477,020	2,648,785	2,317,420	350,977	431,706	65,045	**23,864,415**
2020	1,960,925	1,546,959	1,260,436	1,287,780	1,393,346	186,150	101,081	25,035	**7,761,710**
2021	2,608,375	2,371,989	2,213,863	1,630,414	1,365,079	351,977	212,210	123,932	**10,877,839**
2022	7,264,274	7,856,954	3,728,420	2,221,876	2,083,672	537,534	396,477	137,828	**24,227,035**
2023	9,195,572	9,198,916	4,938,028	3,223,569	2,494,348	497,830	385,827	144,938	**30,079,028**
2024	10,199,919	9,878,697	4,943,876	2,900,898	2,530,561	402,036	379,036	214,956	**31,449,979**
2025	9,767,574	9,528,040	4,673,809	3,024,551	2,635,837	509,374	410,421	155,248	**30,704,853**

Analysis

- In 2025, NSW held the highest market share of attendance among all states and territories in Australia, accounting for 31.8% of national industry attendance.

* The 2015 Survey did not include the revenue and attendance generated by the Fringe World Festival in 2015. To ensure the report is comparing figures on a like-for-like basis, EY has adjusted the 2015 revenue and attendance figures in the 2016 report.

** This figure has been updated since the 2018 Report release to account for an error in the data received.

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EY Parthenon

NSW Analysis

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NSW Revenue and Attendance

- In 2025, NSW generated $1.2b in total ticket revenue and 9.8m in total attendance. These results are the second-highest ever recorded in NSW, with 2024 being the highest.
- Performances in regional NSW contributed 7.7% to revenue and 10.0% to attendance.
- In 2025, NSW accounted for the largest market share of total revenue (35.6%) and attendance (31.8%). NSW's contribution to total revenue and attendance is higher than its share of the national population.
- NSW spend per capita in 2025 was $138.20. This was the second-highest among all states and territories in Australia and higher than the national average.
- Contemporary Music contributed the highest share of revenue (54.8%) and attendance (48.6%) among all live performance categories in NSW.
- In 2025, NSW recorded a y-o-y decline in revenue of 1.7% and attendance of 4.2%. These results were primarily driven by y-o-y revenue declines in Special Events (47.7%), Comedy (24.3%), Theatre (20.1%), Ballet and Dance (16.1%), Musical Theatre (15.6%), Children's/Family (10.1%), Contemporary Music (5.7%) and Festivals (Multi-Category) (5.6%).
- Special Events, Comedy, Theatre, Ballet and Dance, Musical Theatre, Children's/Family and Contemporary Music witnessed a decline in revenue, primarily due to the decline in attendance in 2025. Festivals (Multi-Category) witnessed a decline in revenue despite an increase in attendance in 2025. This was primarily due to a fall in the average ticket price.
- The y-o-y decline in revenue was partially offset by growth in the following categories:
  - Circus and Physical Theatre* experienced significant y-o-y growth in revenue (142.8%) and attendance (66.1%) in 2025. However, Circus and Physical Theatre's contribution to NSW's overall revenue remained relatively low. Top events included *Cirque du Soleil: Corteo*, *Now You See Me Live* and *Penn & Teller*.
  - Classical Music recorded a 51.8% increase in revenue and a 15.4% increase in attendance. Top events included *Hans Zimmer Live, The Music of Joe Hisaishi* and performances by Andrea Bocelli.
  - Opera recorded a 50.6% increase in revenue and a 35.0% increase in attendance. Top events included *Carmen*, *Cinderella* and *La Traviata*.
  - Festivals (Contemporary Music) recorded a 30.6% increase in revenue and a 17.2% increase in attendance. Major festivals included Bluesfest, Knockout Outdoor 2025: Return of the Circuz and Hypersonic Festival.

*Cirque du Soleil's *Luzia* was presented in NSW in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2011	$523,903,477	12.5%	6,331,001	8.8%
2012	$446,063,403	(14.9%)	5,795,757	(8.5%)
2013	$497,463,659	11.5%	5,865,914	1.2%
2014	$547,173,799	10.0%	6,132,827	4.6%
2015	$478,077,501	(12.6%)	5,592,686	(8.8%)
2016	$530,186,274	10.9%	6,073,498	8.6%
2017	$615,837,613	16.2%	6,893,117	13.5%
2018	$753,667,850	22.4%	8,230,950	19.4%
2019	$666,736,971	(11.5%)	7,164,995	(13.0%)
2020	$182,518,521	(72.6%)	1,960,925	(72.6%)
2021	$217,159,216	19.0%	2,608,375	33.0%
2022	$676,123,998	211.3%	7,264,274	178.5%
2023	$1,043,883,264	54.4%	9,195,572	26.6%
2024	$1,214,354,137	16.3%	10,199,919	10.9%
2025	$1,194,168,336	(1.7%)	9,767,574	(4.2%)

	Metro	Regional	Unknown
Revenue	91.4%	7.7%	0.9%
Attendance	89.6%	10.0%	0.4%

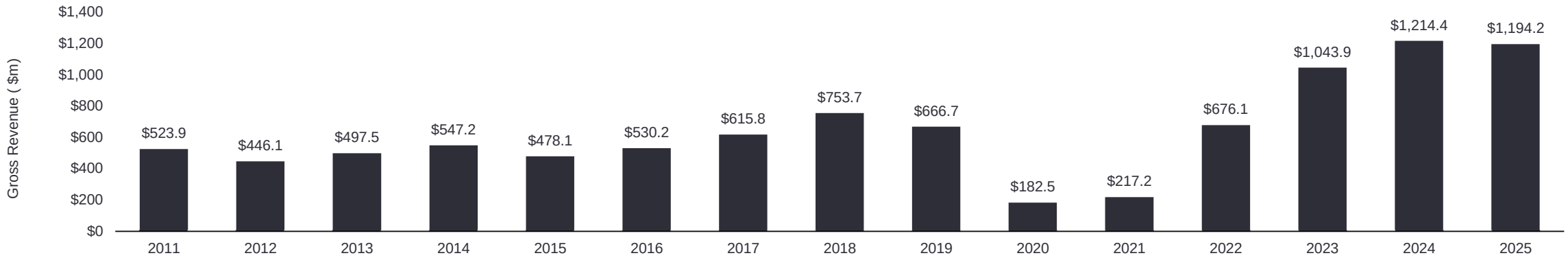
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NSW Analysis

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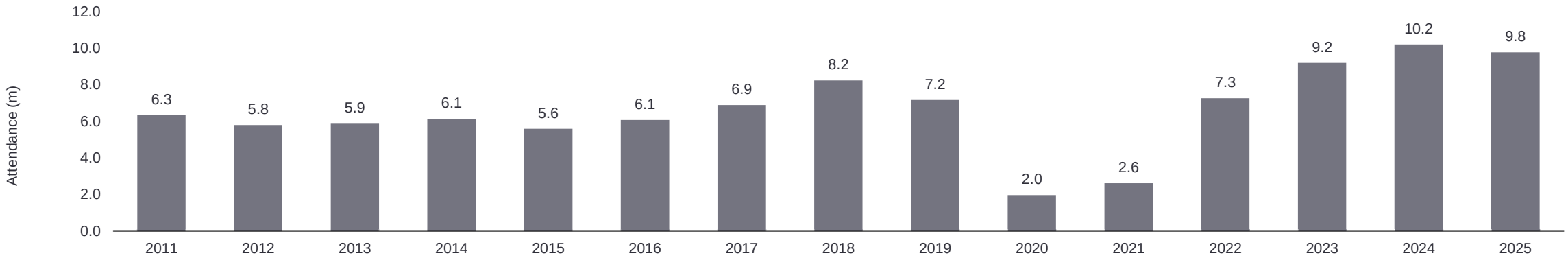
Revenue – NSW

2011 → 2025



Attendance – NSW

2011 → 2025

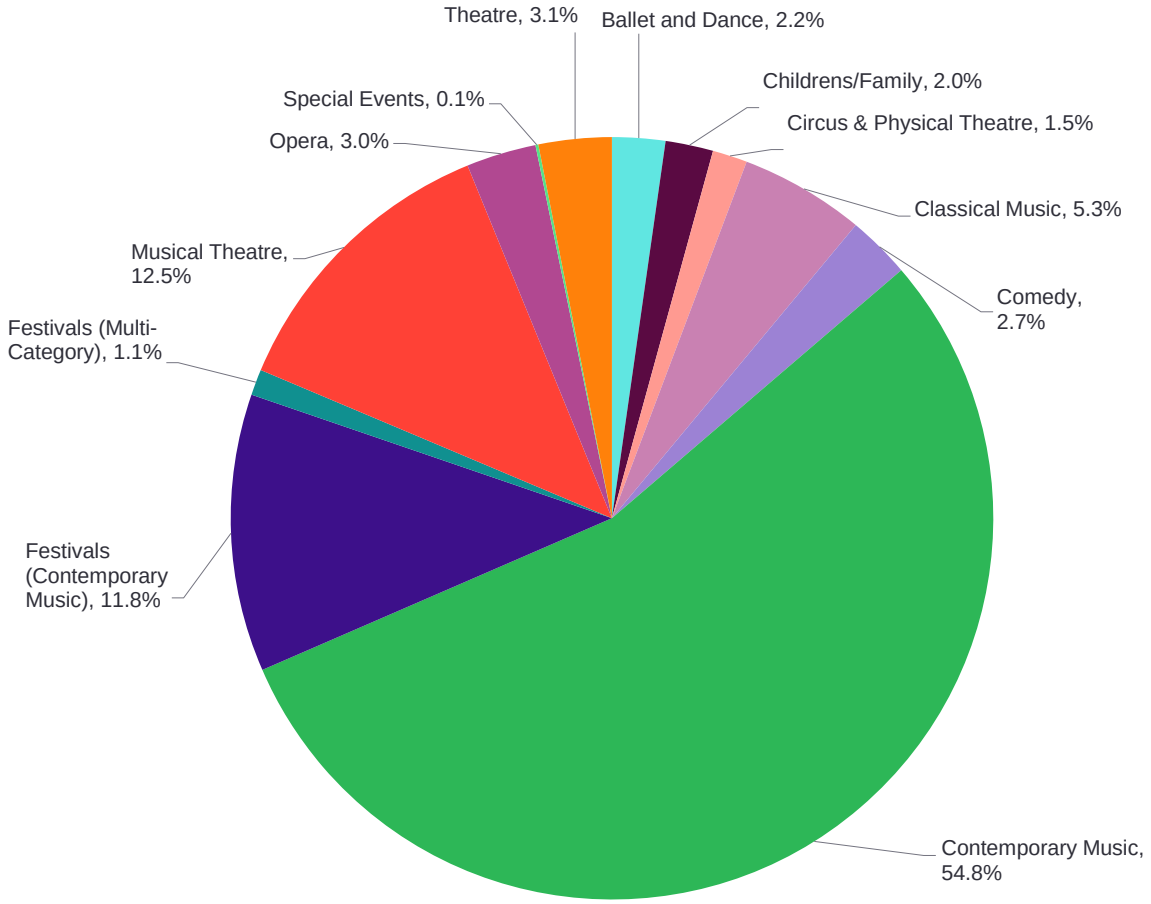


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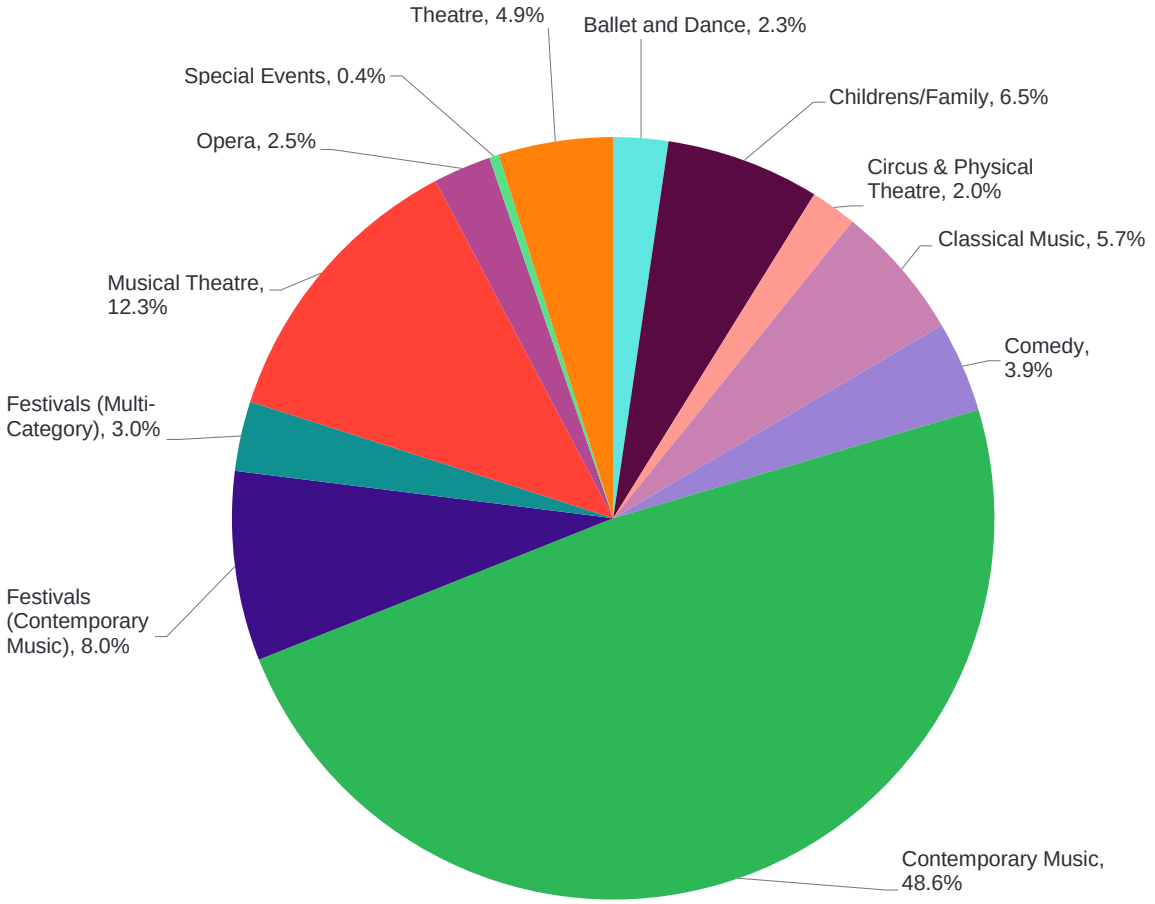
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NSW Revenue by Category 2025



NSW Attendance by Category 2025



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VIC Revenue and Attendance

- In 2025, VIC generated $1.1b in total ticket revenue and 9.5m in total attendance. This is the second-highest ever recorded revenue and attendance for the state, with 2024 being the highest.
- Performances in regional VIC contributed 8.7% to revenue and 6.8% to attendance.
- In 2025, VIC accounted for the second-largest market share of industry revenue (32.5%) and attendance (31.0%). VIC's contribution to total revenue and attendance is greater than its share of the national population.
- VIC spend per capita in 2025 was $152.82. This was the highest among all states and territories in Australia and higher than the national average.
- Contemporary Music contributed the highest share to VIC's overall revenue and attendance, at 54.9% and 46.5%, respectively.
- In 2025, VIC experienced a decline in revenue by 3.8% and in attendance by 3.5%. These results were primarily driven by the declines in revenue in Special Events (36.2%), Comedy (18.9%), Musical Theatre (17.1%), Festivals (Multi-Category) (7.7%), Theatre (7.2%) and Contemporary Music (6.9%).
- Special Events, Comedy, Musical Theatre, Theatre and Contemporary Music witnessed a decline in revenue, primarily due to the decline in attendance in 2025. Festivals (Multi-Category) witnessed a decline in revenue despite an increase in attendance in 2025. This was primarily due to a fall in the average ticket price.
- The y-o-y decline in revenue was partially offset by growth in the following categories:
  - Circus and Physical Theatre* experienced significant y-o-y growth in revenue (117.6%) and attendance (67.1%) in 2025. However, Circus and Physical Theatre's contribution to VIC's overall revenue remained relatively low. Top events included *Cirque du Soleil: Corteo*, *Penn & Teller* and *Blanc de Blanc Encore*.
  - Opera recorded a 63.6% increase in revenue and a 29.8% increase in attendance. Top events included *Carmen*, *The Barber of Seville* and *Orpheus & Eurydice*.
  - Festivals (Contemporary Music) recorded a 35.7% increase in revenue and a 13.8% increase in attendance. Major festivals included Beyond The Valley, Spilt Milk and Laneway Festival.
  - Several other categories also recorded y-o-y increases in total ticket revenue, including Classical Music (25.5%) and Ballet and Dance (10.8%), primarily due to an increase in attendance. Children's/Family recorded a 4.1% increase in revenue despite a 2.7% decline in attendance.

*Cirque du Soleil's *Luzia* was presented in VIC in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2011	$385,643,996	(14.5%)	5,359,749	(7.9%)
2012	$344,389,414	(10.7%)	4,916,559	(8.3%)
2013	$473,516,913	37.5%	5,607,475	14.1%
2014	$450,034,039	(5.0%)	5,318,537	(5.2%)
2015	$436,933,907	(2.9%)	5,548,412	4.3%
2016	$440,330,153	0.8%	5,431,066	(2.1%)
2017	$639,876,934	45.3%	7,364,313	35.6%
2018^	$600,318,261	(6.2%)	7,519,194	2.1%
2019	$627,378,900	4.5%	7,408,467	(1.5%)
2020	$158,294,023	(74.8%)	1,546,959	(79.1%)
2021	$157,935,937	(0.2%)	2,371,989	53.3%
2022	$684,355,036	333.3%	7,856,954	231.2%
2023	$984,651,772	43.9%	9,198,916	17.1%
2024	$1,131,368,510	14.9%	9,878,697	7.4%
2025	$1,088,345,381	(3.8%)	9,528,040	(3.5%)

	Metro	Regional	Unknown
Revenue	91.3%	8.7%	0.1%
Attendance	93.1%	6.8%	0.1%

^ This figure has been updated since the 2018 report release to account for an error in the data received.

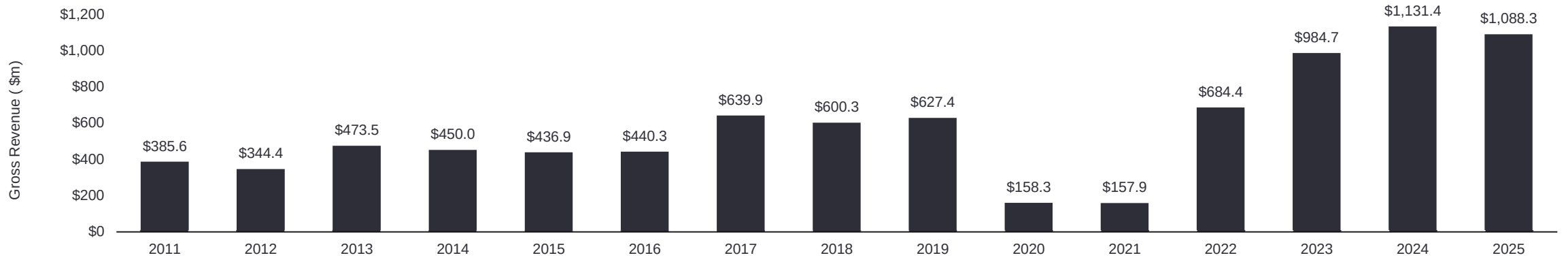
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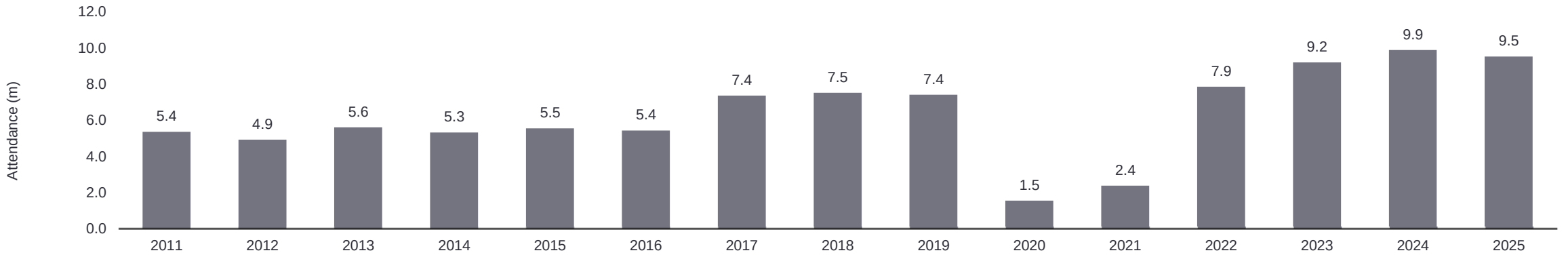
Revenue – VIC

2011 → 2025



Attendance – VIC

2011 → 2025

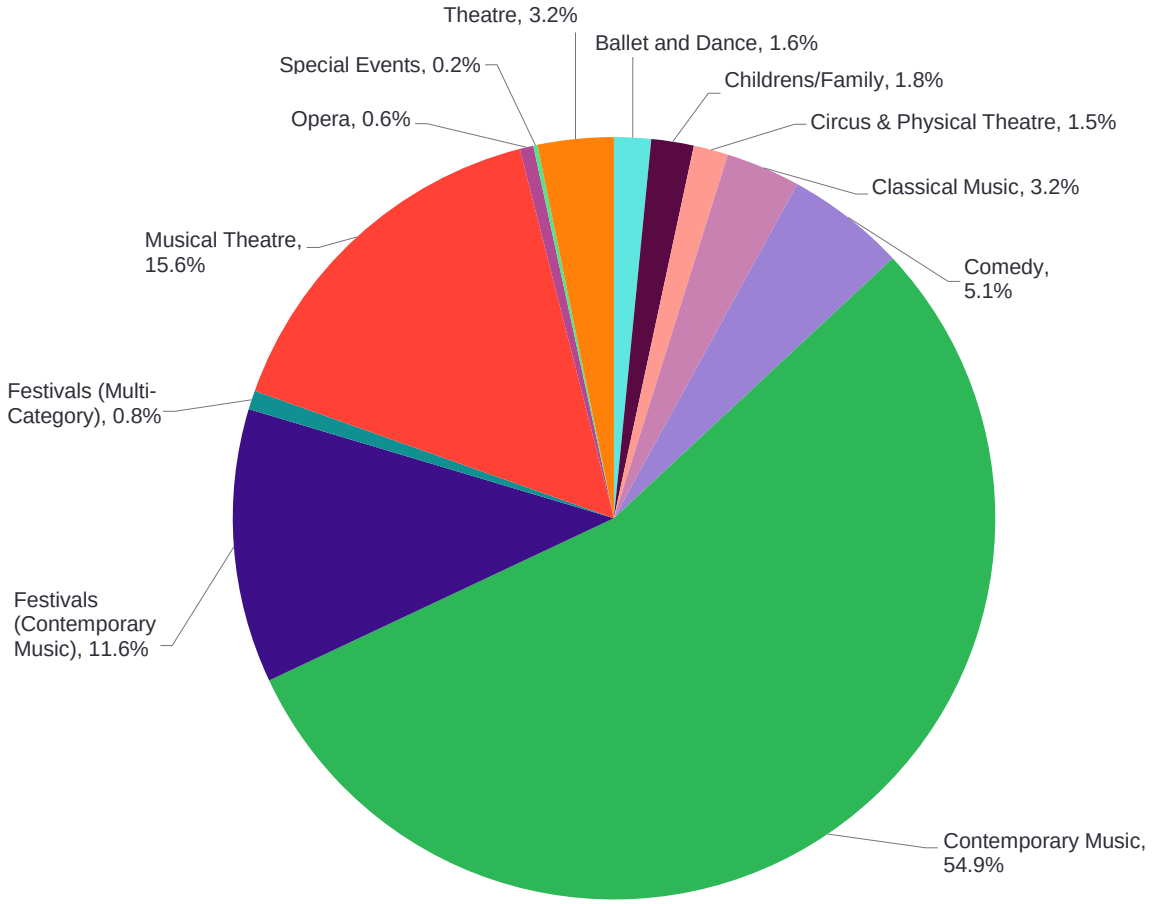


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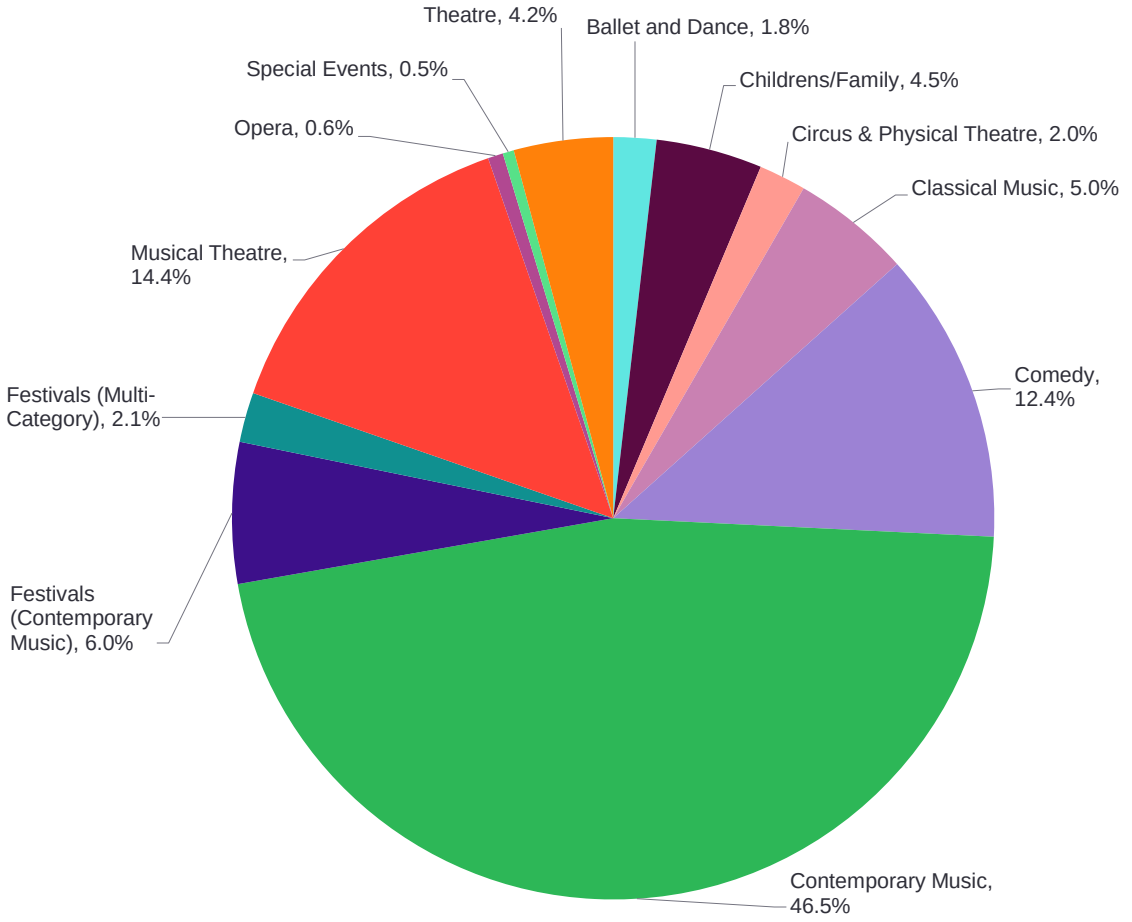
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VIC Revenue by Category 2025



VIC Attendance by Category 2025



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QLD Revenue and Attendance

- In 2025, QLD generated $506.4m in total ticket revenue and recorded close to 4.7m in attendance. This is the third-highest recorded revenue and attendance (behind 2023 and 2024) for the state.
- Performances in regional QLD contributed 19.5% to revenue and 23.7% to attendance.
- QLD accounted for the third-largest share of total revenue (15.1%) and attendance (15.2%) among the states and territories in Australia in 2025.
- QLD spend per capita in 2025 was $88.65, the fifth-highest among all states and territories in Australia, but lower than the national average.
- Contemporary Music contributed the highest share of QLD's total revenue (54.1%) and total attendance (47.8%) in 2025.
- In 2025, QLD experienced a decline in revenue by 1.5% and in attendance by 5.5%. These results were primarily driven by the declines in revenue in Opera (84.2%), Musical Theatre (30.7%), Children's/Family (26.9%), Comedy (26.3%) and Festivals (Contemporary Music) (13.3%).
- Opera, Musical Theatre, Children's/Family, Festivals (Contemporary Music) and Comedy witnessed a decline in revenue, primarily due to the decline in attendance in 2025.
- The y-o-y decline in revenue was partially offset by growth in the following categories:
  - Circus and Physical Theatre* experienced significant y-o-y growth in revenue (516.9%) and attendance (367.3%) in 2025. However, Circus and Physical Theatre's contribution to QLD's overall revenue remained relatively low. Top events included *Cirque du Soleil: Corteo, Blanc de Blanc Encore* and *Cirque Alice*.
  - Theatre recorded a 115.9% increase in revenue and an 83.3% increase in attendance. Top events included *The Dictionary of Lost Words*, *The 39 Steps* and *Julia*.
  - Classical Music recorded a 48.3% increase in revenue and a 16.1% increase in attendance. Top events included *Hans Zimmer Live*, *The Man From Snowy River in Concert* and *Top Gun: Maverick in Concert*.
  - Festivals (Multi-Category) recorded an 18.8% increase in revenue, despite a 19.2% decline in attendance. Major festivals included Woodford Folk Festival, Oktoberfest in the Gardens and Brisbane Festival.
  - Special Events recorded a 17.5% increase in revenue and a 78.8% increase in attendance. Top events included *RuPaul's Drag Race*, *The Christmas Spectacular* and *RocKwiz Live!*.
  - Ballet and Dance recorded a 12.9% increase in revenue and a 7.6% increase in attendance.
  - Contemporary Music recorded a 2.9% increase in revenue, despite a 4.5% decline in attendance.

*Cirque du Soleil's *Luzia* was presented in QLD in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2011	$165,840,931	3.3%	2,150,329	5.2%
2012	$183,775,420	10.8%	2,302,462	7.1%
2013	$200,178,524	8.9%	2,318,207	0.7%
2014	$203,918,468	1.9%	2,661,632	14.8%
2015	$195,336,838	(4.2%)	2,914,530	9.5%
2016	$180,304,512	(7.7%)	2,527,535	(13.3%)
2017	$263,878,152	46.4%	3,196,581	26.5%
2018	$317,179,536	20.2%	3,840,497	20.1%
2019	$286,191,954	(9.8%)	3,477,020	(9.5%)
2020	$116,868,728	(59.2%)	1,260,436	(63.7%)
2021	$132,908,255	13.7%	2,213,863	75.6%
2022	$303,028,944	128.0%	3,728,420	68.4%
2023	$539,301,164	78.0%	4,938,028	32.4%
2024	$514,021,690	(4.7%)	4,943,876	0.1%
2025	$506,376,248	(1.5%)	4,673,809	(5.5%)

	Metro	Regional	Unknown
Revenue	80.5%	19.5%	0.0%
Attendance	75.8%	23.7%	0.5%

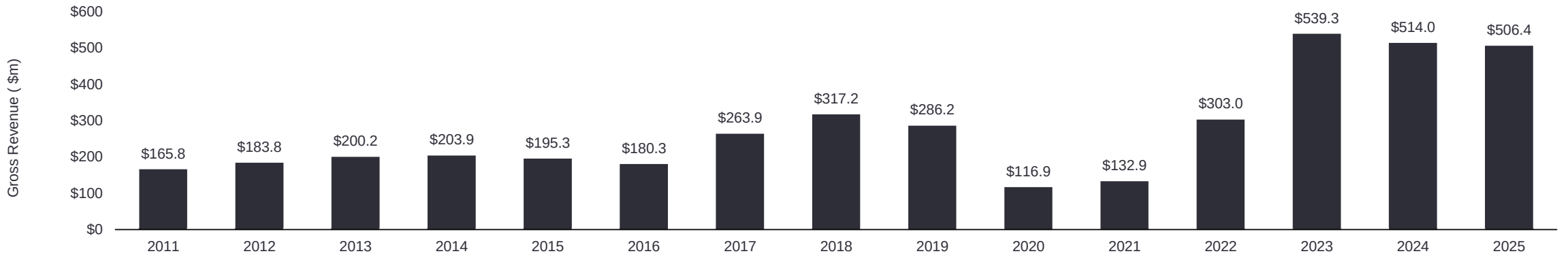
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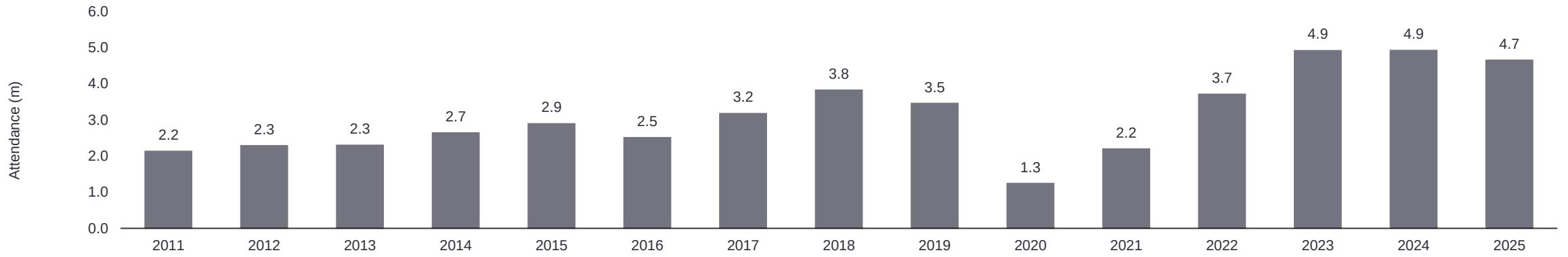
Revenue – QLD

2011 → 2025



Attendance – QLD

2011 → 2025

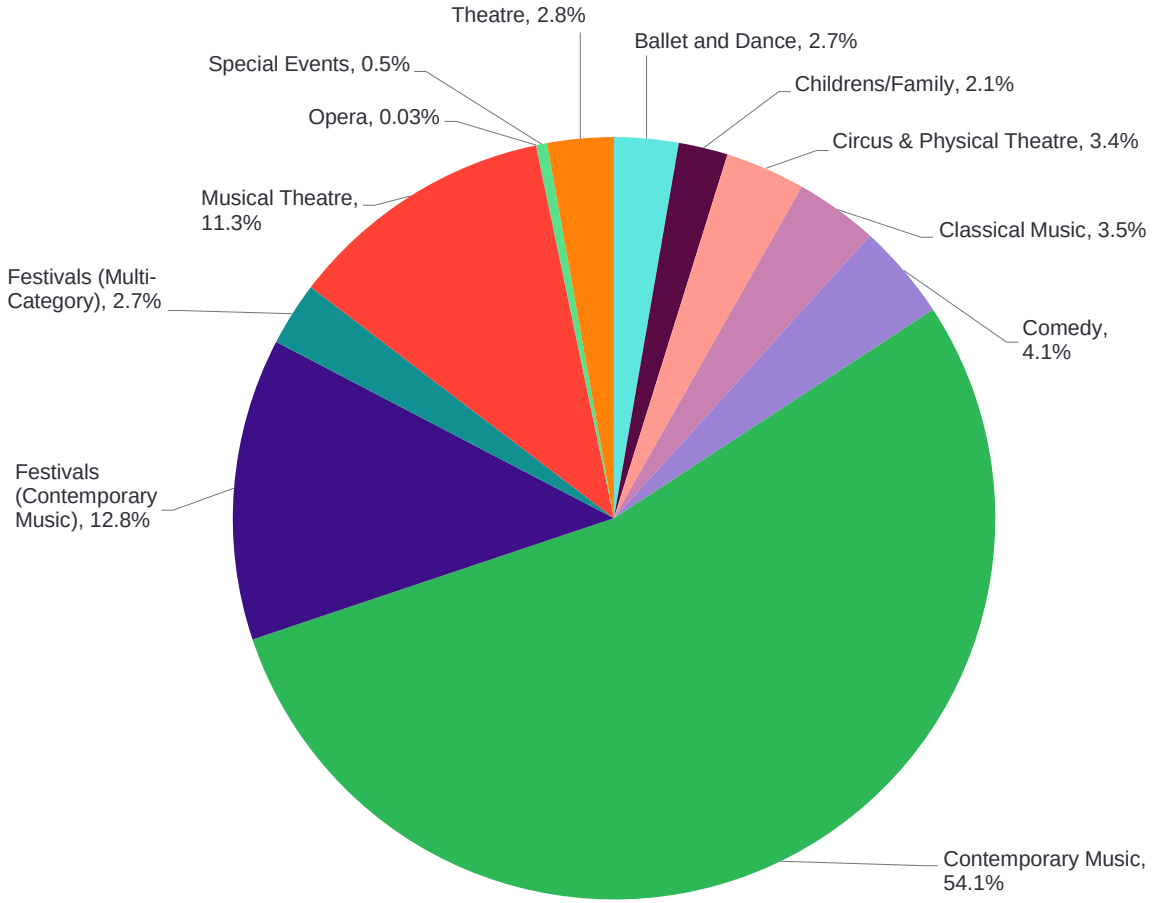


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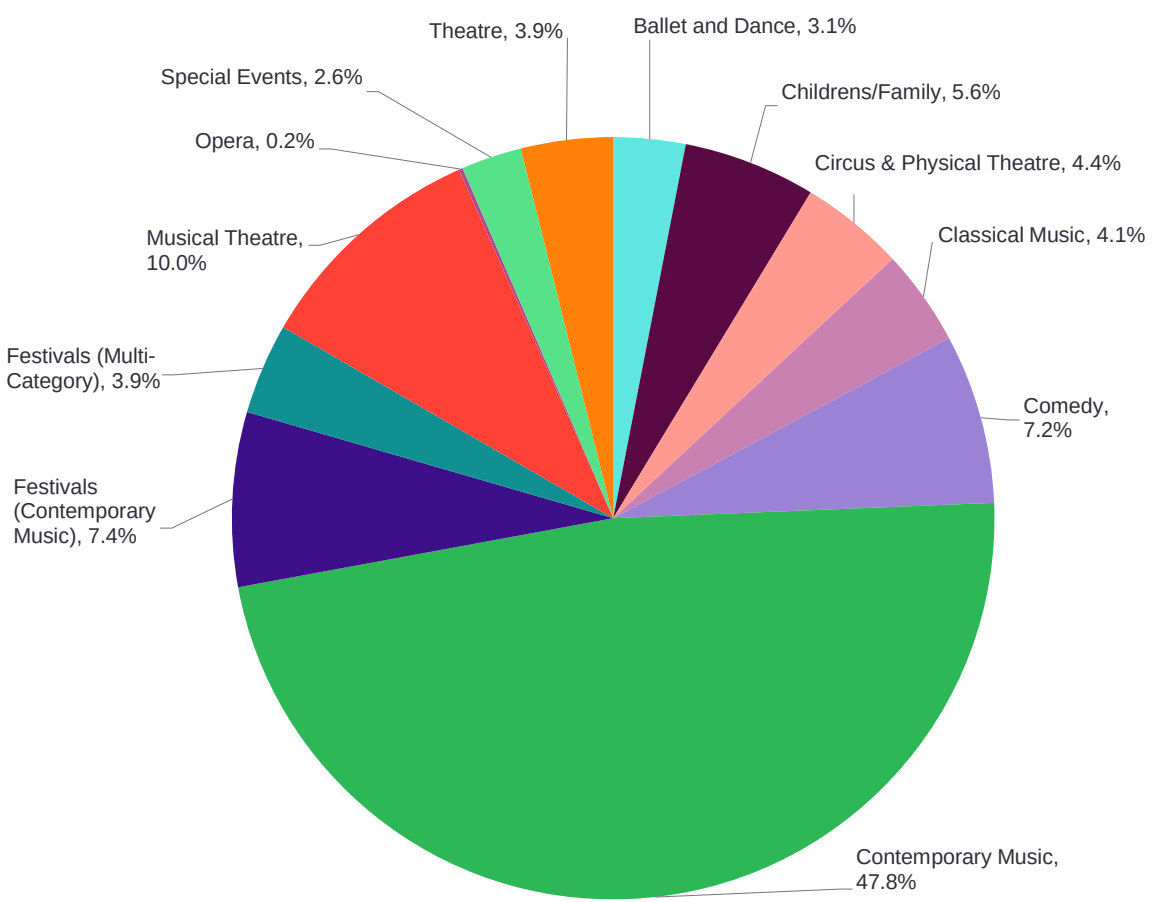
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QLD Revenue by Category 2025



QLD Attendance by Category 2025



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WA Revenue and Attendance

- In 2025, WA generated $297.2m in total ticket revenue and 3.0m in total attendance, reflecting a 19.1% y-o-y increase in revenue and a 4.3% y-o-y increase in attendance. This is the second-highest ever recorded revenue and attendance for the state (with 2023 being the highest).
- Performances in regional WA contributed 10.2% to revenue and 12.3% to attendance.
- WA accounted for 8.9% of the industry's total revenue share and 9.9% of the industry's total attendance share in 2025.
- WA spend per capita in 2025 was $96.59, the fourth-highest among all states and territories in Australia, but lower than the national average.
- Contemporary Music contributed the highest share of WA's total revenue (52.7%) and total attendance (43.3%) in 2025.
- The y-o-y increase in revenue and attendance was driven primarily by growth in the following categories:
  - Circus and Physical Theatre* recorded significant growth in revenue of 251.9%. This was driven by an increase in attendance of 76.7% and an increase in the average ticket price. Top events included *Cirque du Soleil: Corteo, La Clique, Mystique* and *Circus Rio Carnival.*
  - Opera recorded a 63.8% increase in revenue and a 75.9% increase in attendance. Top events included *Madama Butterfly*, *The Pirates of Penzance* and *Il Trovatore*.
  - Contemporary Music recorded a 31.4% increase in revenue and an 11.9% increase in attendance. Top events included performances by AC/DC, Metallica and Drake.
  - Musical Theatre recorded a 24.9% increase in revenue and a 15.5% increase in attendance. Top events included *Beauty and the Beast*, *Wicked* and *Cats*.
  - Festivals (Contemporary Music) recorded a 15.9% increase in revenue and a 14.7% increase in attendance. Major festivals included Spilt Milk, Wildlands and Strummingbird.
  - Festivals (Multi-Category) recorded a 9.4% increase in revenue, despite a 7.7% decline in attendance.
  - Theatre recorded a 6.6% increase in revenue and a 2.1% increase in attendance.
  - Children's/Family recorded a 4.8% increase in revenue and a 1.7% increase in attendance.
- The growth in revenue was slightly offset by y-o-y declines in revenue across several categories, including Special Events (43.1%), Classical Music (33.7%), Ballet and Dance (31.0%) and Comedy (24.3%).

*Cirque du Soleil's *Luzia* was presented in WA in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2011	$131,936,782	(9.3%)	1,788,262	(4.8%)
2012	$134,131,622	1.7%	1,791,795	0.2%
2013	$194,312,089	44.9%	2,153,483	20.2%
2014	$177,326,653	(8.7%)	2,266,435	5.2%
2015*	$168,688,271	(4.9%)	2,217,942	(2.1%)
2016	$147,807,422	(12.4%)	2,334,951	5.3%
2017	$196,671,338	33.1%	2,604,391	11.5%
2018	$211,421,549	7.5%	2,772,963	6.5%
2019	$194,184,329	(8.2%)	2,648,785	(4.5%)
2020	$72,739,451	(62.5%)	1,287,780	(51.4%)
2021	$84,984,114	16.8%	1,630,414	26.6%
2022	$160,568,169	88.9%	2,221,876	36.3%
2023	$312,624,434	94.7%	3,223,569	45.1%
2024	$249,584,175	(20.2%)	2,900,898	(10.0%)
2025	$297,169,173	19.1%	3,024,551	4.3%

	Metro	Regional	Unknown
Revenue	89.7%	10.2%	0.1%
Attendance	87.5%	12.3%	0.1%

** The 2015 survey did not include the revenue and attendance generated by the Fringe World Festival in 2015. To ensure the report is comparing figures on a like for like basis, EY has adjusted the 2015 revenue and attendance figures in the 2016 report.*

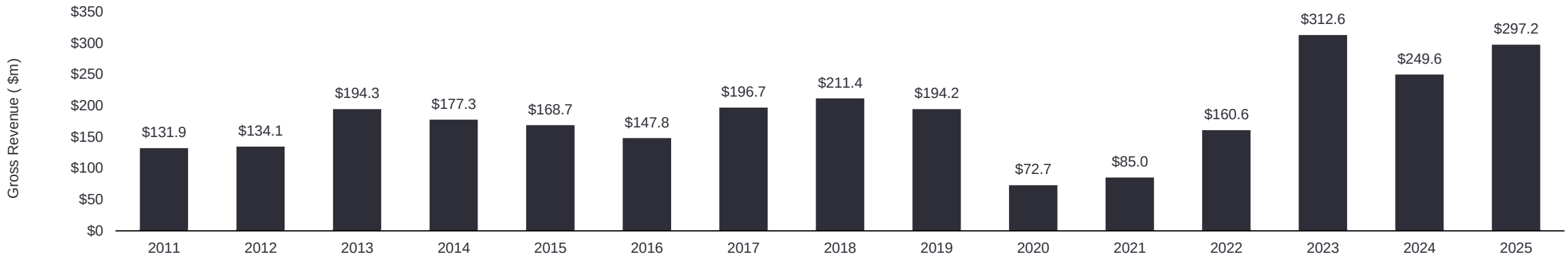
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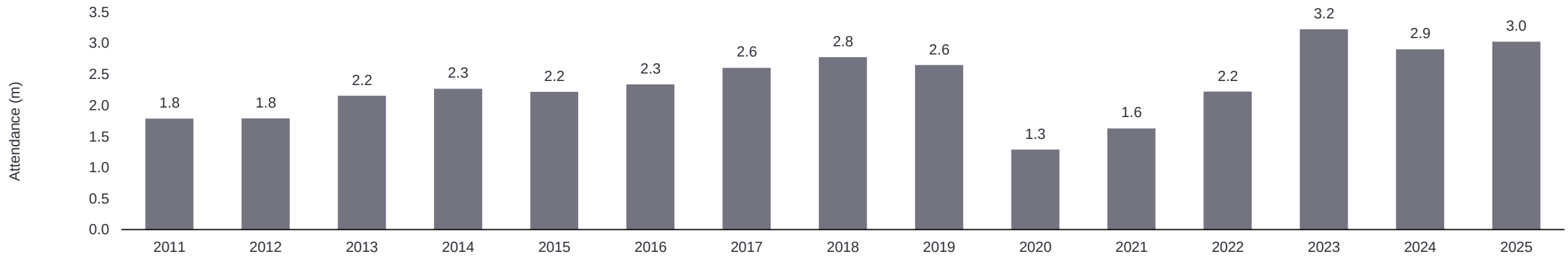
Revenue – WA

2011 → 2025



Attendance – WA

2011 → 2025

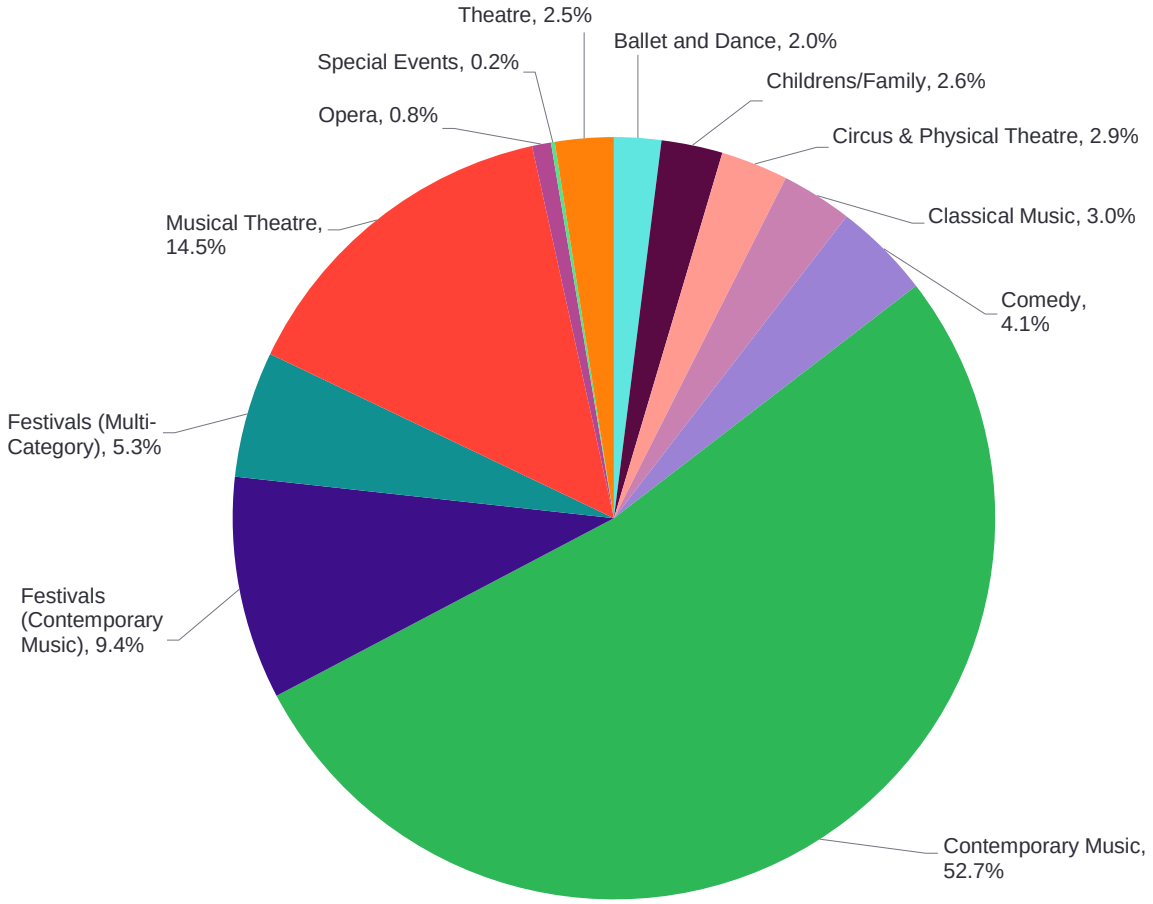


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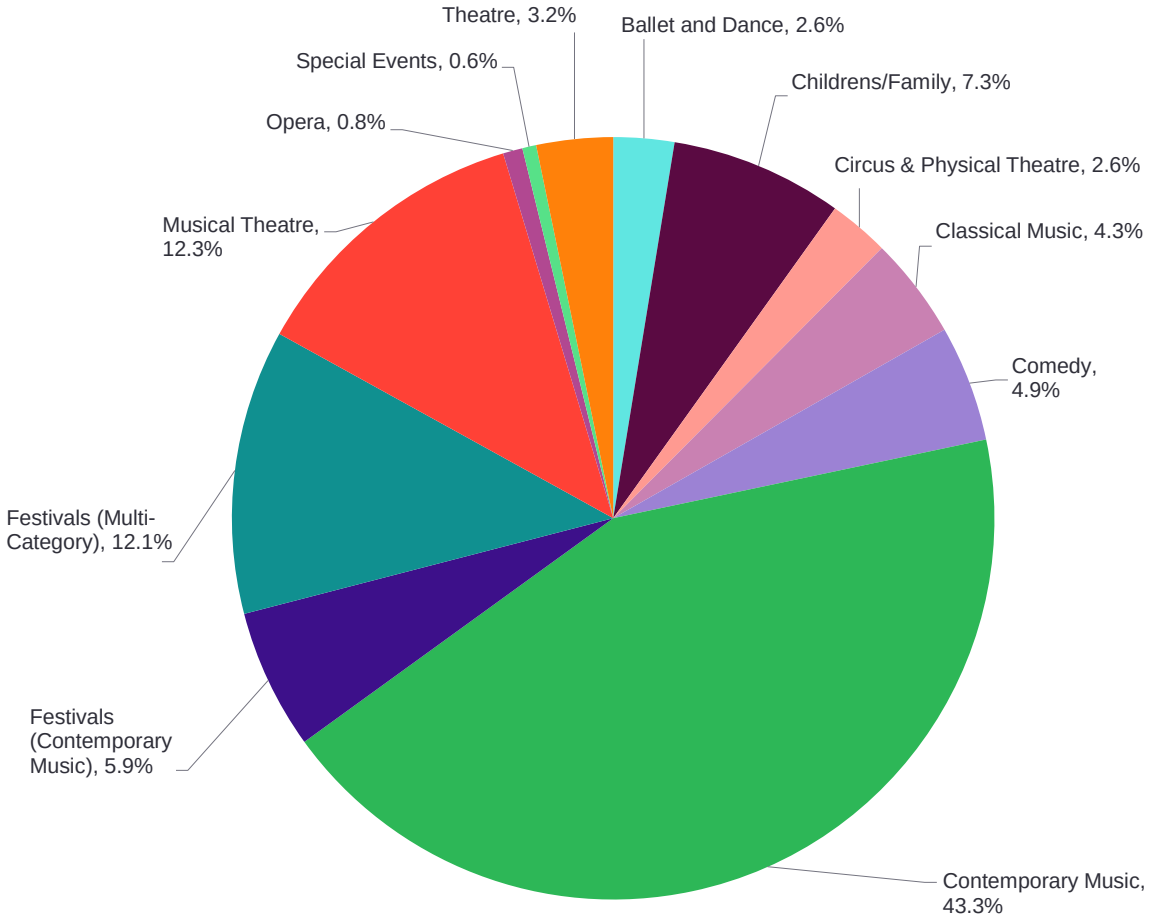
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WA Attendance by Category 2025



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SA Revenue and Attendance

- In 2025, SA generated $189.7m in total ticket revenue and recorded 2.6m in attendance, reflecting an 8.1% y-o-y increase in revenue and a 4.2% y-o-y increase in attendance. This is the highest ever recorded revenue and attendance for the state.
- Performances in regional SA contributed 2.3% to revenue and 2.8% to attendance.
- SA accounted for 5.7% of the industry's total revenue share and 8.6% of the industry's total attendance share in 2025.
- SA spend per capita in 2025 was $99.29, the third-highest among all states and territories in Australia, but lower than the national average.
- Contemporary Music contributed the highest share of SA's overall revenue (47.5%), while Festivals (Multi-Category) accounted for the highest share of attendance (43.9%).
- The y-o-y increase in revenue and attendance was driven primarily by growth in the following categories:
  - Circus and Physical Theatre* recorded significant growth in revenue of 299.5%. This was driven by an increase in attendance of 108.6%. Top events included *Cirque du Soleil: Corteo*, *Silvers Circus* and *Cosentino – Decennium.*
  - Theatre recorded a 47.7% increase in revenue and a 29.5% increase in attendance. Top events included *And Then There Were None, The Dictionary of Lost Words* and *Housework.*
  - Contemporary Music recorded a 35.3% increase in revenue and a 15.4% increase in attendance. Top events included performances by Metallica, Katy Perry and AC/DC.
  - Ballet and Dance recorded a 35.1% increase in revenue and an 86.0% increase in attendance. Top events included *The Sleeping Beauty, The Nutcracker* and *Romeo and Juliet.*
  - Festivals (Multi-Category) recorded a marginal 1.8% increase in revenue, driven by a 5.3% increase in attendance. Major festivals included Adelaide Fringe, Adelaide Beer & BBQ Festival and Adelaide Festival.
- The growth in revenue was partially offset by y-o-y declines in revenue across several categories, including Special Events (43.2%), Comedy (42.7%), Children's/Family (35.1%), Musical Theatre (20.9%), Opera (18.5%), Festivals (Contemporary Music) (11.1%) and Classical Music (7.0%), primarily due to the decline in attendance.

*Cirque du Soleil's *Luzia* was presented in SA in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in Circus and Physical Theatre.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2011	$77,215,957	12.7%	1,237,386	19.5%
2012	$73,536,693	(4.8%)	1,053,997	(14.8%)
2013	$93,864,893	27.6%	1,497,204	42.1%
2014	$100,944,048	7.5%	1,614,267	7.8%
2015	$96,804,782	(4.1%)	1,699,529	5.3%
2016	$94,316,578	(2.6%)	1,797,087	5.7%
2017	$123,525,390	31.0%	2,100,226	16.9%
2018	$131,560,865	6.5%	2,212,725	5.4%
2019	$133,455,773	1.4%	2,317,420	4.7%
2020	$59,698,701	(55.3%)	1,393,346	(39.9%)
2021	$54,221,032	(9.2%)	1,365,079	(2.0%)
2022	$117,992,021	117.6%	2,083,672	52.6%
2023	$181,482,228	53.8%	2,494,348	19.7%
2024	$175,555,898	(3.3%)	2,530,561	1.5%
2025	$189,696,396	8.1%	2,635,837	4.2%

	Metro	Regional	Unknown
Revenue	97.7%	2.3%	0.0%
Attendance	97.2%	2.8%	0.1%

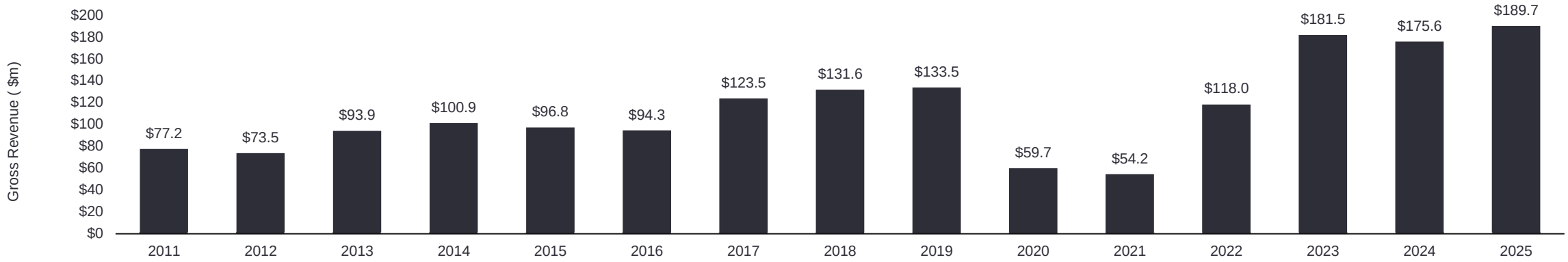
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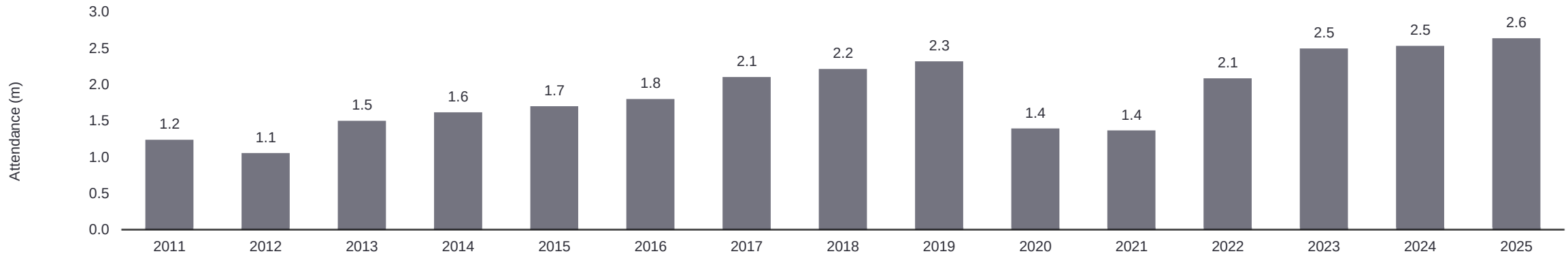
Revenue – SA

2011 → 2025



Attendance – SA

2011 → 2025

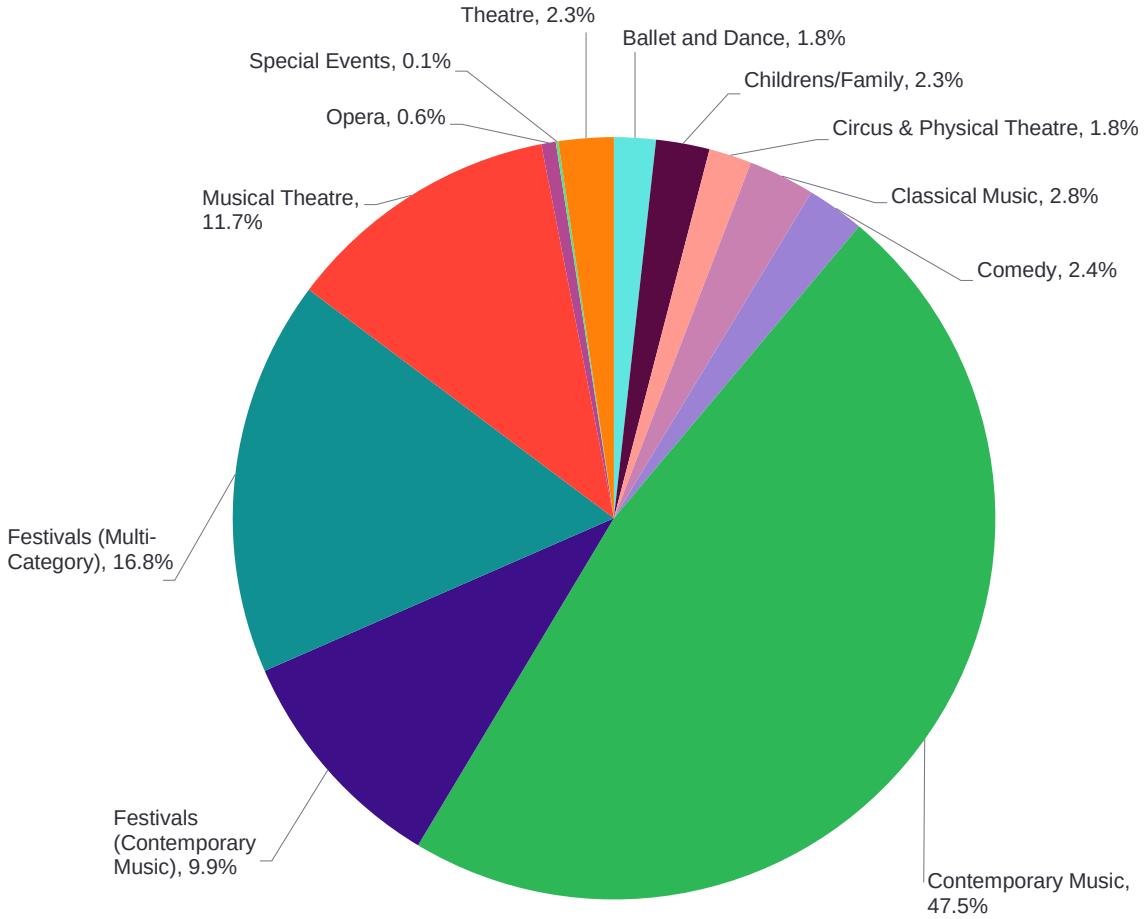


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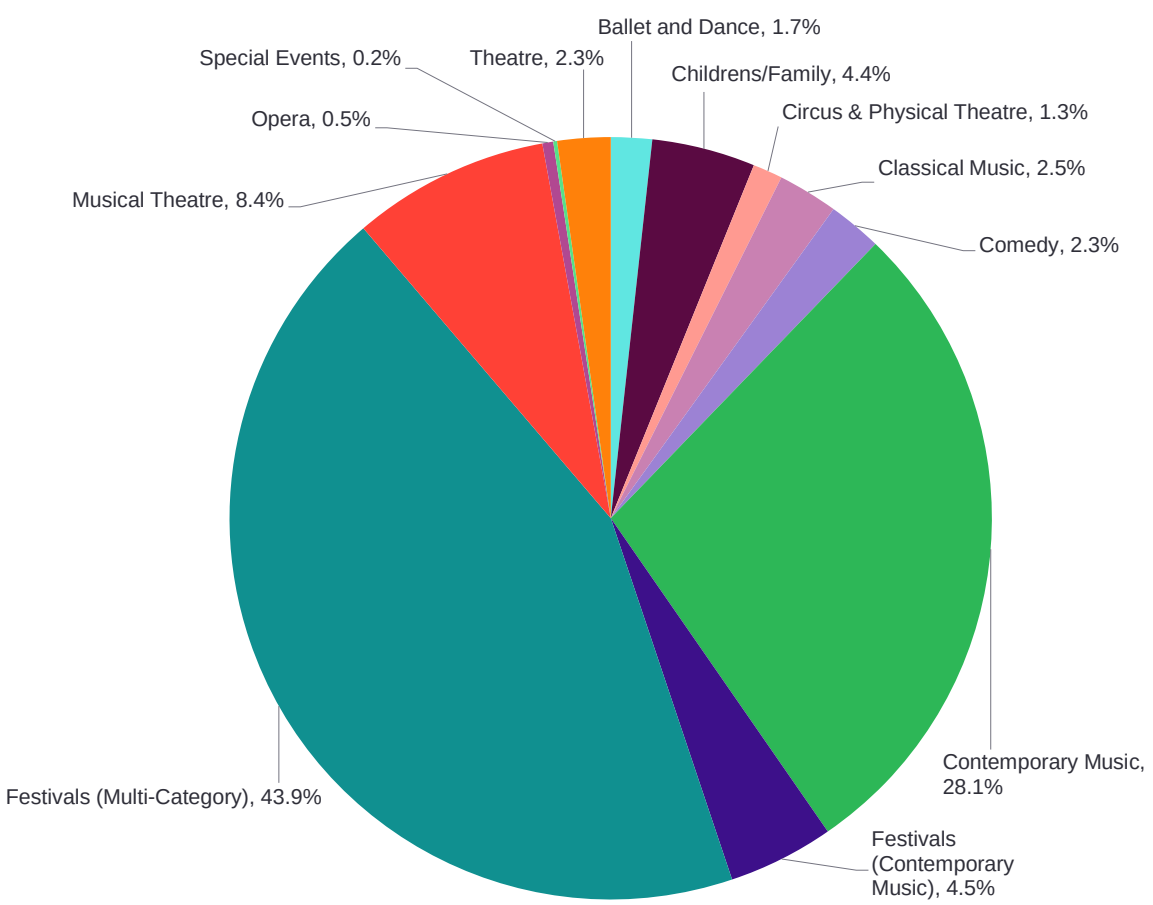
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SA Revenue by Category 2025



SA Attendance by Category 2025



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TAS/ACT/NT Analysis

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TAS/ACT/NT Revenue and Attendance

- In 2025, TAS/ACT/NT recorded a combined increase in revenue of 9.6% to $75.6m, the highest combined revenue ever recorded and a combined increase in attendance of 7.9% to 1.1m, the second-highest combined attendance ever recorded (2018 being the highest).
- Combined, performances in regional TAS, ACT and NT contributed 46.0% to revenue and 34.6% to attendance.
- Together, TAS/ACT/NT contributed 2.3% of industry share of revenue and 3.5% of industry share of attendance in 2025. Contemporary Music contributed the highest share of total revenue (28.5%) and total attendance (27.0%) in 2025.
- In 2025, ACT recorded the highest y-o-y increase in revenue among all states and territories, increasing by 26.3% to $38.1m, and the second-highest y-o-y increase in attendance, increasing by 8.3% to 0.4m, with spend per capita of $78.30.
  - The growth in revenue and attendance was primarily driven by y-o-y growth in Festivals (Contemporary Music), Festivals (Multi-Category), Ballet and Dance, Children's/Family, Classical Music and Opera.
  - Top events included Spilt Milk Festival, *Bluey's Big Play* and performances by Ricky Martin.
- TAS recorded a 5.0% y-o-y decline in revenue to $28.8m and the highest y-o-y growth in attendance among all states and territories, increasing by 26.7% to 0.5m in 2025, with per capita spend of $49.77.
  - The decline in revenue was primarily driven by y-o-y declines in Ballet and Dance, Classical Music, Festivals (Contemporary Music), Musical Theatre, Contemporary Music, Special Events, Theatre, Circus and Physical Theatre and Comedy.
  - The growth in attendance was primarily driven by y-o-y growth in Festivals (Multi-Category), Children's/Family and Opera.
  - Top events included Dark Mofo, Party in the Paddock Festival and Great Escape NYE Festival.
- NT recorded a 2.1% y-o-y increase in revenue to $8.6m and the highest y-o-y decline in attendance among all states and territories, decreasing by 27.8% to 0.2m in 2025.
  - NT had the lowest per capita spend of $32.08 in 2025.
  - The growth in revenue was primarily driven by y-o-y growth in Musical Theatre, Children's/Family, Classical Music, Contemporary Music, and Festivals (Multi-Category).
  - The decline in attendance was primarily driven by y-o-y declines in Special Events, Theatre, Circus and Physical Theatre, Ballet and Dance, Classical Music, Festivals (Multi-Category) and Festivals (Contemporary Music).
  - Top events included Darwin Festival, BASSINTHEGRASS Music Festival and The Top End Gin Festival.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2011	$24,646,007	10.3%	478,993	3.9%
2012	$22,986,999	(6.7%)	413,160	(13.7%)
2013	$19,640,815	(14.6%)	484,343	17.2%
2014	$28,566,945	45.4%	542,736	12.1%
2015	$37,367,387	30.8%	653,358	20.4%
2016	$37,454,754	0.2%	618,451	(5.3%)
2017	$44,352,456	18.4%	868,922	40.5%
2018	$49,737,811	12.1%	1,212,219	39.5%
2019	$56,693,625	14.0%	847,728	(30.1%)
2020	$15,854,170	(72.0%)	312,266	(63.2%)
2021	$31,576,404	99.2%	688,119	120.4%
2022	$65,300,372	106.8%	1,071,839	55.8%
2023	$74,645,804	14.3%	1,028,595	(4.0%)
2024	$68,949,801	(7.6%)	996,027	(3.2%)
2025	$75,553,158	9.6%	1,075,043	7.9%

	Metro	Regional	Unknown
Revenue	54.0%	46.0%	0.0%
Attendance	65.3%	34.6%	0.0%

Note: TAS/ACT/NT revenue and attendance numbers and commentary have been combined for confidentiality purposes.

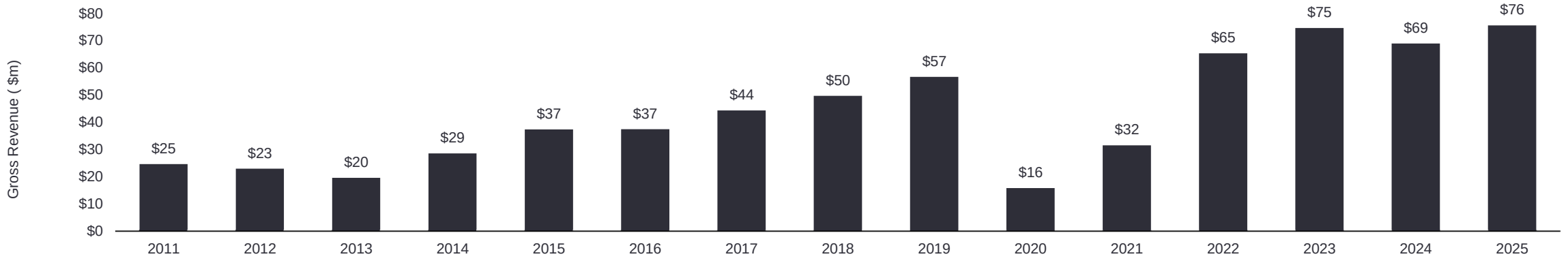
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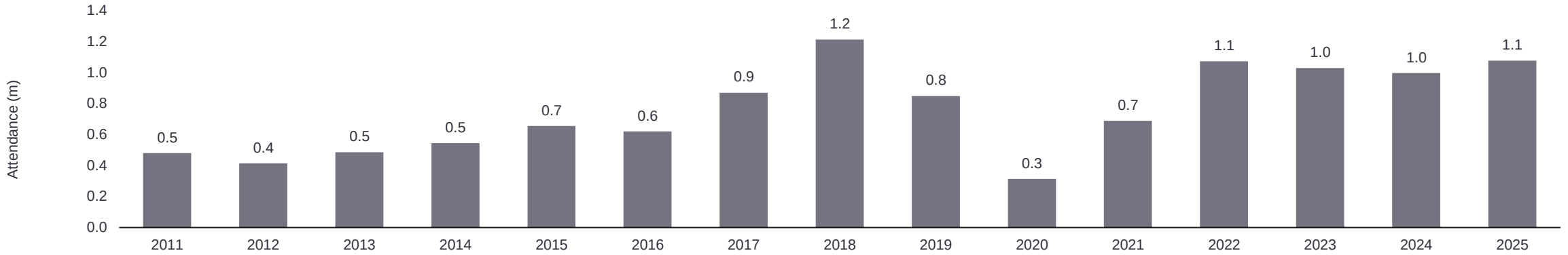
Revenue – TAS/ACT/NT

2011 → 2025



Attendance – TAS/ACT/NT

2011 → 2025

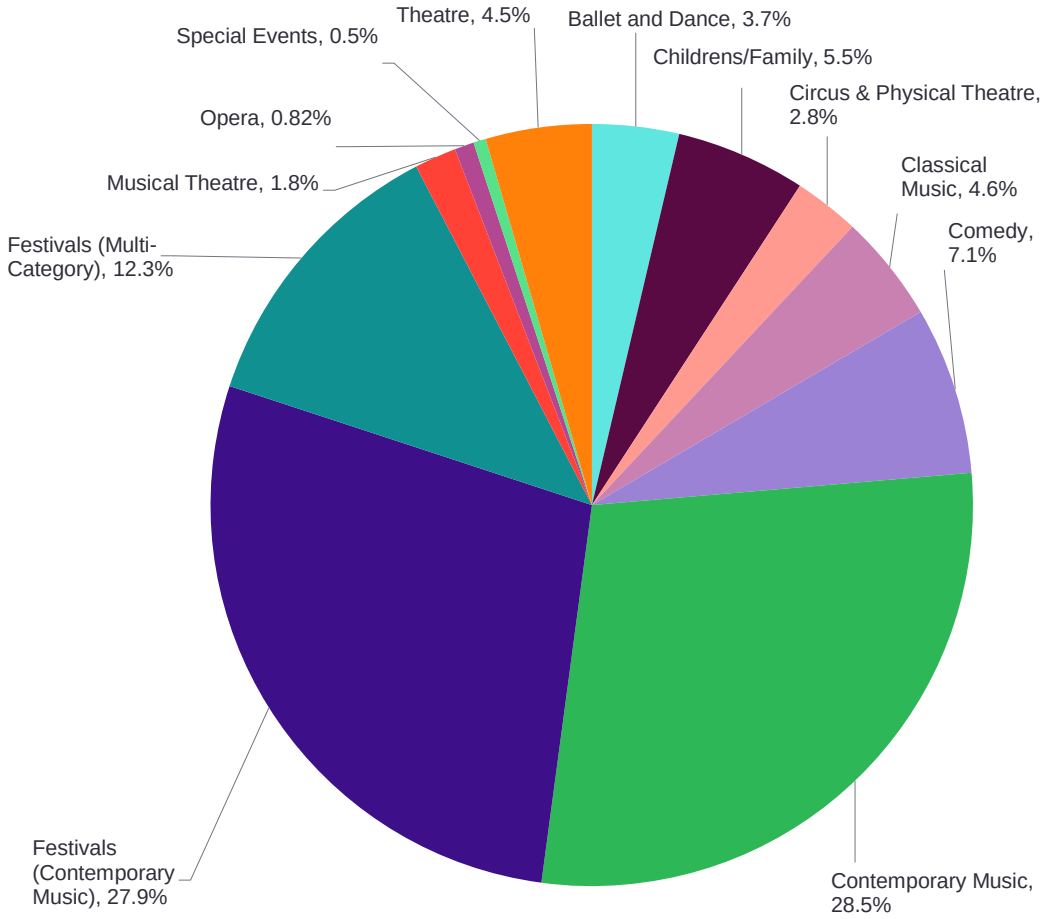


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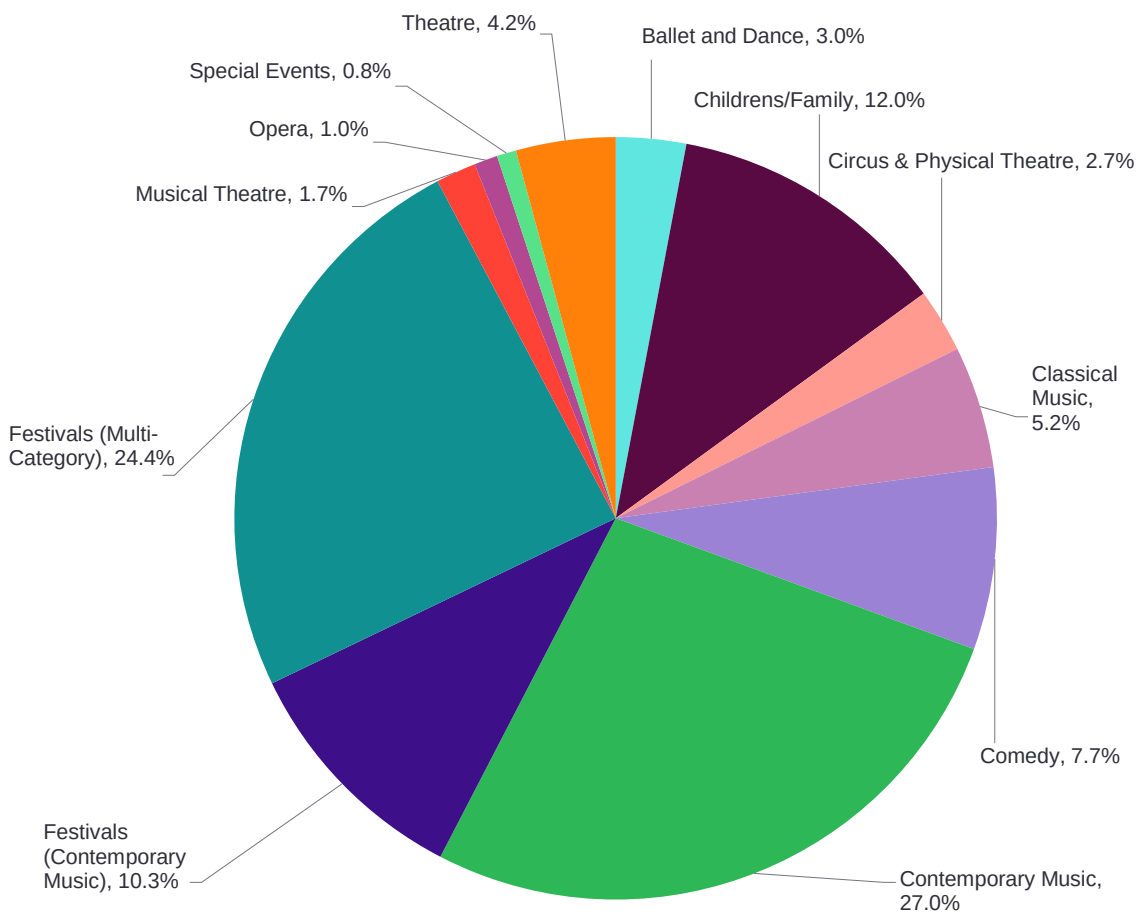
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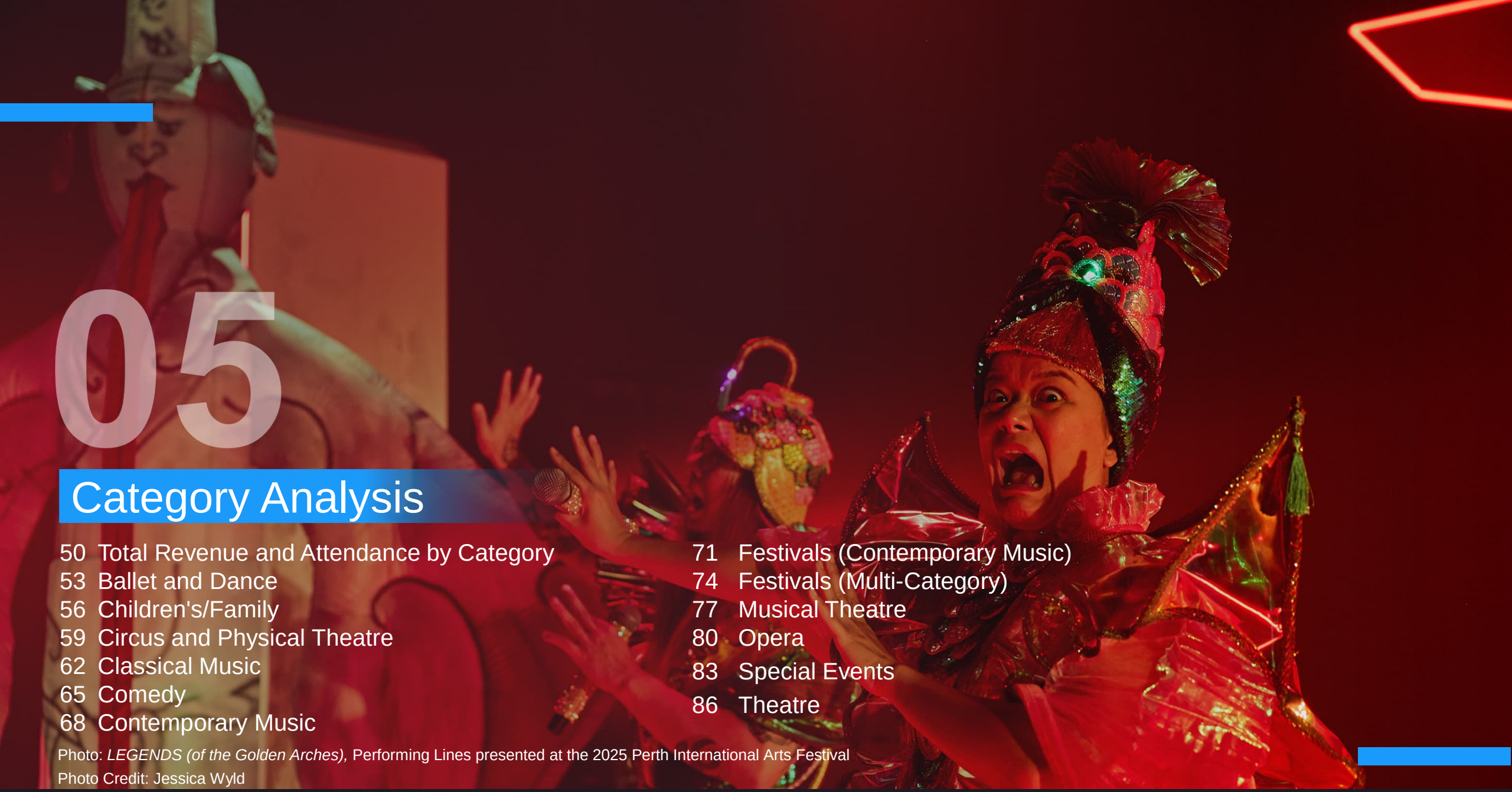
TAS/ACT/NT Revenue by Category 2025



TAS/ACT/NT Attendance by Category 2025



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Category Analysis

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59 Circus and Physical Theatre
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77 Musical Theatre
80 Opera
83 Special Events
86 Theatre

Photo: *LEGENDS (of the Golden Arches)*, Performing Lines presented at the 2025 Perth International Arts Festival
Photo Credit: Jessica Wyld

Total Revenue and Attendance by Category

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Revenue and Attendance by Category — 2025

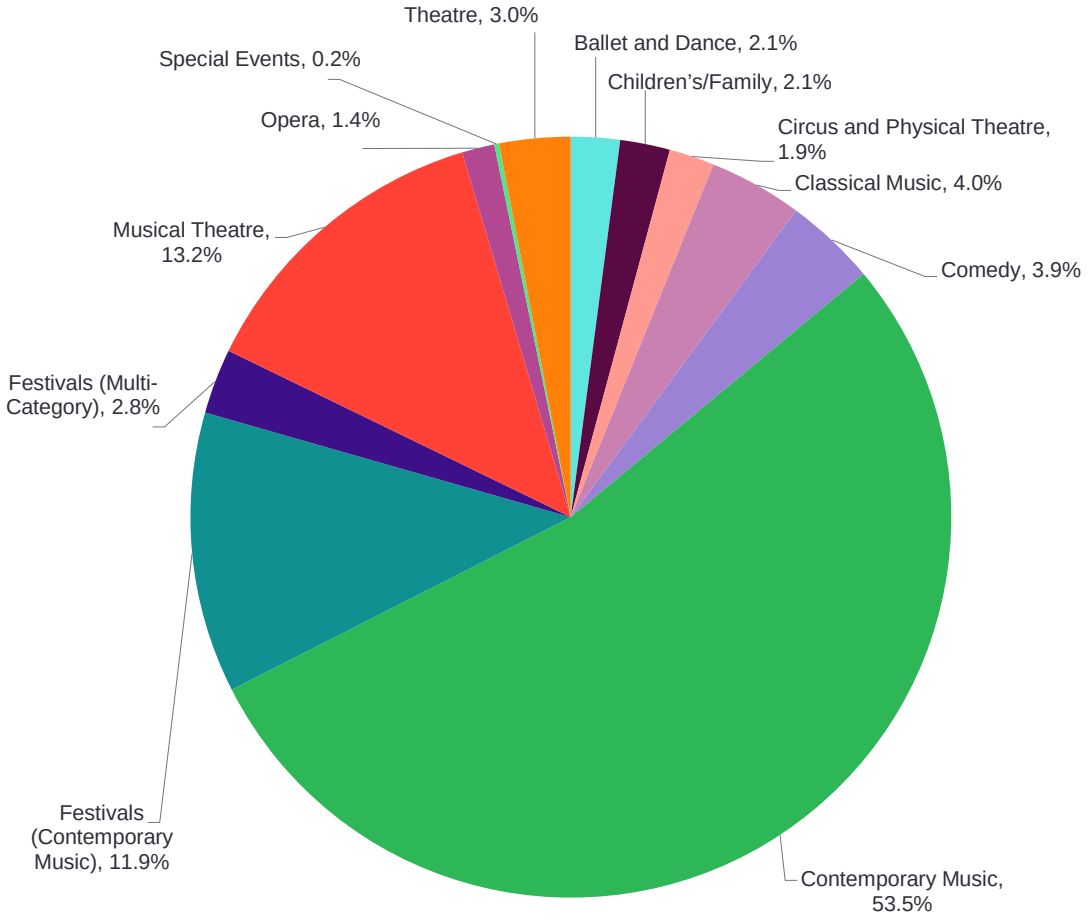
	Revenue			Attendance		
Category	Revenue	% Change in Revenue (from 2024)	Share of Industry	Tickets	% Change in Attendance (from 2024)	Share of Industry
Ballet and Dance	$69,595,885	(4.7%)	2.1%	699,380	(3.4%)	2.3%
Children's/Family	$70,677,102	(8.4%)	2.1%	1,794,707	(5.4%)	5.8%
Circus and Physical Theatre	$64,674,071	159.6%	1.9%	727,473	88.1%	2.4%
Classical Music	$133,079,955	28.6%	4.0%	1,484,317	6.7%	4.8%
Comedy	$129,905,173	(24.0%)	3.9%	2,187,275	(10.2%)	7.1%
Contemporary Music	$1,794,208,278	(0.9%)	53.5%	13,744,540	(2.4%)	44.8%
Festivals (Contemporary Music)	$399,885,481	20.7%	11.9%	2,108,737	4.9%	6.9%
Festivals (Multi-Category)	$92,620,164	10.1%	2.8%	2,455,531	10.1%	8.0%
Musical Theatre	$442,298,542	(16.8%)	13.2%	3,651,468	(16.6%)	11.9%
Opera	$46,012,447	48.0%	1.4%	356,403	33.2%	1.2%
Special Events	$6,964,987	(30.1%)	0.2%	234,940	(10.4%)	0.8%
Theatre	$101,386,608	(3.8%)	3.0%	1,260,082	(9.1%)	4.1%
Total	**$3,351,308,693**	**(0.1%)**	**100.0%**	**30,704,853**	**(2.4%)**	**100.0%**

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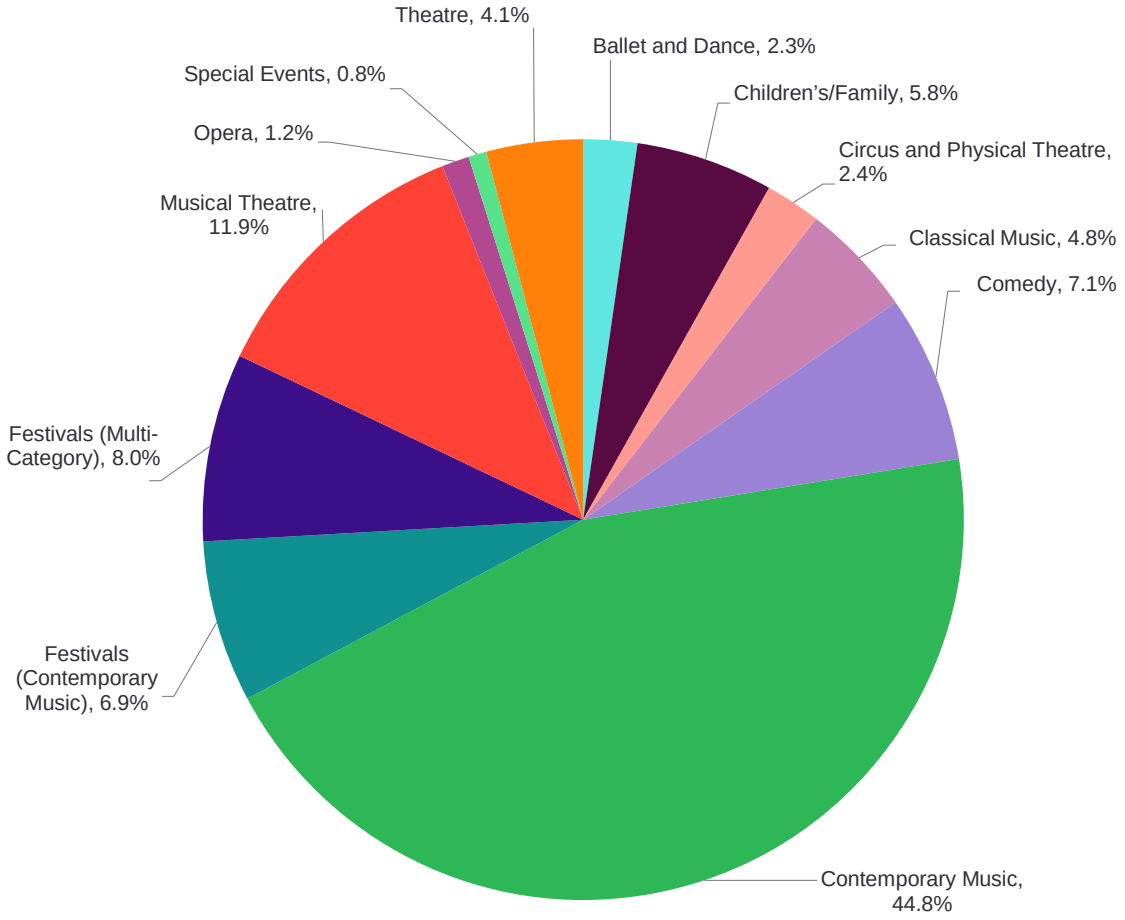
Total Revenue and Attendance by Category

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Revenue by Category 2025



Attendance by Category 2025

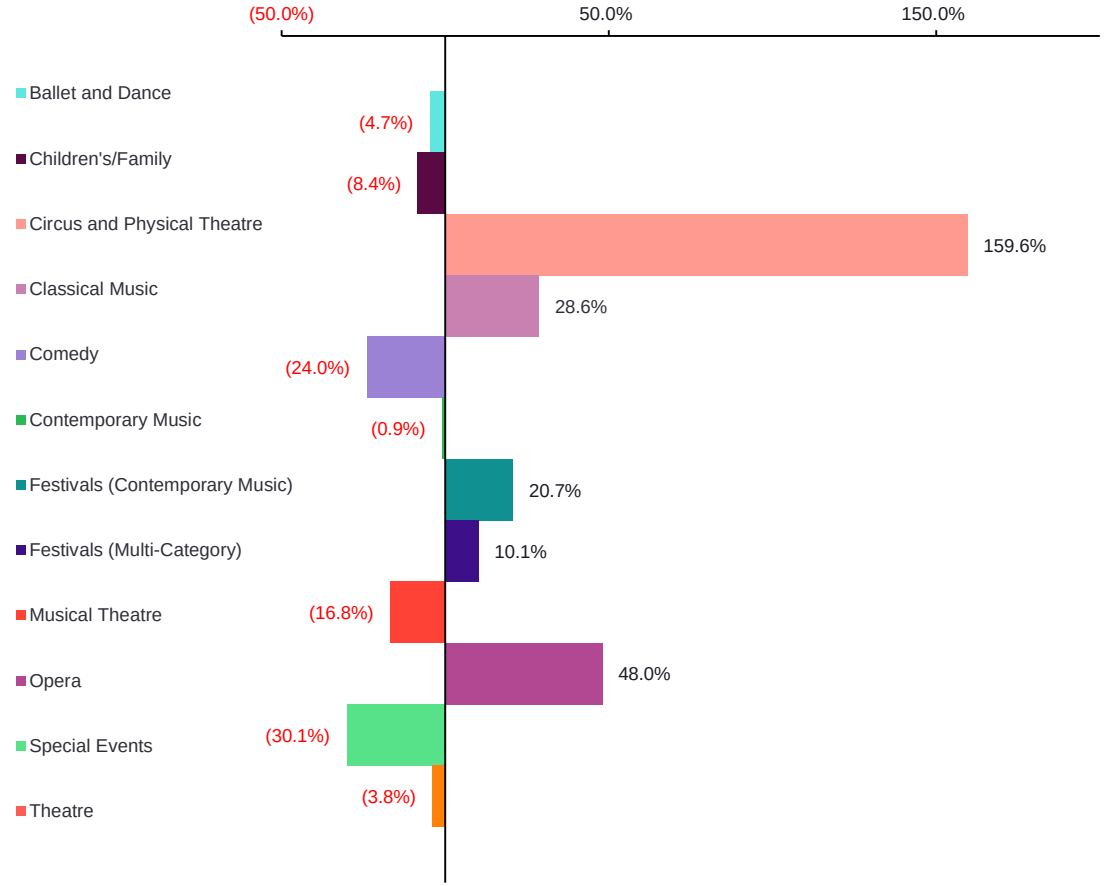


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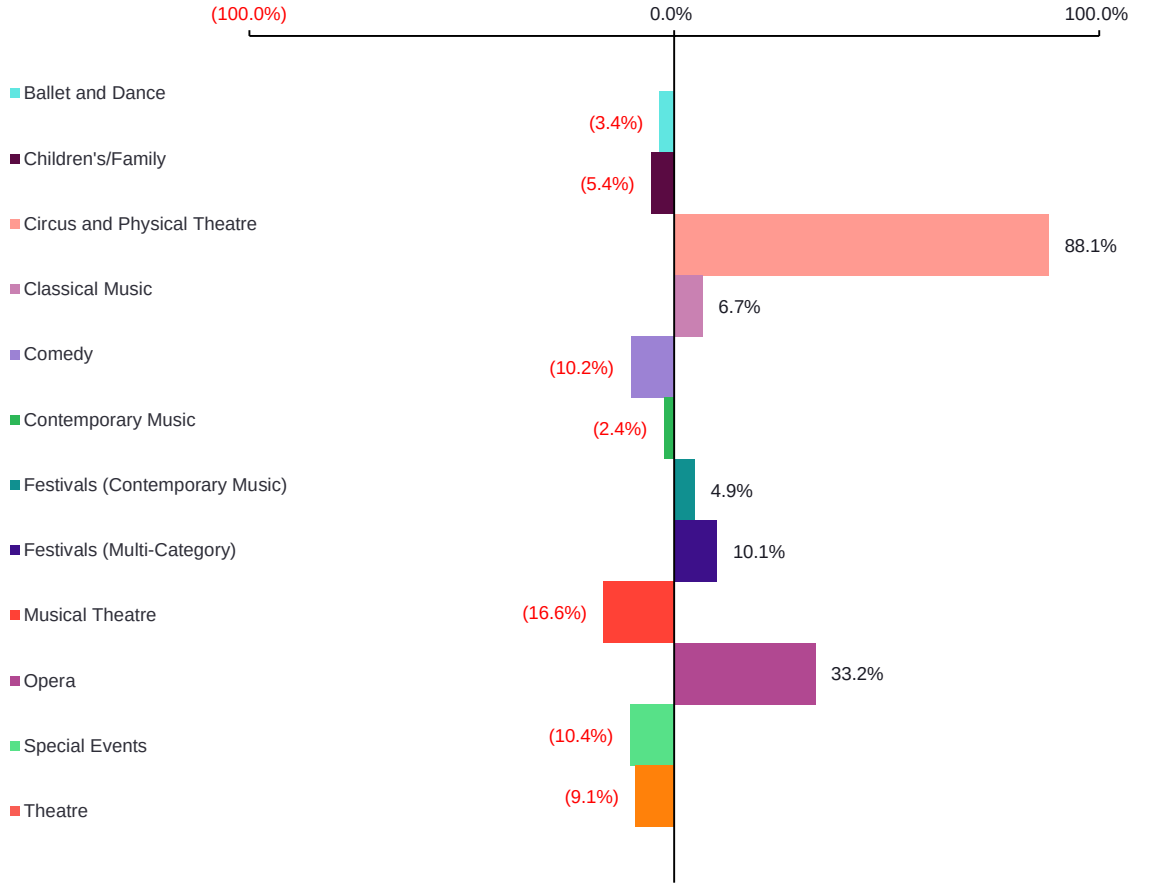
Total Revenue and Attendance by Category

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Percentage Movement in Revenue by Category — 2024 → 25



Percentage Movement in Attendance by Category — 2024 → 25



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Ballet and Dance

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National Overview

- In 2025, Ballet and Dance generated $69.6m in revenue and attracted close to 0.7m attendances.
- Ballet and Dance recorded a y-o-y decline in revenue of 4.7% (from $73.0m in 2024 to $69.6m in 2025) and a y-o-y decline in attendance of 3.4% (from 0.72m in 2024 to 0.70m in 2025). Average ticket prices also declined by 3.2% y-o-y (from $112.80 in 2024 to $109.17 in 2025), which contributed to the decrease in revenue.
- Revenue in Ballet and Dance was primarily driven by major performances such as *The Sleeping Beauty*, *The Nutcracker*, *Manon*, Nijinsky, *Swan Lake*, *Carmen*, *Prism* and *Cinderella*.
- In 2025, 63.7% of revenue and 59.2% of attendance in Ballet and Dance were generated through performances by NPAP companies, such as The Australian Ballet, Sydney Dance Company, Bangarra Dance Theatre, Queensland Ballet and West Australian Ballet. NPAP Ballet and Dance companies recorded a decline in revenue by 3.0% and an increase in attendance by 1.3% in 2025 compared to 2024.
- In 2025, NSW and VIC generated the most revenue and attendance in this category. NSW and VIC held a national market share of approximately 38.5% and 24.4% respectively in revenue and 32.4% and 24.8% respectively in attendance. These two states together generated 62.9% of national Ballet and Dance revenue and 57.3% attendance in 2025.
- The overall decline in this category in 2025 was primarily driven by weaker results in NSW, which recorded a y-o-y decline of 16.1% in revenue and 19.5% in attendance. The decline was partially offset by y-o-y growth in both revenue and attendance across VIC, QLD, SA and ACT. All other states and territories recorded a decline in both revenue and attendance.
- ACT recorded the highest y-o-y growth in revenue (42.9%) and second-highest y-o-y growth in attendance (26.6%) in Ballet and Dance, driven by performances such as *Carmen*, *The Nutcracker*, *Dracula* and *Illume*. However, its impact is minimal as it represented only 3.0% in revenue and 2.8% in attendance of the overall market share in the Ballet and Dance category.
- SA recorded the second-highest y-o-y growth in revenue (35.1%) and the highest y-o-y growth in attendance (86.0%). The growth in revenue was driven by major performances including *The Sleeping Beauty*, *The Nutcracker* and *Romeo and Juliet*.
- QLD recorded the third-highest y-o-y growth in revenue (12.9%) and the fourth-highest y-o-y growth in attendance (7.6%). The growth in revenue was driven by performances such as *The Nutcracker*, *Swan Lake* and *The Sleeping Beauty*.

Note: Data for Dance performances that were presented as part of a multi-artform festival will be captured in Festivals (Multi-Category).

Revenue and Attendance **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$59,164,135	2.9%	947,846	(7.4%)	$71.93	10.9%
2012	$57,865,897	(2.2%)	920,193	(2.9%)	$77.93	8.3%
2013	$62,832,992	8.6%	976,336	6.1%	$74.69	(4.2%)
2014	$52,771,905	(16.0%)	767,890	(21.3%)	$80.82	8.2%
2015	$63,522,318	20.4%	859,095	11.9%	$84.36	4.4%
2016	$60,079,595	(5.4%)	815,458	(5.1%)	$82.59	(2.1%)
2017	$62,339,482	3.8%	810,483	(0.6%)	$85.57	3.6%
2018	$63,988,882	2.6%	800,781	(1.2%)	$90.81	6.1%
2019	$66,158,598	3.4%	803,472	0.3%	$92.17	1.5%
2020	$7,534,678	(88.6%)	137,389	(82.9%)	$59.64	(35.3%)
2021	$26,942,483	257.6%	363,505	164.6%	$86.08	44.3%
2022	$63,343,674	135.1%	740,572	103.7%	$94.86	10.2%
2023	$70,364,624	11.1%	808,177	9.1%	$101.03	6.5%
2024	$73,023,380	3.8%	724,129	(10.4%)	$112.80	11.6%
2025	$69,595,885	(4.7%)	699,380	(3.4%)	$109.17	(3.2%)

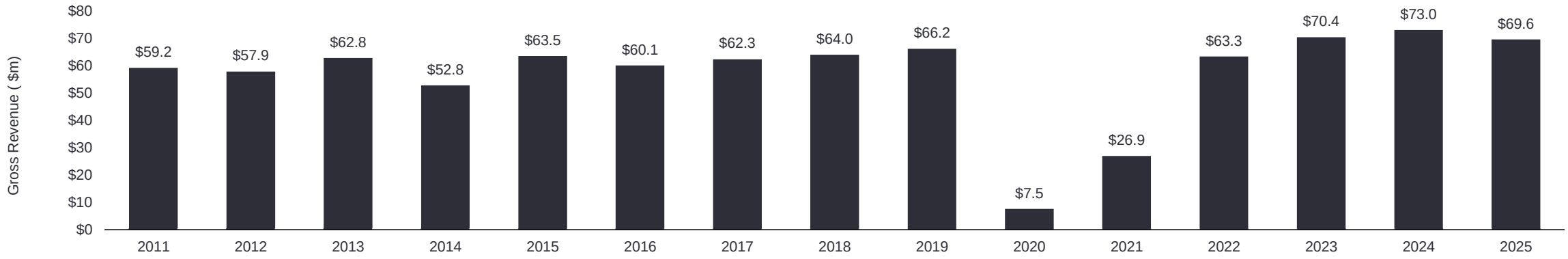
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Ballet and Dance

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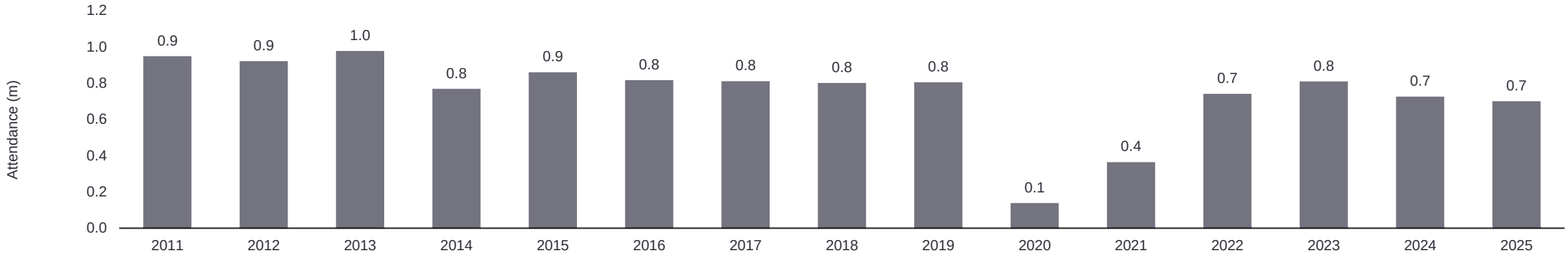
Ballet and Dance – Revenue

2011 → 2025



Ballet and Dance – Attendance

2011 → 2025



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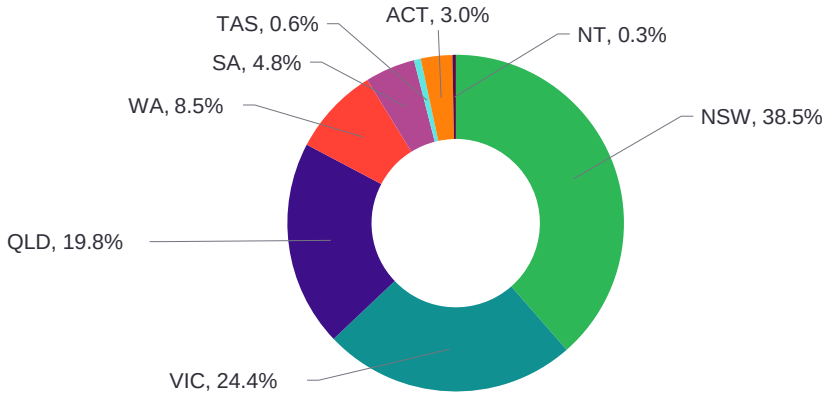
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Ballet and Dance

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Revenue by State/Territory

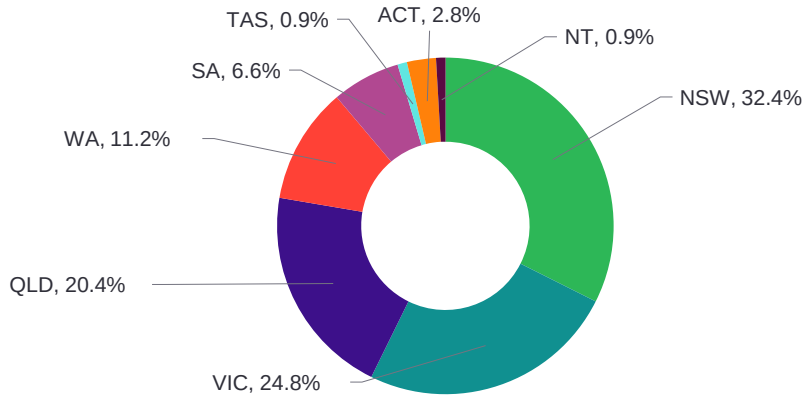
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$26,828,482	38.5%	(5.2%)
VIC	$16,956,125	24.4%	3.4%
QLD	$13,777,924	19.8%	3.1%
WA	$5,905,193	8.5%	(3.2%)
SA	$3,345,162	4.8%	1.4%
TAS	$447,388	0.6%	(0.3%)
ACT	$2,118,745	3.0%	1.0%
NT	$216,868	0.3%	(0.1%)
Total	**$69,595,885**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	226,810	32.4%	(6.5%)
VIC	173,661	24.8%	4.4%
QLD	142,649	20.4%	2.1%
WA	78,103	11.2%	(3.2%)
SA	46,115	6.6%	3.2%
TAS	6,235	0.9%	(0.4%)
ACT	19,547	2.8%	0.7%
NT	6,260	0.9%	(0.3%)
Total	**699,380**	**100.0%**	

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Children's/Family

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- In 2025, Children's/Family recorded $70.7m in revenue and attracted close to 1.8m attendances. These results are the second-highest ever recorded for this category (with 2024 being the highest).
- Children's/Family recorded a y-o-y decline in revenue of 8.4% (from $77.1m in 2024 to $70.7m in 2025) and a y-o-y decline in attendance of 5.4% (from 1.9m in 2024 to 1.8m in 2025). These results show a softening of the Children's/Family events market, potentially due to cost of living pressures.
- Average ticket prices declined by 0.9% y-o-y (from $46.12 in 2024 to $45.69 in 2025), which also contributed to the decrease in revenue.
- Revenue in this category was primarily driven by events such as *Disney on Ice: Find Your Hero*, *Bluey's Big Play*, The Wiggles and *Gabby's Dollhouse Live!.*
- In 2025, NSW and VIC together generated the most revenue and attendance in this category, with a national market share of approximately 34.2% and 27.9% respectively in revenue and 35.5% and 23.9% respectively in attendance. These two states combined generated 62.1% of national Children's/Family category revenue and 59.4% of attendance in 2025.
- In 2025, NSW, QLD and SA recorded a y-o-y decline in both revenue and attendance, while VIC recorded moderate revenue growth despite a decline in attendance. All other states and territories recorded y-o-y growth in both revenue and attendance.
- NT recorded the highest y-o-y growth in revenue (162.6%) and the second-highest y-o-y growth in attendance (39.3%). The growth in revenue was driven by major performances such as The Wiggles - *Bouncing Balls Tour*, *Such Sweet Sorrow* and *Macbeth: The Rehearsal*. However, its impact is minimal as it represented only 0.6% in revenue and 1.2% in attendance of the overall market share in the Children's/Family category.
- ACT recorded the second-highest y-o-y growth in revenue (41.8%) and the third-highest y-o-y growth in attendance (22.1%), driven by major performances such as *Bluey's Big Play*, The Wiggles, *Gabby's Dollhouse Live!* and *Storytime: The Sleeping Beauty.*
- TAS recorded the third-highest y-o-y growth in revenue (39.9%) and highest y-o-y growth in attendance (91.1%). The growth in revenue was driven by major performances such as The Wiggles, *Gabby's Dollhouse Live!* and *Goldfish.*

Revenue and Attendance **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$58,777,398	88.1%	1,453,012	49.1%	$43.87	28.1%
2012	$51,587,317	(12.2%)	1,300,334	(10.5%)	$43.17	(1.6%)
2013	$38,684,410	(25.0%)	1,090,598	(16.1%)	$38.17	(11.6%)
2014	$43,431,918	12.3%	1,214,273	11.3%	$38.27	0.3%
2015	$38,368,367	(11.7%)	1,081,003	(11.0%)	$39.15	2.3%
2016	$54,316,058	41.6%	1,376,254	27.3%	$42.87	9.5%
2017	$51,308,258	(5.5%)	1,305,672	(5.1%)	$42.35	(1.2%)
2018	$59,777,596	16.5%	1,650,955	26.4%	$40.63	(4.1%)
2019	$43,649,235	(27.0%)	1,172,129	(29.0%)	$41.08	1.1%
2020	$10,396,875	(76.2%)	378,053	(67.7%)	$30.33	(26.2%)
2021	$34,298,281	229.9%	1,050,643	177.9%	$36.10	19.0%
2022	$48,054,479	40.1%	1,487,898	41.6%	$35.05	(2.9%)
2023	$67,819,564	41.1%	1,709,300	14.9%	$42.79	22.1%
2024	$77,148,571	13.8%	1,896,269	10.9%	$46.12	7.8%
2025	$70,677,102	(8.4%)	1,794,707	(5.4%)	$45.69	(0.9%)

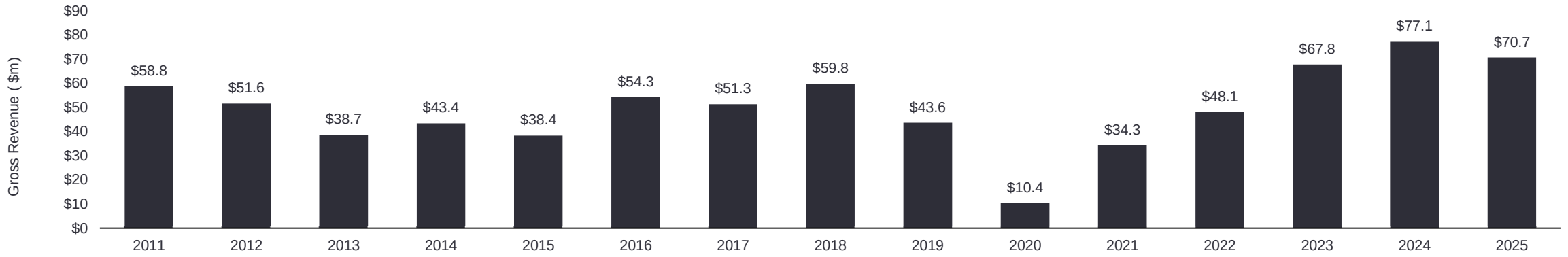
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Children's/Family

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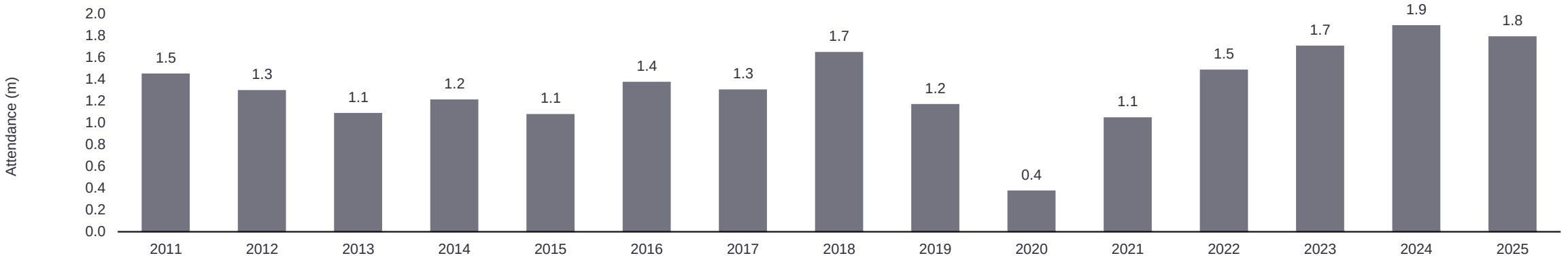
Children's/Family – Revenue

2011 → 2025



Children's/Family – Attendance

2011 → 2025



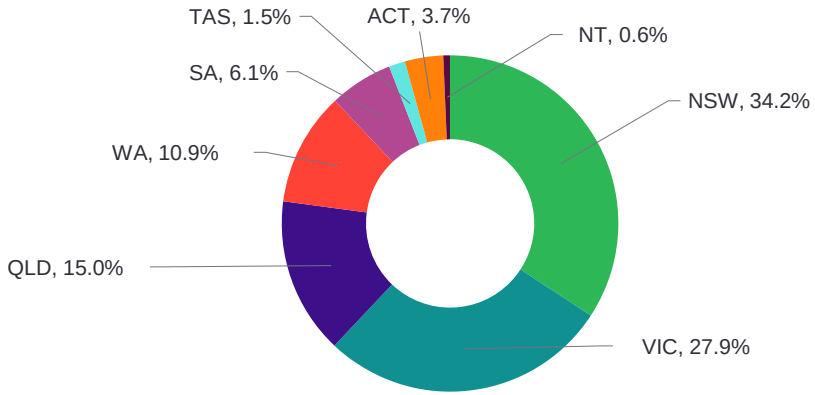
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Revenue by State/Territory

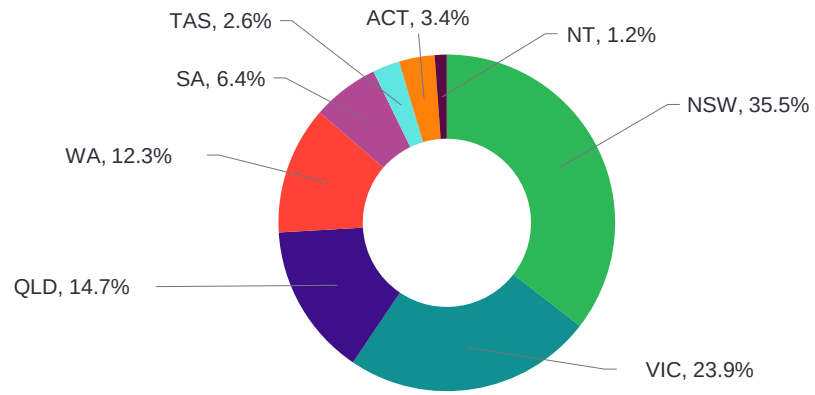
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$24,181,070	34.2%	(0.7%)
VIC	$19,691,564	27.9%	3.3%
QLD	$10,615,364	15.0%	(3.8%)
WA	$7,724,842	10.9%	1.4%
SA	$4,304,270	6.1%	(2.5%)
TAS	$1,090,914	1.5%	0.5%
ACT	$2,622,526	3.7%	1.3%
NT	$446,554	0.6%	0.4%
Total	**$70,677,102**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	637,008	35.5%	1.1%
VIC	429,513	23.9%	0.7%
QLD	262,951	14.7%	(3.5%)
WA	220,944	12.3%	0.9%
SA	115,445	6.4%	(1.6%)
TAS	46,532	2.6%	1.3%
ACT	61,292	3.4%	0.8%
NT	21,024	1.2%	0.4%
Total	**1,794,707**	**100.0%**	

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Circus and Physical Theatre

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National Overview

- In 2025, Circus and Physical Theatre generated $64.7m in revenue and attracted over 0.7m attendances.
- Among all categories, Circus and Physical Theatre recorded the highest y-o-y growth in revenue of 159.6% (from $24.9m in 2024 to $64.7m in 2025) and attendance of 88.1% (from 0.4m in 2024 to 0.7m in 2025).
- The y-o-y increase in average ticket price by 40.3% (from $67.93 in 2024 to $95.32 in 2025) also contributed to the growth in revenue.
- Circus and Physical Theatre contributed 1.9% of total industry revenue and 2.4% of total attendance in 2025, up from 0.7% and 1.2% respectively in 2024.
- This category can be variable depending on the presence or absence of major tours by international companies in any given year, particularly *Cirque du Soleil**.
- The significant growth in this category was primarily driven by the inclusion of data from *Cirque du Soleil's* national tour in 2025. Top events in 2025 included *Cirque du Soleil: Corteo*, *Now You See Me Live*, *Blanc de Blanc Encore, Penn & Teller* and *Cirque Alice.*
- In 2025, NSW, QLD and VIC generated the most revenue and attendance in this category. NSW, QLD and VIC represented a national market share of approximately 27.3%, 26.4% and 24.6% respectively in revenue, and 26.2%, 28.4% and 26.2% respectively in attendance. These three states together generated 78.3% of national Circus and Physical Theatre revenue and 80.8% of national attendance in 2025.
- In 2025, all states and territories except ACT, TAS and NT recorded y-o-y growth in both revenue and attendance.
- QLD recorded the highest y-o-y growth in revenue (516.9%) and in attendance (367.3%), driven by major performances such as *Cirque du Soleil: Corteo, Blanc de Blanc Encore, Cirque Alice* and *Penn & Teller.*
- SA recorded the second-highest y-o-y growth in revenue (299.5%) and in attendance (108.6%), driven by major performances such as *Cirque du Soleil: Corteo, Silvers Circus* and *Cosentino - Decennium.*
- WA recorded the third-highest y-o-y growth in revenue (251.9%) and in attendance (76.7%), driven by performances such as *Cirque du Soleil: Corteo, La Clique, Mystique* and *Circus Rio Carnival*.

* Cirque du Soleil's *Luzia* was presented in Australia in 2024; however, data for this event were not included in the 2024 report. In 2025, data for Cirque du Soleil's *Corteo* have been included, which appears to be a major contributor to the significant growth observed in the Circus and Physical Theatre category in 2025.

Note: Data for Circus and Physical Theatre performances that were presented as part of a multi-artform festival will be captured in Festivals (Multi-Category).

Revenue and Attendance **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$55,865,945	464.3%	728,799	174.2%	$86.81	101.8%
2012	$54,042,789	(3.3%)	555,506	(23.8%)	$103.67	19.4%
2013	$142,033,217	162.8%	1,285,991	131.5%	$118.91	14.7%
2014	$46,094,984	(67.5%)	564,676	(56.1%)	$88.60	(25.5%)
2015	$99,558,819	116.0%	974,645	72.6%	$109.41	23.5%
2016	$73,439,491	(26.2%)	838,980	(13.9%)	$96.56	(11.7%)
2017	$116,542,574	58.7%	1,165,111	38.9%	$109.04	12.9%
2018	$23,410,423	(79.9%)	450,446	(61.3%)	$60.96	(44.1%)
2019	$47,447,405	102.7%	639,135	41.9%	$80.08	31.4%
2020	$22,693,371	(52.2%)	274,977	(57.0%)	$89.48	11.7%
2021	$21,220,702	(6.5%)	272,413	(0.9%)	$85.78	(4.1%)
2022	$22,723,700	7.1%	326,315	19.8%	$77.15	(10.1%)
2023	$68,303,452	200.6%	698,111	113.9%	$102.34	32.7%
2024	$24,913,125	(63.5%)	386,769	(44.6%)	$67.93	(33.6%)
2025	$64,674,071	159.6%	727,473	88.1%	$95.32	40.3%

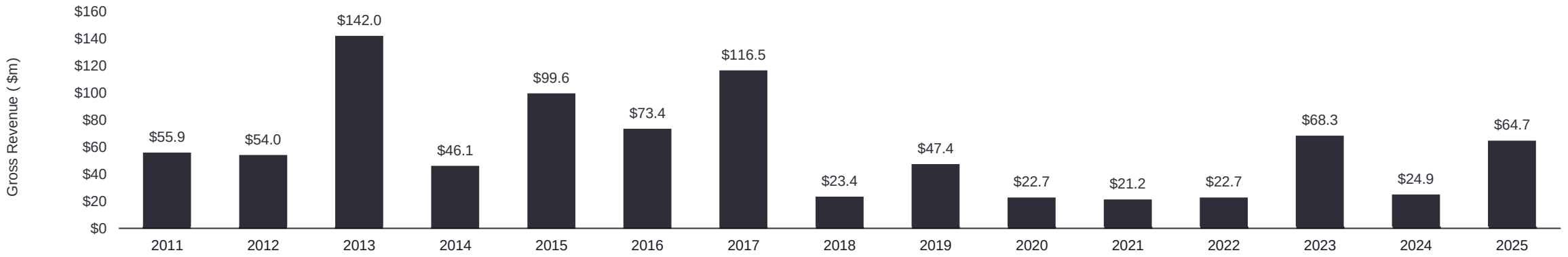
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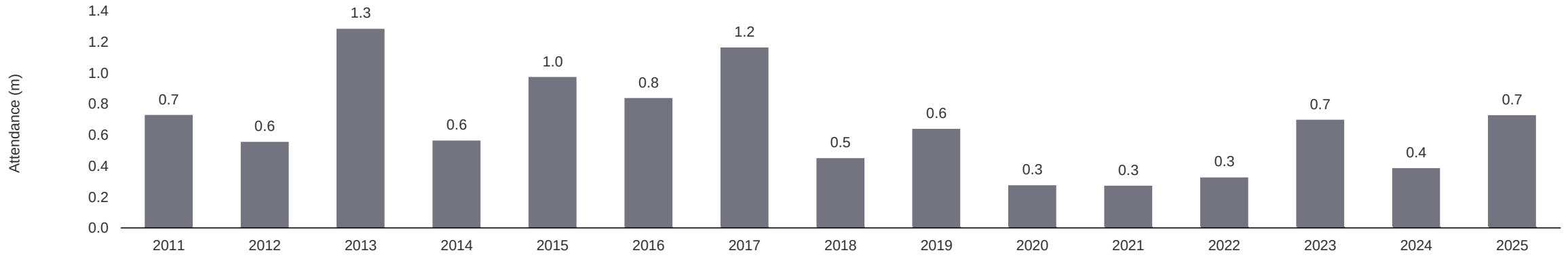
Circus and Physical Theatre – Revenue

2011 → 2025



Circus and Physical Theatre – Attendance

2011 → 2025



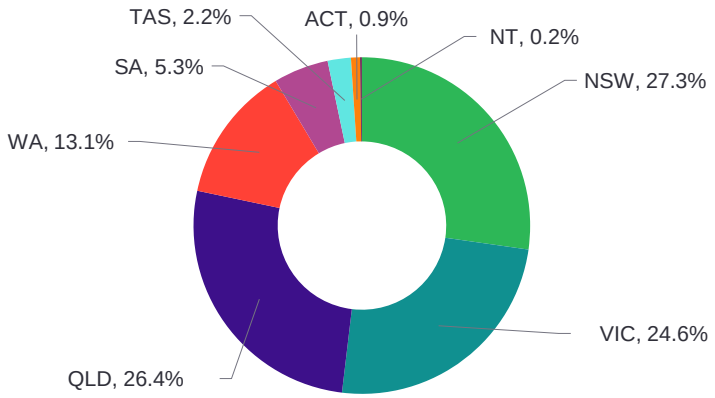
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Revenue by State/Territory

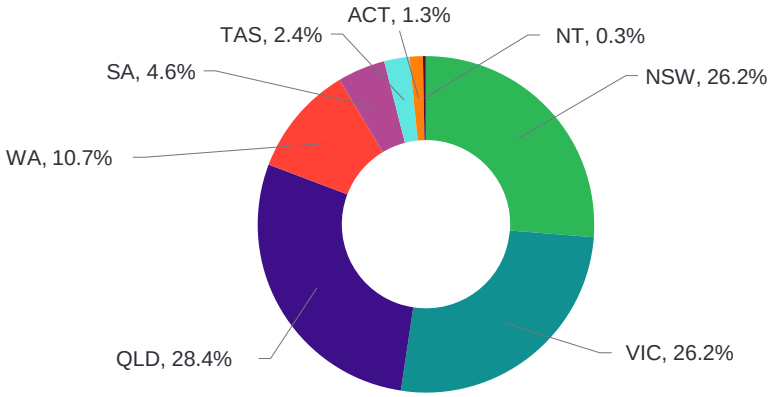
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$17,654,218	27.3%	(1.9%)
VIC	$15,905,042	24.6%	(4.7%)
QLD	$17,089,966	26.4%	15.3%
WA	$8,483,287	13.1%	3.4%
SA	$3,431,945	5.3%	1.9%
TAS	$1,430,136	2.2%	(6.0%)
ACT	$568,381	0.9%	(6.7%)
NT	$111,095	0.2%	(1.3%)
Total	**$64,674,071**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	190,728	26.2%	(3.5%)
VIC	190,409	26.2%	(3.3%)
QLD	206,413	28.4%	17.0%
WA	77,568	10.7%	(0.7%)
SA	33,313	4.6%	0.5%
TAS	17,694	2.4%	(3.0%)
ACT	9,360	1.3%	(6.2%)
NT	1,988	0.3%	(0.8%)
Total	**727,473**	**100.0%**	

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- In 2025, Classical Music generated $133.1m in revenue and attracted close to 1.5m attendances. These results represent the highest-ever recorded revenue and attendance for this category.
- Classical Music recorded a y-o-y increase in revenue of 28.6% (from $103.5m in 2024 to $133.1m in 2025) and a y-o-y increase in attendance of 6.7% (from 1.4m in 2024 to 1.5m in 2025). An increase in the average ticket price of 19.2% y-o-y (from $89.03 in 2024 to $106.10 in 2025) also contributed to the growth in revenue.
- Revenue in this category was primarily driven by major events such as *Hans Zimmer Live*, *The Music of Joe Hisaishi*, *The Salvation Army's Carols in the Domain* and performances by Andrea Bocelli.
- Similar to previous years, performances by NPAP companies contributed significantly to the revenue (49.8%) and attendance (58.1%) in this category in 2025. NPAP companies include Adelaide Symphony Orchestra, Australian Brandenburg Orchestra, Australian Chamber Orchestra, Melbourne Symphony Orchestra, Musica Viva Australia, Orchestra Victoria, Queensland Symphony Orchestra, Sydney Symphony Orchestra, Tasmanian Symphony Orchestra and West Australian Symphony Orchestra. NPAP companies recorded a slight y-o-y increase in revenue of 5.2% and a marginal increase in attendance of 0.4% in 2025.
- In 2025, NSW and VIC generated the most revenue and attendance in this category, with a national market share of approximately 47.4% and 25.9% respectively in revenue and 37.8% and 32.4% respectively in attendance. These two states combined generated 73.3% of overall revenue and 70.2% of overall attendance in this category.
- Top events in NSW and VIC included performances by Andrea Bocelli and events such as *Hans Zimmer Live*, *Top Gun Maverick in Concert*, *How to Train Your Dragon in Concert, Beethoven's Ninth Symphony with Simone Young* and *Avatar: The Last Airbender in Concert.*
- In 2025, all states and territories except for WA, SA and TAS recorded y-o-y growth in both revenue and attendance.
- NT recorded the highest y-o-y growth in revenue (59.7%) and ACT recorded the highest y-o-y growth in attendance (20.2%) in 2025.
- NSW recorded the second-highest y-o-y growth in revenue (51.8%) and third-highest y-o-y growth in attendance (15.4%) in 2025. QLD recorded the third-highest y-o-y growth in revenue (48.3%) and second-highest y-o-y growth in attendance (16.1%) in 2025.

Revenue and Attendance **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$60,096,039	31.0%	1,048,115	8.9%	$68.82	13.9%
2012	$60,884,219	1.3%	1,254,963	19.7%	$60.34	(12.3%)
2013	$70,481,841	15.8%	1,169,643	(6.8%)	$73.18	21.3%
2014	$64,870,493	(8.0%)	1,015,122	(13.2%)	$75.05	2.6%
2015	$56,395,824	(13.1%)	993,906	(2.1%)	$71.50	(4.7%)
2016	$76,764,404	36.1%	1,219,293	22.7%	$78.43	9.7%
2017	$77,883,209	1.5%	1,318,421	8.1%	$77.12	(1.7%)
2018	$79,456,707	2.0%	1,261,565	(4.3%)	$79.13	2.6%
2019	$87,333,188	9.9%	1,316,235	4.3%	$81.35	2.8%
2020	$18,111,125	(79.3%)	289,888	(78.0%)	$81.75	0.5%
2021	$37,973,064	109.7%	595,349	105.4%	$76.26	(6.7%)
2022	$88,922,485	134.2%	1,175,646	97.5%	$92.41	21.2%
2023	$90,366,251	1.6%	1,293,241	10.0%	$84.79	(8.2%)
2024	$103,494,720	14.5%	1,391,026	7.6%	$89.03	5.0%
2025	$133,079,955	28.6%	1,484,317	6.7%	$106.10	19.2%

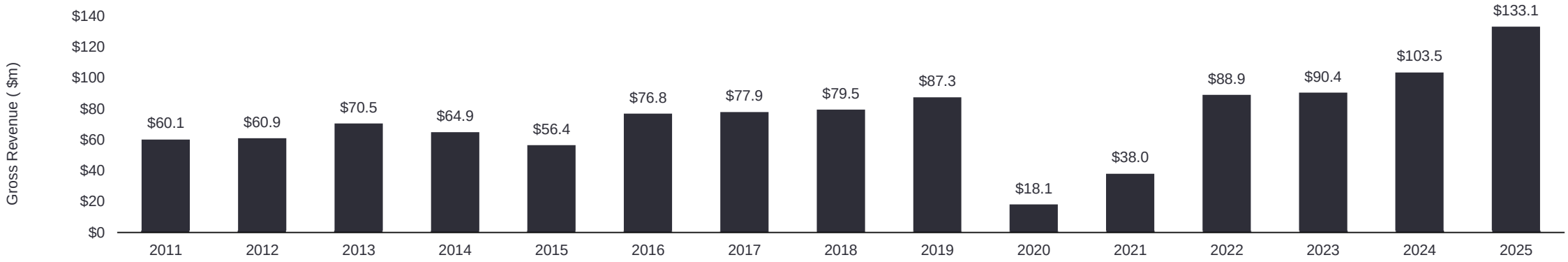
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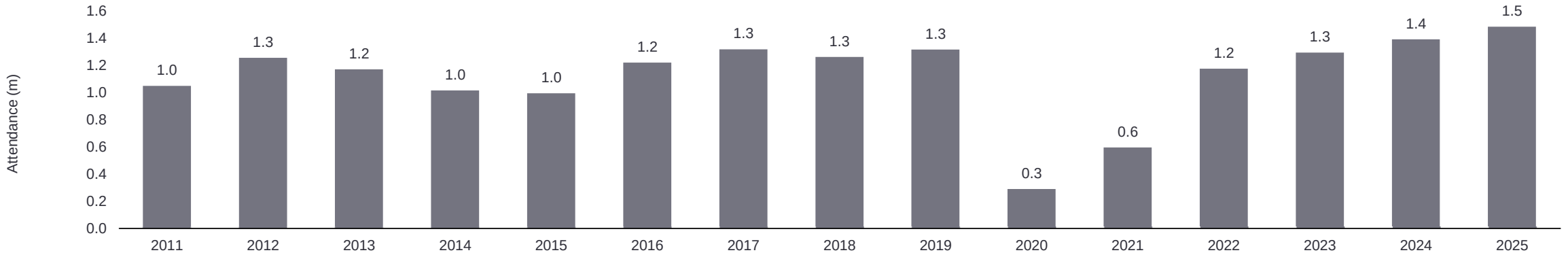
Classical Music – Revenue

2011 → 2025



Classical Music – Attendance

2011 → 2025



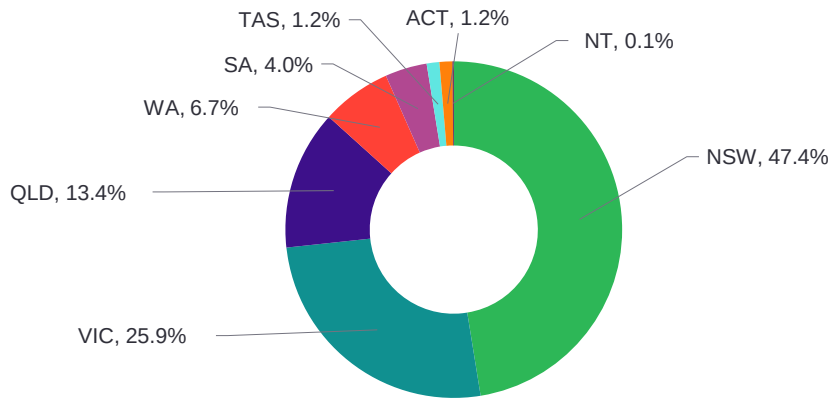
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Revenue by State/Territory

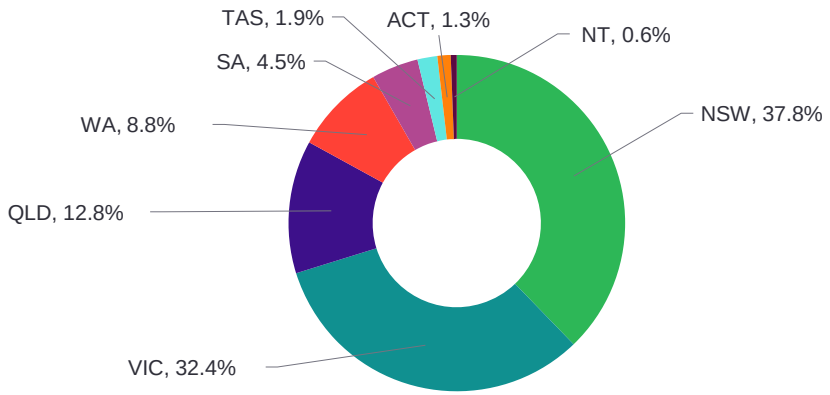
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$63,126,960	47.4%	7.3%
VIC	$34,406,748	25.9%	(0.6%)
QLD	$17,817,452	13.4%	1.8%
WA	$8,922,045	6.7%	(6.3%)
SA	$5,358,876	4.0%	(1.5%)
TAS	$1,612,779	1.2%	(0.6%)
ACT	$1,660,815	1.2%	0.0%
NT	$174,280	0.1%	0.0%
Total	**$133,079,955**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	560,979	37.8%	2.8%
VIC	480,665	32.4%	2.2%
QLD	189,650	12.8%	1.0%
WA	130,373	8.8%	(4.7%)
SA	66,979	4.5%	(1.0%)
TAS	28,046	1.9%	(0.4%)
ACT	19,206	1.3%	0.1%
NT	8,419	0.6%	(0.1%)
Total	**1,484,317**	**100.0%**	

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- In 2025, Comedy recorded $129.9m in revenue and close to 2.2m attendances.
- Top events included the Melbourne International Comedy Festival and performances by Sooshi Mango and renowned international comedians such as Kevin Hart, Jimmy O. Yang, Paul Smith, Graham Norton, Urzila Carlson and Sarah Millican.
- Comedy recorded a y-o-y decline in revenue of 24.0% (from $170.9m in 2024 to $129.9m in 2025) and a y-o-y decline in attendance of 10.2% (from 2.4m in 2024 to 2.2m in 2025).
- The average ticket price declined by 15.3% (from $74.17 in 2024 to $62.82 in 2025), which further contributed to the decline in revenue.
- Comedy generated 3.9% of the overall live performance revenue and 7.1% of the overall live performance attendance in 2025.
- In 2025, VIC and NSW generated the most revenue and attendance in this category, with a national market share of approximately 42.4% and 24.6% respectively in revenue and 54.0% and 17.3% respectively in attendance. These two states together generated 67.0% of overall revenue and 71.3% of overall attendance in this category.
- Top events in VIC and NSW included Melbourne International Comedy Festival and performances by Sooshi Mango and renowned international comedians such as Kevin Hart, Jimmy O. Yang, Paul Smith, Graham Norton, Jo Koy, Jack & Michael Whitehall, Russell Peters and Sarah Millican.
- In 2025, all states and territories recorded a y-o-y decline in revenue, while all states and territories except NT recorded a y-o-y decline in attendance.
- The overall decline in this category was primarily driven by declines across the major markets, particularly VIC, NSW and QLD. VIC recorded a y-o-y decline of 18.9% in revenue and 5.9% in attendance, NSW recorded a y-o-y decline of 24.3% in revenue and 13.0% in attendance, and QLD recorded a y-o-y decline of 26.3% in revenue and 16.6% in attendance.

Revenue and Attendance **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$51,999,602	33.2%	1,011,342	27.6%	$55.07	6.9%
2012	$48,694,665	(6.4%)	981,035	(3.0%)	$53.55	(2.8%)
2013	$41,473,321	(14.8%)	912,609	(7.0%)	$48.82	(8.8%)
2014	$45,154,726	8.9%	963,108	5.5%	$50.55	3.5%
2015	$54,924,280	21.6%	992,399	3.0%	$60.11	18.9%
2016	$86,382,773	57.3%	1,409,299	42.0%	$65.54	9.0%
2017	$72,306,243	(16.3%)	1,238,460	(12.1%)	$62.32	(4.9%)
2018	$124,742,437	72.5%	2,458,198	98.5%	$114.20	83.3%
2019	$103,216,361	(17.3%)	2,172,296	(11.6%)	$52.62	(53.9%)
2020	$21,489,790	(79.2%)	338,448	(84.4%)	$68.88	30.9%
2021	$50,301,163	134.1%	1,171,696	246.2%	$45.20	(34.4%)
2022	$114,965,234	128.6%	2,132,551	82.0%	$57.92	28.1%
2023	$198,785,138	72.9%	2,879,792	35.0%	$72.51	25.2%
2024	$170,862,657	(14.0%)	2,436,661	(15.4%)	$74.17	2.3%
2025	$129,905,173	(24.0%)	2,187,275	(10.2%)	$62.82	(15.3%)

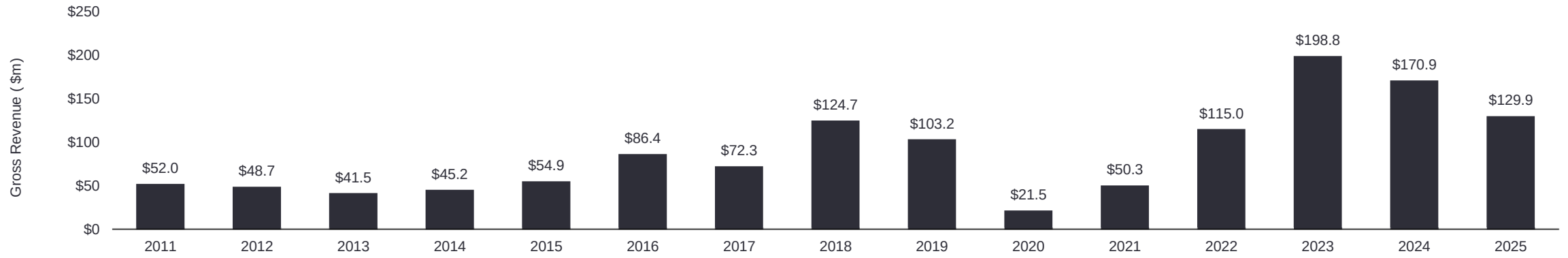
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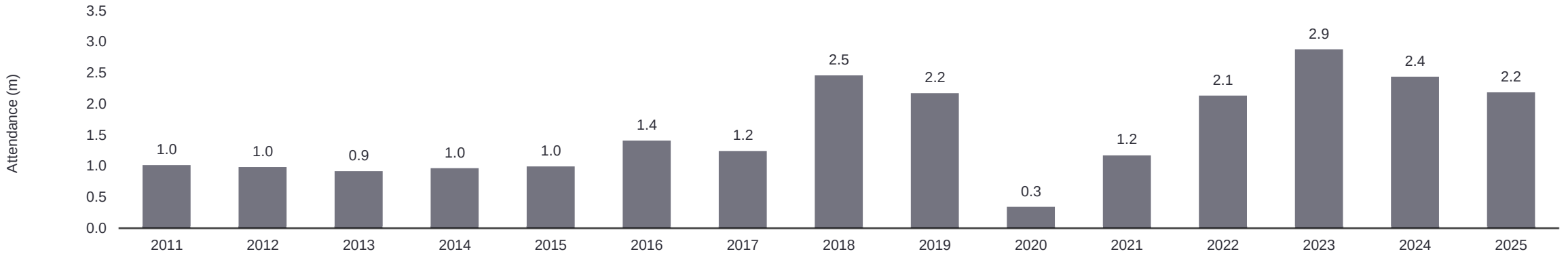
Comedy – Revenue

2011 → 2025



Comedy – Attendance

2011 → 2025



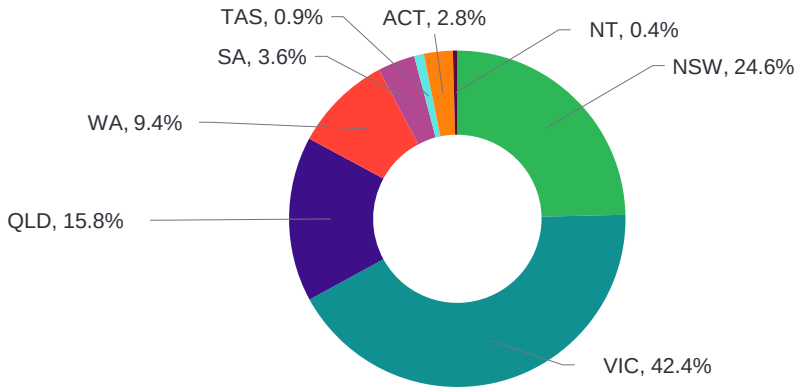
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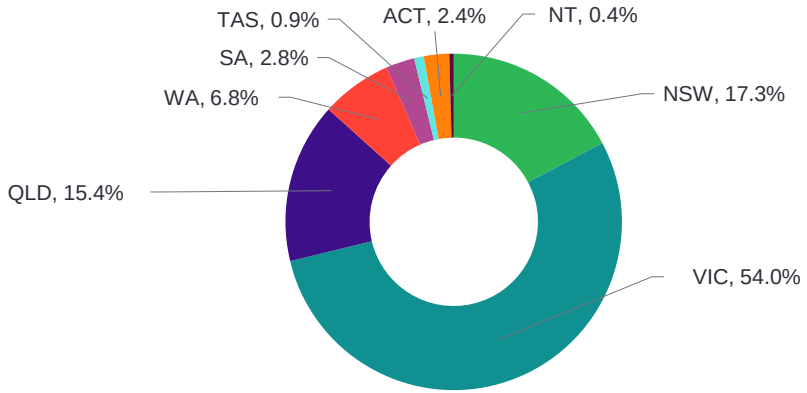
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$31,975,753	24.6%	(0.1%)
VIC	$55,110,473	42.4%	2.7%
QLD	$20,589,268	15.8%	(0.5%)
WA	$12,228,026	9.4%	0.0%
SA	$4,635,742	3.6%	(1.2%)
TAS	$1,207,384	0.9%	(1.0%)
ACT	$3,631,449	2.8%	0.1%
NT	$527,077	0.4%	0.0%
Total	**$129,905,173**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	377,326	17.3%	(0.5%)
VIC	1,181,385	54.0%	2.5%
QLD	336,334	15.4%	(1.2%)
WA	148,950	6.8%	0.1%
SA	60,232	2.8%	(0.1%)
TAS	20,579	0.9%	(0.8%)
ACT	52,988	2.4%	0.0%
NT	9,481	0.4%	0.1%
Total	**2,187,275**	**100.0%**	

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- Contemporary Music recorded close to $1.8b in revenue and more than 13.7m attendances in 2025. These results are the second-highest recorded for this category (with 2024 being the highest). These results are attributable to a full year of major international tours, including Lady Gaga, Oasis, AC/DC, Luke Combs, Drake, Tyler: The Creator, Billie Eilish, Metallica and Kendrick Lamar.
- Contemporary Music accounted for the largest market share in both revenue (53.5%) and attendance (44.8%) within the live performance industry in 2025.
- Contemporary Music recorded a slight y-o-y decline in revenue of 0.9% (from $1.81b in 2024 to $1.79b in 2025) and a y-o-y decline in attendance of 2.4% (from 14.1m in 2024 to 13.7m in 2025).
- The average ticket price increased by 2.0% y-o-y (from $135.39 in 2024 to $138.15 in 2025), which partially offset the decline in revenue.
- In 2025, NSW and VIC generated the most revenue and attendance in this category, with a national market share of approximately 36.5% and 33.3% respectively in revenue and 34.5% and 32.2% respectively in attendance. These two states generated 69.8% of overall revenue and 66.7% of overall attendance in this category in 2025. Some international acts only toured to NSW and VIC, which may explain the market share results.
- In 2025, NSW, VIC and TAS recorded y-o-y declines in both revenue and attendance. QLD recorded y-o-y growth in revenue despite a decline in attendance, while ACT recorded a y-o-y decline in revenue despite a slight increase in attendance. WA, SA and NT recorded y-o-y growth in both revenue and attendance.
- In 2025, NT recorded the highest y-o-y growth in revenue (45.7%) and third-highest y-o-y growth in attendance (4.2%). However, its impact was limited, as NT contributed the least to the Contemporary Music category in both revenue and attendance.
- In 2025, SA recorded the second-highest y-o-y growth in revenue (35.3%) and highest y-o-y growth in attendance (15.4%), while WA recorded the third-highest y-o-y growth in revenue (31.4%) and second-highest y-o-y growth in attendance (11.9%). The growth in SA and WA was driven by performances by major artists such as AC/DC, Metallica, Katy Perry and Drake.
- The annual variability of this category strongly reflects the number of high-profile international artists that tour in any given year, particularly the number of stadium tours that attract larger audiences.

Revenue and Attendance **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$539,274,481	(18.2%)	5,939,618	(15.5%)	$103.45	0.6%
2012	$482,180,550	(10.6%)	5,484,257	(7.7%)	$100.27	(3.1%)
2013	$628,130,146	30.3%	6,266,137	14.3%	$110.50	10.2%
2014	$604,963,041	(3.7%)	6,386,058	1.9%	$107.60	(2.6%)
2015	$477,904,944	(21.0%)	5,554,811	(13.0%)	$96.38	(10.4%)
2016	$440,083,629	(7.9%)	5,658,753	1.9%	$85.35	(11.4%)
2017	$826,050,167	87.7%	8,464,739	49.6%	$105.73	23.9%
2018	$993,736,022	20.3%	9,608,089	13.5%	$112.91	6.8%
2019	$835,544,629	(15.9%)	8,290,100	(13.7%)	$109.54	(3.0%)
2020	$309,203,112	(63.0%)	2,872,206	(65.4%)	$115.82	5.7%
2021	$144,938,333	(53.1%)	2,731,661	(4.9%)	$56.81	(51.0%)
2022	$705,953,566	387.1%	8,699,785	218.5%	$87.01	53.2%
2023	$1,486,395,321	110.6%	12,006,177	38.0%	$128.21	47.4%
2024	$1,810,928,434	21.8%	14,078,287	17.3%	$135.39	5.6%
2025	$1,794,208,278	(0.9%)	13,744,540	(2.4%)	$138.15	2.0%

Note: These figures do not include music festivals, which are categorised under Festivals (Contemporary Music).

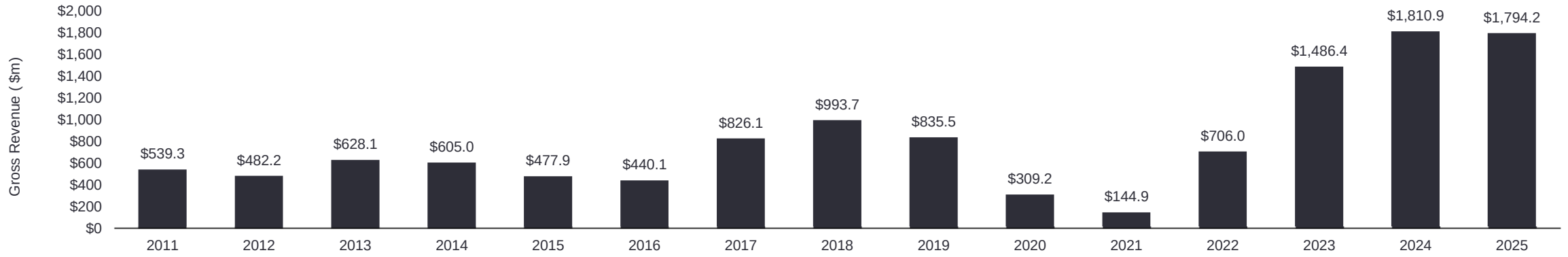
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Contemporary Music

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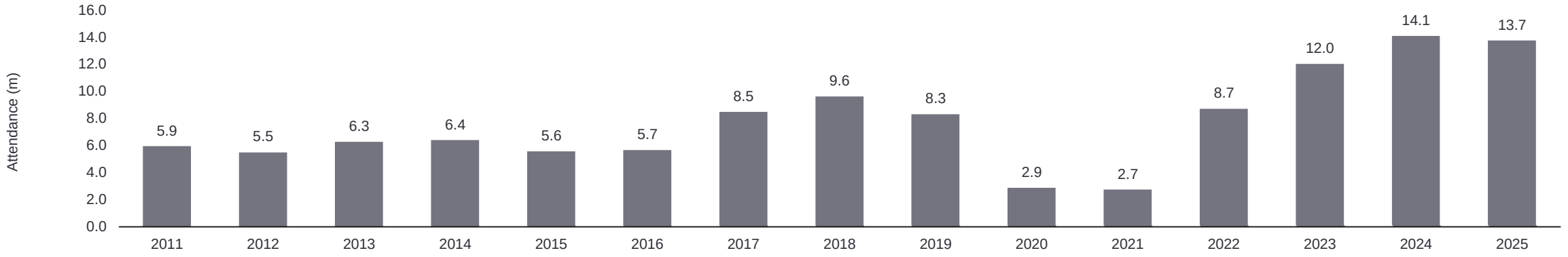
Contemporary Music – Revenue

2011 → 2025



Contemporary Music – Attendance

2011 → 2025



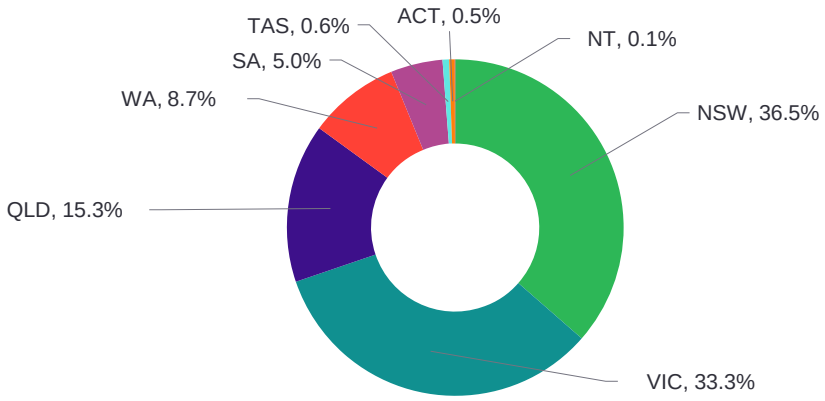
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Revenue by State/Territory

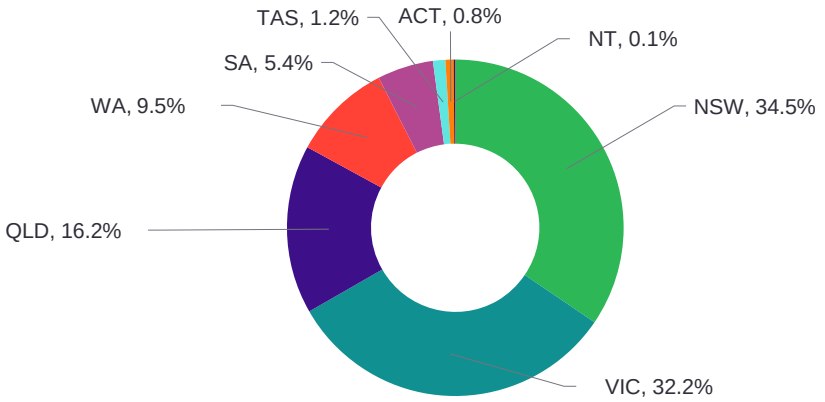
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$654,053,662	36.5%	(1.9%)
VIC	$598,034,826	33.3%	(2.1%)
QLD	$273,832,749	15.3%	0.6%
WA	$156,720,246	8.7%	2.2%
SA	$90,059,998	5.0%	1.3%
TAS	$11,097,769	0.6%	(0.1%)
ACT	$9,217,842	0.5%	0.0%
NT	$1,191,187	0.1%	0.0%
Total	**$1,794,208,278**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	4,742,619	34.5%	(0.7%)
VIC	4,426,737	32.2%	(0.9%)
QLD	2,232,076	16.2%	(0.4%)
WA	1,310,874	9.5%	1.2%
SA	741,619	5.4%	0.8%
TAS	163,543	1.2%	(0.1%)
ACT	106,809	0.8%	0.0%
NT	20,263	0.1%	0.0%
Total	**13,744,540**	**100.0%**	

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Festivals (Contemporary Music)

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- Festivals (Contemporary Music) recorded $399.9m in revenue and over 2.1m attendances in 2025. These results are the highest ever recorded for this category.
- Festivals (Contemporary Music) recorded a y-o-y increase in revenue of 20.7% (from $331.3m in 2024 to $399.9m in 2025) and a y-o-y increase in attendance of 4.9% (from 2.0m in 2024 to 2.1m in 2025).
- The growth in revenue and attendance is partially driven by the return in 2025 of festivals that did not proceed in 2024, such as Spilt Milk.
- The average ticket price increased by 14.1% y-o-y (from $180.75 in 2024 to $206.17 in 2025) to offset rising production and touring costs, which further contributed to the growth in revenue.
- Festivals (Contemporary Music) contributed 11.9% to the total industry share of revenue and 6.9% to the total attendance in 2025. The revenue was primarily driven by festivals such as Beyond The Valley, Bluesfest, Knockout Outdoor 2025: Return of the Circuz, Spilt Milk, Laneway Festival, Hypersonic Festival, CMC Rocks and Good Things Festival.
- In 2025, NSW, VIC and QLD generated the most revenue and attendance in this category, with a national market share of approximately 35.2%, 31.6% and 16.2% respectively in revenue and 37.2%, 27.0% and 16.4% respectively in attendance. These three states generated 83.0% of overall revenue and 80.6% of attendance in this category in 2025.
- All states and territories except NSW, VIC, WA and ACT recorded a y-o-y decline in revenue and in attendance in 2025.
- ACT recorded the highest y-o-y growth in revenue and attendance in 2025, primarily due to the return of Spilt Milk festival. However, its impact was limited as ACT contributed only 3.2% of overall revenue and 2.7% of overall attendance in this category.
- NSW recorded y-o-y growth of 30.6% in revenue and 17.2% in attendance, while VIC recorded y-o-y growth of 35.7% in revenue and 13.8% in attendance. WA also recorded y-o-y growth in both revenue and attendance, with revenue increasing by 15.9% and attendance increasing by 14.7%, supported by festivals such as Spilt Milk, Wildlands, Strummingbird and Touch Bass Festival.

Revenue and Attendance **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$96,453,486	(4.4%)	984,946	(4.2%)	$138.97	16.4%
2012	$98,365,490	2.0%	1,169,233	18.7%	$128.71	(7.4%)
2013	$107,367,780	9.2%	1,053,419	(9.9%)	$130.46	1.4%
2014	$129,210,058	20.3%	1,281,339	21.6%	$136.91	4.9%
2015	$106,825,241	(17.3%)	1,300,025	1.5%	$117.72	(14.0%)
2016	$79,865,326	(25.2%)	672,771	(48.2%)	$125.60	6.7%
2017	$100,657,080	26.0%	852,628	26.7%	$126.68	0.9%
2018	$102,015,922	1.3%	975,233	14.4%	$131.58	3.9%
2019	$180,852,859	77.3%	1,447,836	48.5%	$147.86	12.4%
2020	$54,174,572	(70.0%)	437,472	(69.8%)	$142.33	(3.7%)
2021	$51,279,951	(5.3%)	461,949	5.6%	$124.16	(12.8%)
2022	$234,410,442	357.1%	1,537,353	232.8%	$169.53	36.5%
2023	$355,083,125	51.5%	2,030,130	32.1%	$190.54	12.4%
2024	$331,291,692	(6.7%)	2,011,084	(0.9%)	$180.75	(5.1%)
2025	$399,885,481	20.7%	2,108,737	4.9%	$206.17	14.1%

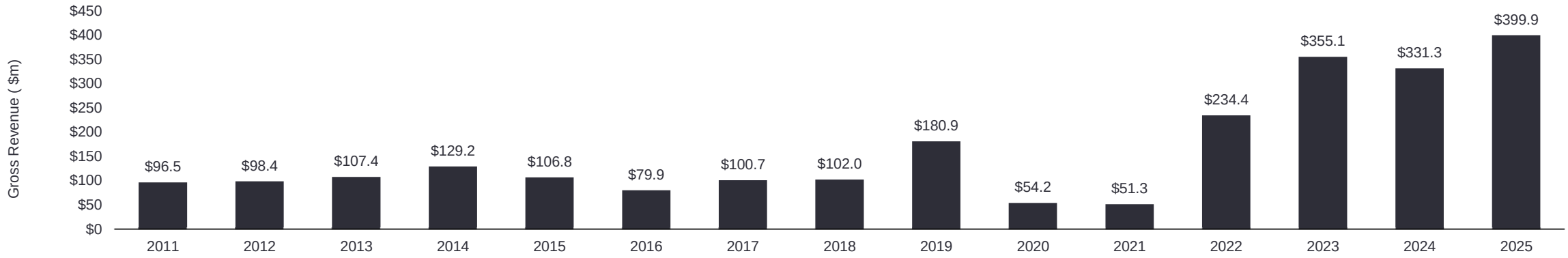
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Festivals (Contemporary Music)

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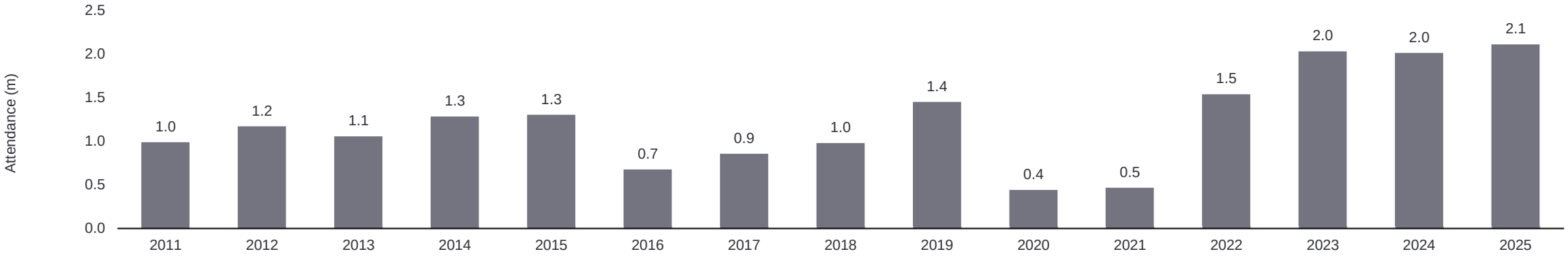
Festivals (Contemporary Music) – Revenue

2011 → 2025



Festivals (Contemporary Music) – Attendance

2011 → 2025



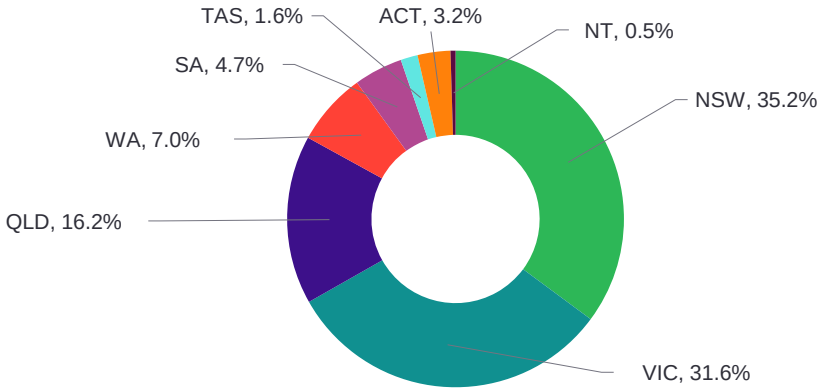
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Revenue by State/Territory

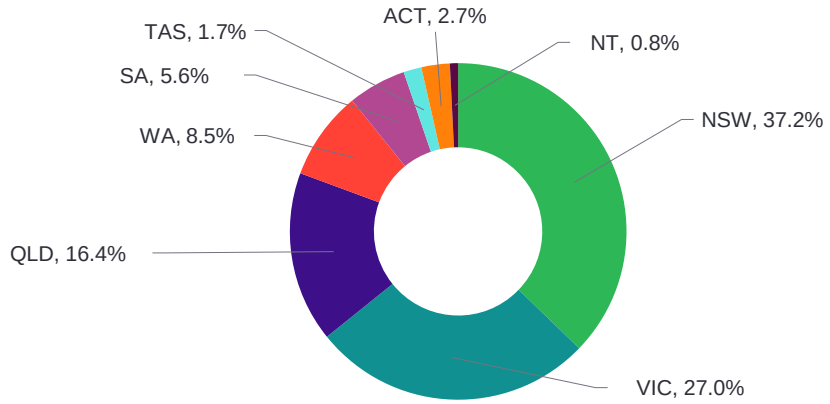
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$140,656,367	35.2%	2.7%
VIC	$126,477,817	31.6%	3.5%
QLD	$64,865,181	16.2%	(6.4%)
WA	$28,074,475	7.0%	(0.3%)
SA	$18,704,271	4.7%	(1.7%)
TAS	$6,541,464	1.6%	(0.7%)
ACT	$12,703,399	3.2%	3.2%
NT	$1,862,506	0.5%	(0.3%)
Total	**$399,885,481**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	784,781	37.2%	3.9%
VIC	570,051	27.0%	2.1%
QLD	345,527	16.4%	(5.8%)
WA	179,779	8.5%	0.7%
SA	118,201	5.6%	(1.6%)
TAS	36,719	1.7%	(1.7%)
ACT	57,202	2.7%	2.7%
NT	16,477	0.8%	(0.4%)
Total	**2,108,737**	**100.0%**	

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- In 2025, Festivals (Multi-Category) recorded $92.6m in revenue and over 2.4m attendances. This is the highest revenue recorded for this category, while attendance was the second-highest recorded (with 2018 being the highest).
- Festivals (Multi-Category) recorded a y-o-y increase in revenue of 10.1% (from $84.1m in 2024 to $92.6m in 2025). This was primarily driven by a y-o-y increase in attendance of 10.1% (from 2.2m in 2024 to 2.5m in 2025), partially offset by a y-o-y decline in the average ticket price of 2.9% (from $43.39 in 2024 to $42.15 in 2025).
- The inclusion of new data providers partially explains the growth in revenue and attendance for this category.
- In 2025, the major contributing events in this category were Adelaide Fringe, Adelaide Festival, Fringe World Festival (Perth), Woodford Folk Festival, Dark Mofo, RISING, Sydney Festival, Perth Festival, Brisbane Festival, Oktoberfest in the Gardens and Darwin Festival.
- Festivals (Multi-Category) contributed 2.8% of the total share in revenue and 8.0% of the total share in attendance in 2025.
- In 2025, SA and WA generated the largest shares of revenue and attendance in this category. SA and WA held a national market share of approximately 34.4% and 17.2% respectively in revenue, and 47.1% and 14.9% respectively in attendance. Together, these two states generated 51.6% of overall revenue and 62.0% of overall attendance in this category in 2025.
- Major festivals in SA and WA included Adelaide Fringe, Adelaide Festival, Fringe World Festival (Perth), Perth Festival and Oktoberfest in the Gardens.
- TAS recorded the highest y-o-y increase in revenue and attendance in 2025, primarily due to the return of Dark Mofo. ACT recorded the second-highest y-o-y increase in revenue and attendance in 2025, primarily driven by Floriade NightFest.
- In 2025, all states and territories except NSW and VIC recorded y-o-y growth in revenue, while all states and territories except QLD, WA and NT recorded y-o-y growth in attendance.

Revenue and Attendance — **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$11,777,244	23.1%	242,222	(8.1%)	$57.02	32.2%
2012	$12,916,787	9.7%	260,623	7.6%	$59.58	4.5%
2013	$25,622,029	98.4%	786,530	201.8%	$34.59	(41.9%)
2014	$47,805,136	86.6%	1,059,806	34.7%	$48.41	39.9%
2015	$62,162,178	30.0%	1,486,599	40.3%	$50.32	3.9%
2016	$56,641,751	(8.9%)	1,549,007	4.2%	$39.57	(21.4%)
2017	$54,635,677	(3.5%)	1,866,148	20.5%	$36.62	(7.5%)
2018	$68,972,653	26.2%	2,577,932	38.1%	$40.52	10.7%
2019	$54,984,915	(20.3%)	2,174,359	(15.7%)	$33.31	(17.8%)
2020	$39,493,105	(28.2%)	1,567,551	(27.9%)	$28.66	(14.0%)
2021	$37,673,034	(4.6%)	1,554,151	(0.9%)	$30.20	5.4%
2022	$70,102,136	86.1%	2,124,802	36.7%	$41.37	37.0%
2023	$92,422,087	31.8%	2,411,385	13.5%	$44.23	6.9%
2024	$84,094,423	(9.0%)	2,230,801	(7.5%)	$43.39	(1.9%)
2025	$92,620,164	10.1%	2,455,531	10.1%	$42.15	(2.9%)

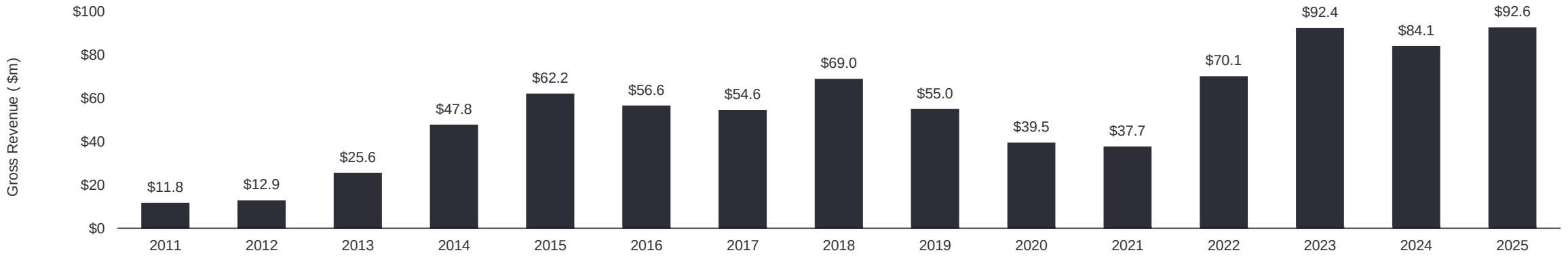
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Festivals (Multi-Category)

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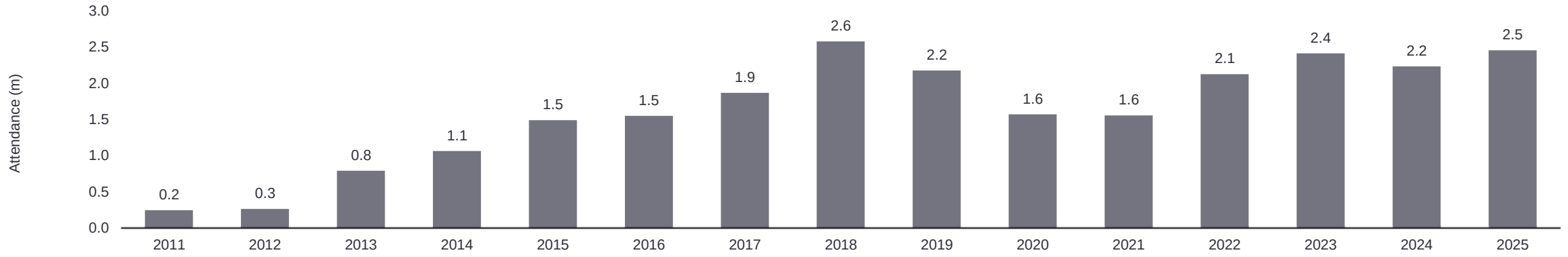
Festivals (Multi-Category) – Revenue

2011 → 2025



Festivals (Multi-Category) – Attendance

2011 → 2025



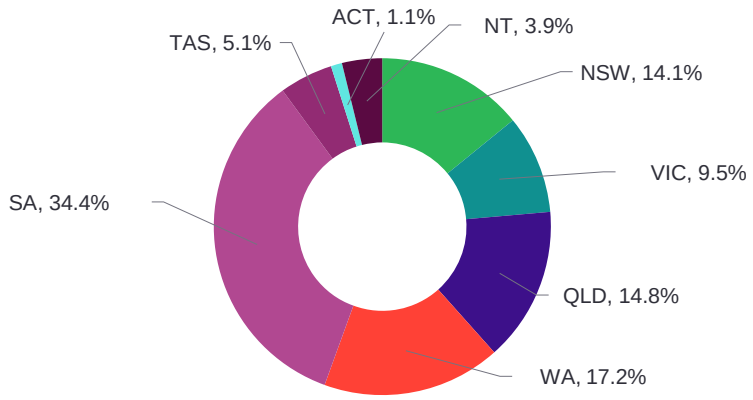
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Revenue by State/Territory

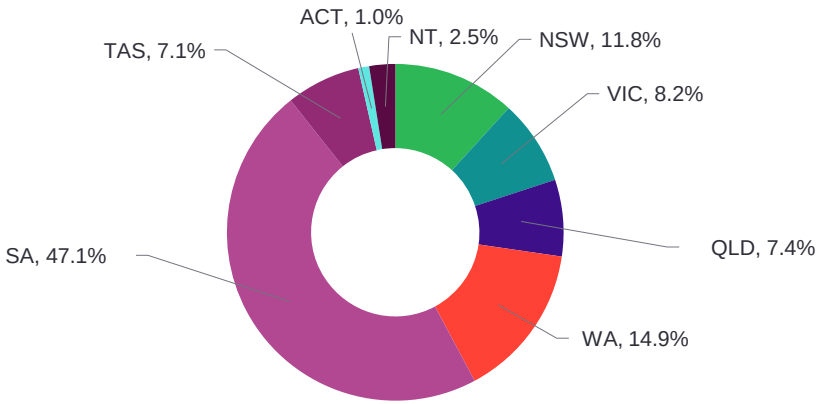
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$13,073,962	14.1%	(2.4%)
VIC	$8,782,103	9.5%	(1.8%)
QLD	$13,722,423	14.8%	1.1%
WA	$15,889,335	17.2%	(0.1%)
SA	$31,835,973	34.4%	(2.8%)
TAS	$4,741,234	5.1%	5.0%
ACT	$989,404	1.1%	0.8%
NT	$3,585,730	3.9%	0.2%
Total	**$92,620,164**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	289,253	11.8%	1.6%
VIC	200,904	8.2%	(0.2%)
QLD	180,574	7.4%	(2.7%)
WA	365,051	14.9%	(2.9%)
SA	1,157,601	47.1%	(2.1%)
TAS	175,497	7.1%	7.0%
ACT	25,577	1.0%	0.8%
NT	61,074	2.5%	(1.7%)
Total	**2,455,531**	**100.0%**	

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Musical Theatre

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- Musical Theatre recorded $442.3m in revenue and close to 3.7m attendances in 2025.
- Musical Theatre recorded a y-o-y decline in revenue of 16.8% (from $531.6m in 2024 to $442.3m in 2025) and a y-o-y decline in attendance of 16.6% (from 4.4m in 2024 to 3.7m in 2025). The average ticket price decreased marginally by 0.2% y-o-y (from $127.43 in 2024 to $127.15 in 2025).
- Musical Theatre accounted for the second-largest market share in both revenue (13.2%) and attendance (11.9%) within the live performance industry in 2025. However, its share of the overall live performance market declined compared with 2024, when the category accounted for 15.9% of revenue and 13.9% of attendance.
- Top events in this category in 2025 were *MJ the Musical, Beetlejuice The Musical, The Book of Mormon, Jesus Christ Superstar* and *Beauty and the Beast*.
- VIC and NSW accounted for the majority of revenue and attendance in this category, representing a market share of 38.4% and 33.6% in revenue and 37.5% and 33.0% in attendance respectively. Combined, they generated 72.0% market share of revenue and 70.5% market share of attendance in this category in 2025.
- Major events in VIC included *MJ the Musical, Beetlejuice The Musical, Jesus Christ Superstar, Beauty and the Beast, Annie* and *The Tina Turner Musical*. Major events in NSW included *MJ the Musical, The Book of Mormon, Les Misérables* and *Hadestown.*
- The overall decline in this category in 2025 was primarily driven by declines across the major markets, particularly VIC, NSW and QLD. VIC recorded a y-o-y decline of 17.1% in revenue and 13.6% in attendance, NSW recorded a y-o-y decline of 15.6% in revenue and 20.6% in attendance, and QLD recorded a y-o-y decline of 30.7% in revenue and 30.0% in attendance.
- All states and territories except WA and NT recorded a y-o-y decline in revenue and attendance in 2025.
- In 2025, NT recorded the highest y-o-y increase in revenue (236.0%) and attendance (270.6%). However, its overall impact remains minimal, contributing only 0.1% to the total revenue and 0.2% to the total attendance in this category.
- WA recorded the second-highest y-o-y increase in revenue (24.9%) and attendance (15.5%). Major events in WA included *Beauty and the Beast, Wicked, Cats, Sister Act* and *Jesus Christ Superstar.*

Revenue and Attendance — **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$246,792,376	1.6%	2,799,918	7.2%	$92.79	(6.1%)
2012	$203,278,606	(17.6%)	2,224,068	(20.6%)	$97.08	4.6%
2013	$193,389,763	(4.9%)	2,085,131	(6.2%)	$100.94	4.0%
2014	$320,342,329	65.6%	3,182,478	52.6%	$105.70	4.7%
2015	$334,869,038	4.5%	3,258,734	2.4%	$108.13	2.3%
2016	$347,684,296	3.8%	3,298,051	1.2%	$111.21	2.9%
2017	$416,802,525	19.9%	4,041,827	22.6%	$109.66	(1.4%)
2018	$400,199,798	(4.0%)	3,917,532	(3.1%)	$108.85	(0.7%)
2019	$337,338,257	(15.7%)	3,451,543	(11.9%)	$104.33	(4.2%)
2020	$67,051,689	(80.1%)	729,099	(78.9%)	$99.07	(5.0%)
2021	$202,342,943	201.8%	1,784,772	144.8%	$118.88	20.0%
2022	$519,021,175	156.5%	4,269,750	139.2%	$128.02	7.7%
2023	$542,171,614	4.5%	4,288,743	0.4%	$131.10	2.4%
2024	$531,587,740	(2.0%)	4,379,315	2.1%	$127.43	(2.8%)
2025	$442,298,542	(16.8%)	3,651,468	(16.6%)	$127.15	(0.2%)

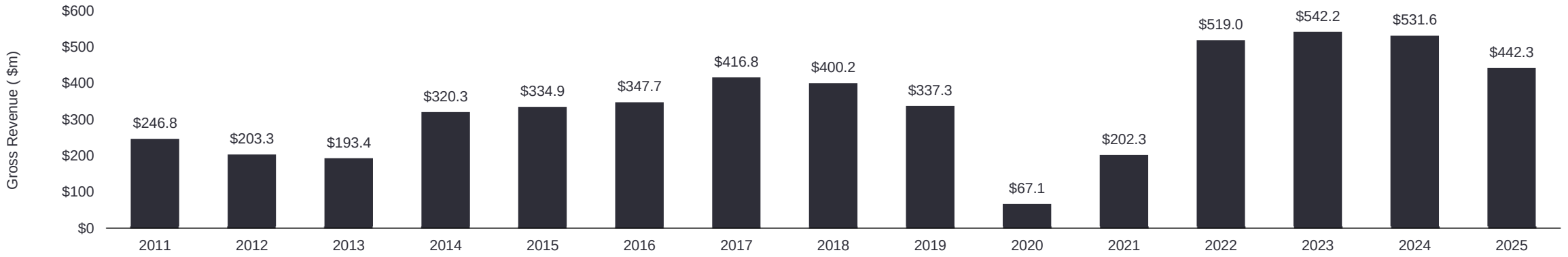
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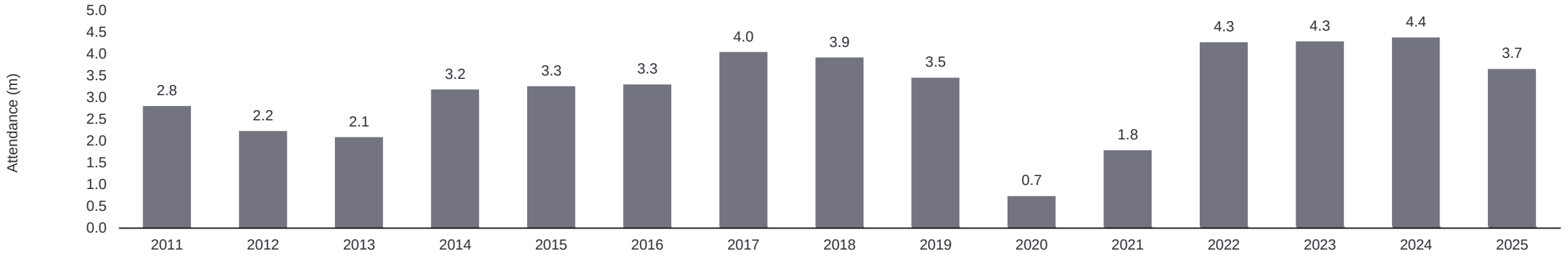
Musical Theatre – Revenue

2011 → 2025



Musical Theatre – Attendance

2011 → 2025



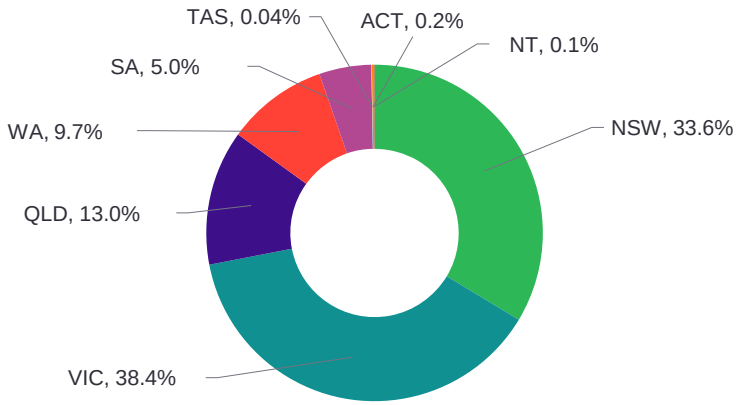
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Revenue by State/Territory

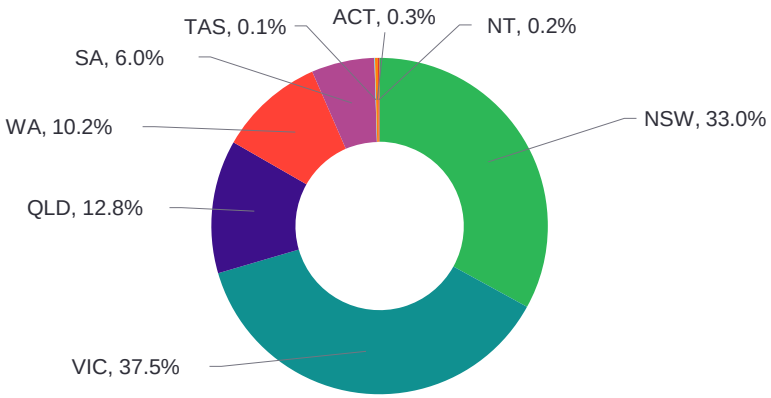
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$148,711,815	33.6%	0.5%
VIC	$169,657,264	38.4%	(0.1%)
QLD	$57,389,320	13.0%	(2.6%)
WA	$42,964,231	9.7%	3.2%
SA	$22,232,418	5.0%	(0.3%)
TAS	$179,714	0.04%	0.0%
ACT	$778,186	0.2%	(0.8%)
NT	$385,594	0.1%	0.1%
Total	**$442,298,542**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	1,204,754	33.0%	(1.6%)
VIC	1,368,141	37.5%	1.3%
QLD	467,798	12.8%	(2.4%)
WA	371,894	10.2%	2.8%
SA	220,568	6.0%	0.6%
TAS	2,711	0.1%	0.0%
ACT	9,636	0.3%	(0.7%)
NT	5,966	0.2%	0.1%
Total	**3,651,468**	**100.0%**	

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Opera

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National Overview

- In 2025, Opera generated $46.0m in revenue and attracted close to 0.4m attendances.
- Among all categories, Opera recorded the second-highest y-o-y growth in revenue of 48.0% (from $31.1m in 2024 to $46.0m in 2025) and attendance of 33.2% (from 0.3m in 2024 to 0.4m in 2025).
- The y-o-y increase in average ticket price of 7.1% (from $130.28 in 2024 to $139.59 in 2025) also contributed to the growth in revenue. It is likely that revenue and average ticket prices have increased to offset rising production and touring costs.
- In 2025, Opera revenue returned to pre-pandemic levels; however, attendance has not returned to pre-pandemic levels.
- Major Opera performances in 2025 included *Carmen, Cinderella, La Traviata, Great Opera Hits, The Barber of Seville and La Bohème.*
- Similar to previous years, performances by NPAP companies including Opera Australia, Opera Queensland, West Australian Opera, Victorian Opera and State Opera South Australia contributed the majority to the overall revenue (90.4%) and attendance (87.3%) in this category in 2025.
- In 2025, NSW and VIC generated the most revenue and attendance in this category, with a national market share of approximately 76.9% and 13.8% respectively in revenue and 67.2% and 17.2% respectively in attendance. These two states generated 90.7% of overall revenue and 84.4% of attendance in this category in 2025.
- NSW recorded a y-o-y growth in revenue (50.6%) and attendance (35.0%) in 2025. Major Opera performances in NSW included *Carmen*, *Cinderella*, *La Traviata*, *Great Opera Hits* and *The Barber of Seville*.
- VIC recorded a y-o-y growth in revenue (63.6%) and attendance (29.8%) in 2025. Major Opera performances in VIC included *Carmen*, *The Barber of Seville*, *Orpheus & Eurydice* and *The Verdi Gala Concert.*
- WA recorded a y-o-y growth in revenue (63.8%) and attendance (75.9%) in 2025. Major Opera performances in WA included *Madama Butterfly*, *The Pirates of Penzance* and *Il Trovatore*.
- All states and territories except QLD and SA recorded a y-o-y growth in revenue and attendance in 2025.

Note: Data for Opera performances that were presented as part of a multi-artform festival will be captured in Festivals (Multi-Category).

Revenue and Attendance **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$47,305,786	17.9%	439,041	7.2%	$124.66	10.5%
2012	$47,843,971	1.1%	430,904	(1.9%)	$126.84	1.8%
2013	$43,283,705	(9.5%)	344,761	(20.0%)	$145.28	14.5%
2014	$42,620,749	(1.5%)	386,927	12.2%	$124.92	(14.0%)
2015	$41,505,346	(2.6%)	433,198	12.0%	$121.43	(2.8%)
2016	$46,247,521	11.4%	407,965	(5.8%)	$145.80	20.1%
2017	$36,349,186	(21.4%)	369,228	(9.5%)	$115.42	(20.8%)
2018	$46,965,221	29.2%	487,195	31.9%	$124.11	7.5%
2019	$40,201,835	(14.4%)	435,525	(10.6%)	$113.83	(8.3%)
2020	$11,313,725	(71.9%)	147,982	(66.0%)	$87.47	(23.2%)
2021	$15,649,421	38.3%	151,299	2.2%	$118.94	36.0%
2022	$23,662,092	51.2%	225,486	49.0%	$120.17	1.0%
2023	$39,944,472	68.8%	321,477	42.6%	$141.27	17.6%
2024	$31,079,042	(22.2%)	267,493	(16.8%)	$130.28	(7.8%)
2025	$46,012,447	48.0%	356,403	33.2%	$139.59	7.1%

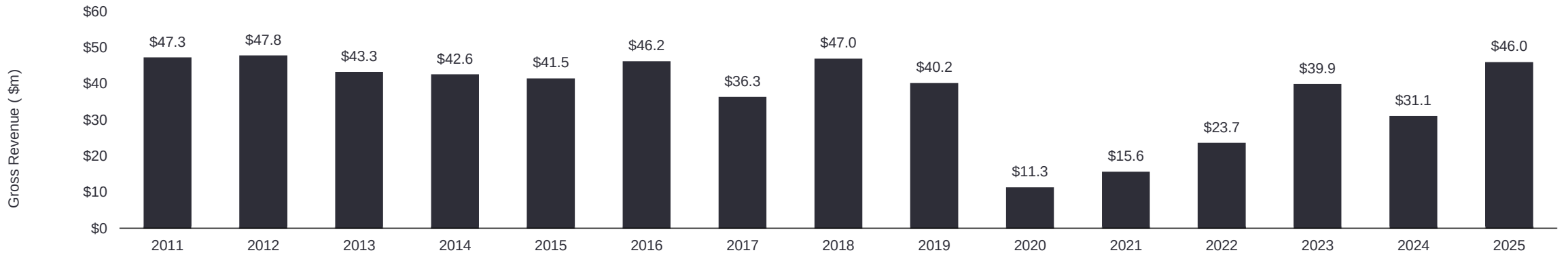
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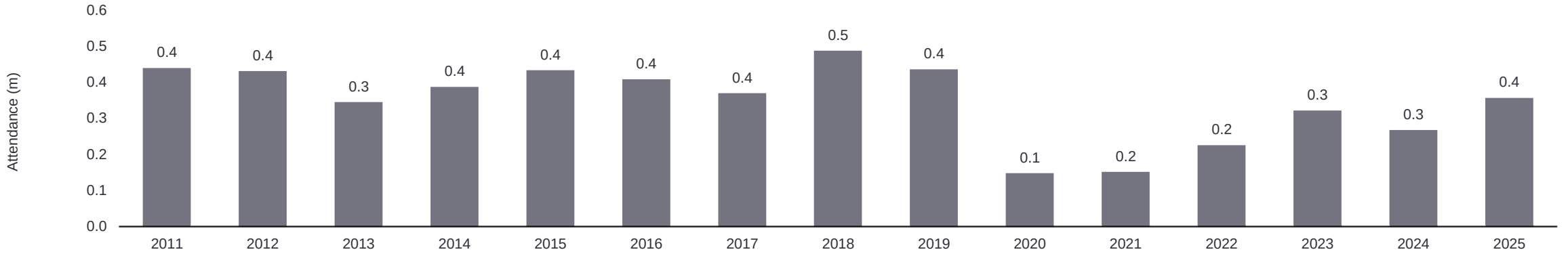
Opera – Revenue

2011 → 2025



Opera – Attendance

2011 → 2025



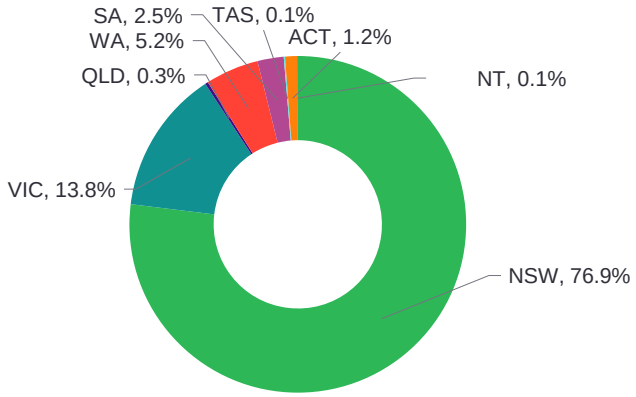
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Revenue by State/Territory

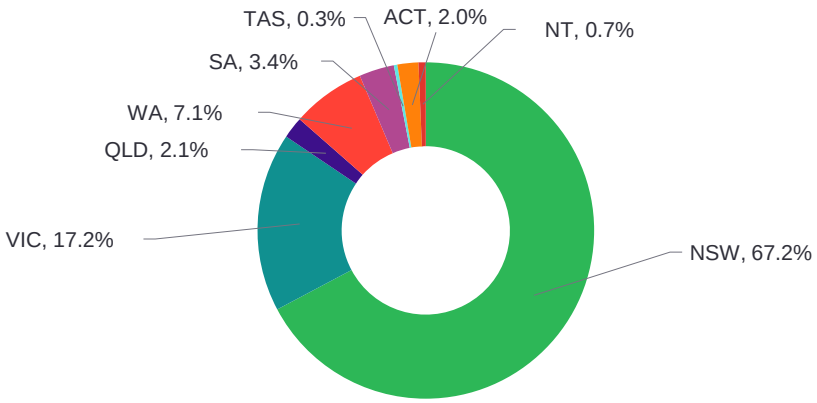
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$35,388,293	76.9%	1.3%
VIC	$6,357,755	13.8%	1.3%
QLD	$128,611	0.3%	(2.3%)
WA	$2,370,150	5.2%	0.5%
SA	$1,148,009	2.5%	(2.0%)
TAS	$65,102	0.1%	0.1%
ACT	$529,212	1.2%	1.2%
NT	$25,314	0.1%	0.1%
Total	**$46,012,447**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	239,561	67.2%	0.9%
VIC	61,308	17.2%	(0.5%)
QLD	7,401	2.1%	(3.1%)
WA	25,239	7.1%	1.7%
SA	12,072	3.4%	(1.9%)
TAS	1,135	0.3%	0.1%
ACT	7,190	2.0%	2.0%
NT	2,496	0.7%	0.7%
Total	**356,403**	**100.0%**	

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EY Parthenon

Special Events

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- In 2025, Special Events generated $7.0m in revenue and attracted over 0.2m attendances.
- Special Events recorded a y-o-y decline in revenue of 30.1% (from $10.0m in 2024 to $7.0m in 2025) and a y-o-y decline in attendance of 10.4% (from 0.3m in 2024 to 0.2m in 2025).
- The average ticket price decreased by 33.6% y-o-y (from $59.62 in 2024 to $39.60 in 2025), which further contributed to the decline in revenue.
- Special Events accounted for 0.2% of the overall live performance revenue and 0.8% of the total attendance in 2025.
- The top events in this category in 2025 were *The Christmas Spectacular, RocKwiz Live!, RuPaul's Drag Race, Bonfire Night 2025* and *Carols by Candlelight*.
- In 2025, QLD, VIC and NSW generated the most revenue and attendance in this category, with a national market share of approximately 33.1%, 28.6% and 22.6% respectively in revenue and 51.1%, 19.2% and 16.6% respectively in attendance. These three states generated 84.3% of overall revenue and 86.9% of attendance in this category in 2025.
- All states and territories except QLD recorded a y-o-y decline in both revenue and attendance in this category in 2025.
- QLD recorded y-o-y growth in revenue (17.5%) and attendance (78.8%) in 2025. Top events in QLD included *RuPaul's Drag Race, The Christmas Spectacular* and *RocKwiz Live!.*
- VIC recorded a y-o-y decline in revenue (36.2%) and attendance (27.3%) in 2025. Top events in VIC included *Carols by Candlelight, RocKwiz Live!, RuPaul's Drag Race* and *The Greatest Christmas Show.*
- NSW recorded a y-o-y decline in revenue (47.7%) and attendance (35.9%) in 2025. Top events in NSW included *The Christmas Spectacular, RuPaul's Drag Race, RocKwiz Live!* and *ABC New Year's Eve Concert.*
- The Special Events category is highly variable as it is dependent on whether events can be classified into other categories or not.

Revenue and Attendance — **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$15,799,946	(49.8%)	370,239	(29.7%)	$57.28	(35.4%)
2012	$4,250,001	(73.1%)	91,189	(75.4%)	$57.58	0.5%
2013	$6,030,274	41.9%	113,294	24.2%	$73.18	27.1%
2014	$10,984,057	82.1%	210,390	85.7%	$86.90	18.8%
2015	$20,340,607	85.2%	556,914	164.7%	$42.26	(51.4%)
2016	$29,310,579	44.1%	185,104	(66.8%)	$170.90	304.4%
2017	$5,049,945	(82.8%)	136,871	(26.1%)	$50.43	(70.5%)
2018	$22,115,160	337.9%	170,359	24.5%	$152.70	202.8%
2019	$21,352,158	(3.5%)	430,873	152.9%	$71.68	(53.1%)
2020	$4,644,130	(78.2%)	166,777	(61.3%)	$55.40	(22.7%)
2021	$2,602,427	(44.0%)	78,708	(52.8%)	$41.51	(25.1%)
2022	$4,847,553	86.3%	142,951	81.6%	$39.35	(5.2%)
2023	$3,158,726	(34.8%)	194,708	36.2%	$40.03	1.7%
2024	$9,964,821	215.5%	262,156	34.6%	$59.62	49.0%
2025	$6,964,987	(30.1%)	234,940	(10.4%)	$39.60	(33.6%)

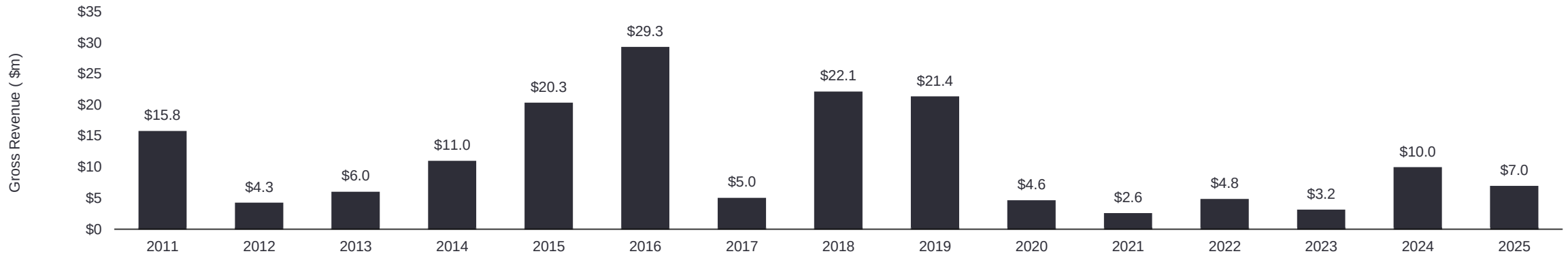
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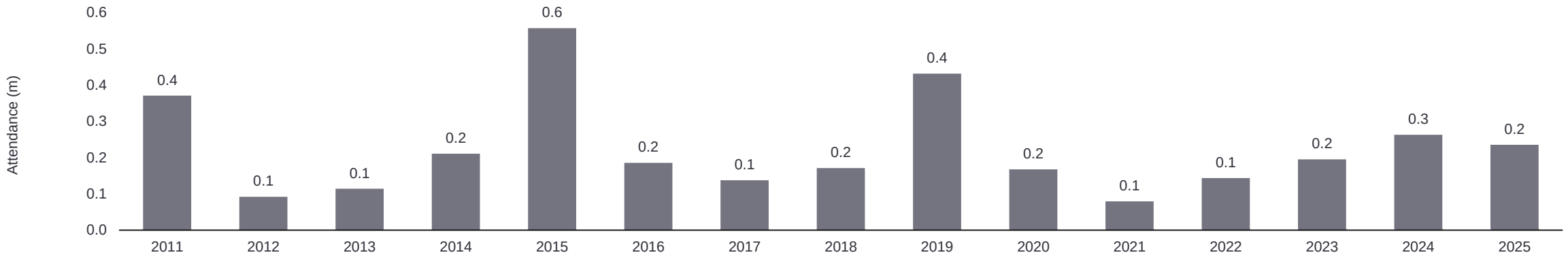
Special Events – Revenue

2011 → 2025



Special Events – Attendance

2011 → 2025



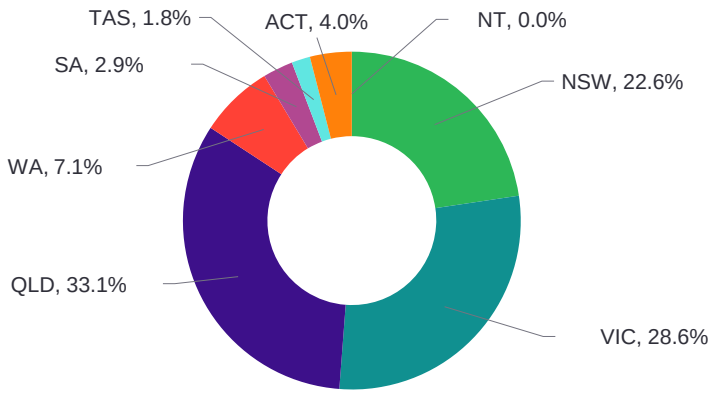
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Revenue by State/Territory

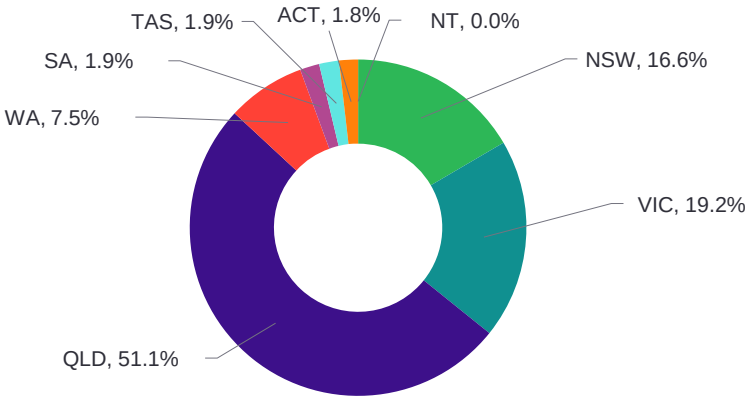
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$1,576,509	22.6%	(7.6%)
VIC	$1,988,529	28.6%	(2.7%)
QLD	$2,303,078	33.1%	13.4%
WA	$492,917	7.1%	(1.6%)
SA	$201,759	2.9%	(0.7%)
TAS	$124,466	1.8%	(0.4%)
ACT	$277,730	4.0%	(0.1%)
NT	$0	0.0%	(0.3%)
Total	**$6,964,987**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	38,948	16.6%	(6.6%)
VIC	45,117	19.2%	(4.5%)
QLD	120,080	51.1%	25.5%
WA	17,668	7.5%	(3.2%)
SA	4,352	1.9%	0.1%
TAS	4,539	1.9%	(0.9%)
ACT	4,236	1.8%	0.1%
NT	0	0.0%	(10.5%)
Total	**234,940**	**100.0%**	

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EY Parthenon

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- In 2025, Theatre generated $101.4m in revenue and attracted close to 1.3m attendances.
- Theatre recorded a y-o-y decline in revenue of 3.8% (from $105.4m in 2024 to $101.4m in 2025) and a y-o-y decline in attendance of 9.1% (from 1.4m in 2024 to 1.3m in 2025). The average ticket price increased by 5.2% y-o-y (from $83.86 in 2024 to $88.23 in 2025), to offset rising production and touring costs, and partially offset the decline in revenue.
- In 2025, Theatre revenue and attendance continued to remain lower than their peaks in 2019 when *Harry Potter and the Cursed Child* commenced its long running season.
- Revenue in this category was primarily driven by events such as *And Then There Were None*, *The Play That Goes Wrong*, *A Christmas Carol*, *The Talented Mr. Ripley, RBG: Of Many, One, Rebecca*, *Critical Role Live*, *Julia*, and *The 39 Steps*.
- Theatre accounted for 3.0% of the overall live performance revenue and 4.1% of the total attendance in 2025.
- 50.0% of the revenue and 54.0% of the attendance in 2025 were generated through performances by NPAP companies such as Sydney Theatre Company, Melbourne Theatre Company, Belvoir, Bell Shakespeare, Black Swan State Theatre Company, Queensland Theatre and State Theatre Company South Australia. In recent years, Theatre has seen an increase in the number of commercial productions in market, shifting the market share generated by NPAP companies.
- NSW generated the highest revenue and attendance in this category, with a national market share of approximately 36.4% in revenue and 37.7% in attendance in 2025. Top events in NSW included *The Play That Goes Wrong, And Then There Were None, The Talented Mr. Ripley* and *RBG: Of Many, One.*
- VIC generated the second-highest revenue and attendance in this category, with a national market share of approximately 34.5% in revenue and 31.8% in attendance. Top events in VIC included *And Then There Were None, A Christmas Carol*, *Rebecca*, *Critical Role Live* and *Julia.*
- All states and territories except QLD, WA and SA recorded a y-o-y decline in revenue and attendance in 2025.
- QLD recorded the highest y-o-y growth in revenue (115.9%) and attendance (83.3%) and SA recorded the second-highest y-o-y growth in revenue (47.7%) and attendance (29.5%) in 2025.
- Top events in QLD included *The Dictionary of Lost Words*, *The 39 Steps* and *Julia*. Top events in SA included *And Then There Were None* and *The Dictionary of Lost Words.*

Revenue and Attendance — **2011 → 2025**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2011	$65,880,712	9.5%	1,380,622	1.9%	$56.14	9.1%
2012	$82,973,259	25.9%	1,601,425	16.0%	$59.86	6.6%
2013	$119,647,414	44.2%	1,842,177	15.0%	$72.88	21.8%
2014	$99,714,555	(16.7%)	1,504,367	(18.3%)	$73.83	1.3%
2015	$56,831,724	(43.0%)	1,135,128	(24.5%)	$56.81	(23.0%)
2016	$79,584,271	40.0%	1,351,653	19.1%	$66.51	17.1%
2017	$64,217,536	(19.3%)	1,457,962	7.9%	$49.24	(26.0%)
2018	$78,505,052	22.2%	1,430,263	(1.9%)	$63.91	29.8%
2019	$146,562,112	86.7%	1,530,912	7.0%	$108.07	69.1%
2020	$39,867,422	(72.8%)	421,868	(72.4%)	$105.14	(2.7%)
2021	$53,563,159	34.4%	661,694	56.8%	$88.56	(15.8%)
2022	$111,362,004	107.9%	1,363,926	106.1%	$91.13	2.9%
2023	$121,774,292	9.3%	1,437,787	5.4%	$91.16	0.0%
2024	$105,445,605	(13.4%)	1,385,989	(3.6%)	$83.86	(8.0%)
2025	$101,386,608	(3.8%)	1,260,082	(9.1%)	$88.23	5.2%

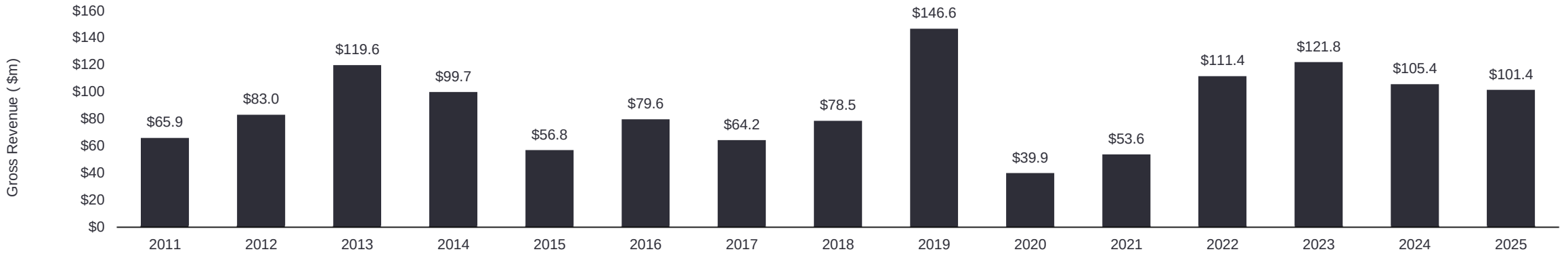
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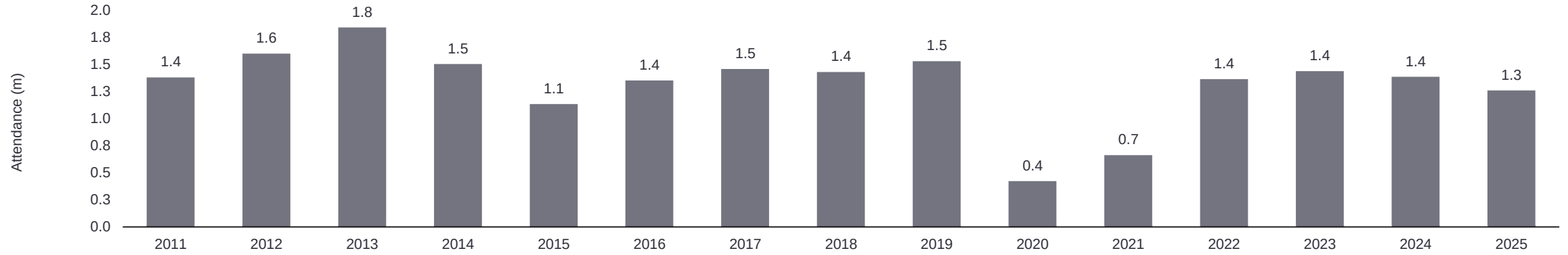
Theatre – Revenue

2011 → 2025



Theatre – Attendance

2011 → 2025



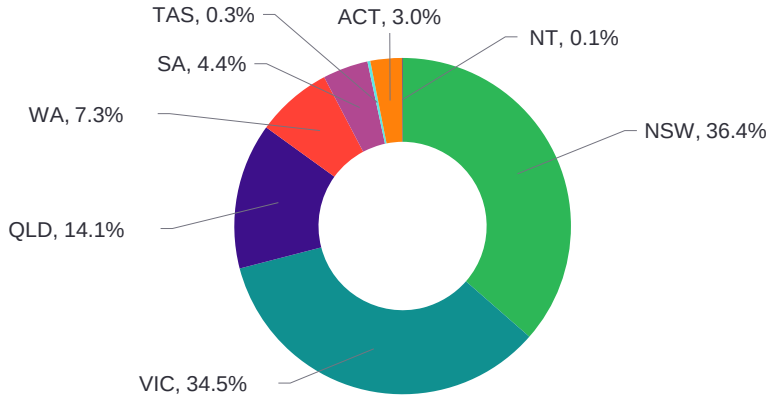
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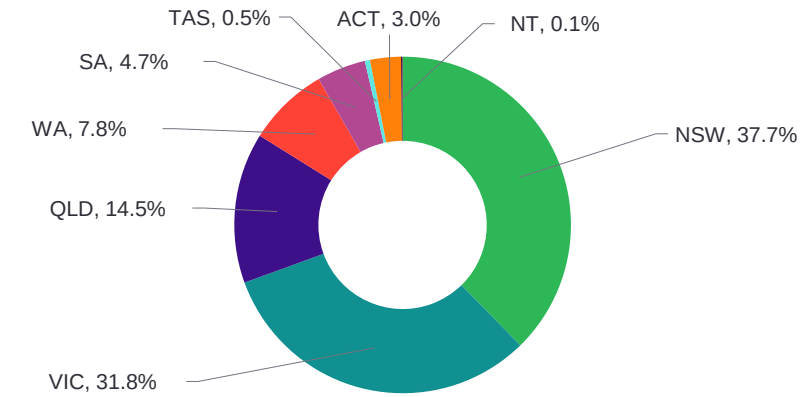
2025



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2024 (%)
NSW	$36,941,246	36.4%	(7.4%)
VIC	$34,977,137	34.5%	(1.2%)
QLD	$14,244,912	14.1%	7.8%
WA	$7,394,425	7.3%	0.7%
SA	$4,437,973	4.4%	1.5%
TAS	$284,870	0.3%	(0.5%)
ACT	$3,051,030	3.0%	(0.7%)
NT	$55,014	0.1%	(0.2%)
Total	**$101,386,608**	**100.0%**	

Attendance by State/Territory

2025



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2024 (%)
NSW	474,807	37.7%	(7.2%)
VIC	400,149	31.8%	(1.0%)
QLD	182,356	14.5%	7.3%
WA	98,108	7.8%	0.9%
SA	59,340	4.7%	1.4%
TAS	6,144	0.5%	(0.3%)
ACT	37,378	3.0%	(0.7%)
NT	1,800	0.1%	(0.2%)
Total	**1,260,082**	**100.0%**	

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EY Parthenon



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Appendices

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Photo: *Whirlwind,* Polyglot Theatre presented by Melbourne Fringe
Photo Credit: Laura May Grogan

Appendix A - Data Providers

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The following companies were identified by LPA and provided revenue and attendance data to EY for the 2025 calendar year. Total revenue comprised of revenue sourced from paid tickets only (i.e. it excludes sponsorships), while the attendance data, provided and used in the analysis, included both paid and non-paid tickets. Average ticket price data was calculated based on paid tickets only. For NPAP companies, the revenue included both single ticket sales as well as subscription revenue.

Regular Providers

- AANT Centre (formerly Darwin Entertainment Centre)
- Adelaide Festival Centre
- Adelaide Fringe
- Albury Entertainment Centre
- Araluen Arts Centre
- Artrage
- Arts and Culture Trust
- Arts Centre Melbourne
- Australian Festival of Chamber Music*
- AXS*
- Bathurst Memorial Entertainment Centre
- Belco Arts*
- Bendigo Venues and Events
- Brisbane Powerhouse
- Bunbury Regional Entertainment Centre
- Canberra International Music Festival
- Canberra Theatre Centre
- Cardinia Cultural Centre
- City of Monash (Monash Arts, Culture and Events)*
- City Recital Hall
- Dark Mofo*
- Darwin Festival
- Dubbo Regional Theatre and Convention Centre
- Frankston Arts Centre
- Geelong Arts Centre
- Gippsland Performing Arts Centre
- Glen Street Theatre
- Hayes Theatre Co
- Home of the Arts
- Karralyka Centre
- Mackay Entertainment and Convention Centre
- Manning Entertainment Centre
- Melbourne Fringe Festival
- Melbourne International Arts Festival (RISING)
- Melbourne International Comedy Festival
- Melbourne International Jazz Festival
- Melbourne Recital Centre
- Meredith Music Festival
- Merrigong Theatre
- Mildura Arts Centre
- Moshtix
- Oztix
- Parkes Elvis Festival
- Perth Festival
- Pilbeam Theatre - Rockhampton
- Pinchgut Opera
- Queensland Performing Arts Centre
- Riverside Theatre
- Seymour Centre
- Sydney Festival
- Sydney Fringe Festival
- Sydney Opera House
- Tamworth Regional Council
- The Events Centre - Caloundra
- Theatre North
- Theatre Royal Hobart
- Theatre Royal Sydney
- Ticketbooth / Leap Event Technology
- Ticketek
- Ticketmaster
- Untitled
- Wingham Music Festival
- WOMADelaide
- Woodford Folk Festival*

NPAP Companies

- Adelaide Symphony Orchestra
- Artback NT
- Australian Brandenburg Orchestra
- Australian Chamber Orchestra
- Bangarra Dance Theatre
- Bell Shakespeare
- Belvoir
- Black Swan State Theatre Company
- Circa Contemporary Circus
- Dancenorth Australia
- Griffin Theatre Company
- Malthouse Theatre
- Marrugeku
- Melbourne Symphony Orchestra
- Melbourne Theatre Company
- Musica Viva Australia
- Opera Australia
- Opera Queensland
- Orchestra Victoria*
- Performing Lines*
- Queensland Ballet
- Queensland Symphony Orchestra
- Queensland Theatre Company
- State Opera of South Australia
- State Theatre Company of South Australia
- Sydney Dance Company
- Sydney Symphony Orchestra
- Sydney Theatre Company
- Tasmanian Symphony Orchestra
- Terrapin Puppet Theatre
- The Australian Ballet
- Victorian Opera
- West Australian Ballet Company
- West Australian Opera
- West Australian Symphony Orchestra
- Windmill Theatre Company

* New data provider in 2025

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Appendix B - Event Category Description

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Type of Events

Category	Description
Ballet and Dance	Traditional forms, Ethnic dance, Folk dance, Ballet, Ballroom, Latin dance, Liturgical dance, Modern dance, Ballet, Tap, and Breakdancing
Children's/Family	Live entertainment for children, interactive performances for children and workshops for children
Circus and Physical Theatre*	Physical Theatre, Circus and Burlesque
Classical Music	Any of the following in classical/contemporary art (i.e., current, but not 'pop') style: Orchestral music, Chamber music, Choirs and choral music, Recitals, and Singing/playing. All styles of the following: Sacred music and Traditional music/ethnic music/world music
Comedy*	Stand up, comedy performances (but not Comedy plays)
Contemporary Music^	All forms of the following, performed by any type of ensemble or soloist (including any ensemble/chorus/solo musicians advertising a program which is exclusively one of the following categories, e.g. 'pop' or 'jazz,' as in The Australian Jazz Orchestra): Pop, Jazz, Blues, Country, Rock, Folk, Soul, R&B, Techno, Hip hop, Rap, Heavy Metal, and Electronic Dance Music
Festivals (Multi-Category)	Festivals/events which contain a number of different types of events that fall into two or more categories (e.g. Adelaide Fringe or Perth International Arts Festival). Food and music festivals are only included if a music line up is involved
Festivals (Contemporary Music)	Festivals/events which contain a number of events that predominately fall into the category of Contemporary Music (e.g. Bluesfest). Festivals that are not Contemporary Music but belong in another category will be allocated to their respective category (e.g. comedy, theatre and dance)
Musical Theatre	Staged productions which include music/drama/movement in popular form, primarily (but not limited to): Musicals and Cabarets in cabaret mode/style
Opera	Theatrical presentations in which a dramatic performance is set to music in classical or contemporary art style: Opera and Operetta (includes Gilbert and Sullivan)
Special Events	Unique presentations which do not fall into any other category
Theatre	Script based theatre, Drama, Comedy theatre, Mime and Plays

Note: *These categories were introduced in 2009 by LPA

^This category was renamed in 2011, having been renamed "non-Classical Music" in prior years

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Appendix C - Abbreviations & Definitions

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Key Abbreviations/Terms

Abbreviation	Definition
$	Australian Dollar
%	Percentage
b	Billion
c.	Circa
EY	Ernst & Young
i.e.	That is
k	Thousand
LPA	Live Performance Australia
m	Million
NPAP	National Performing Arts Partnership
NSW	New South Wales
VIC	Victoria
QLD	Queensland
WA	Western Australia
SA	South Australia
ACT	Australian Capital Territory
NT	Northern Territory
TAS	Tasmania
y-o-y	Year over year
CAGR	Compound Annual Growth Rate
Regional	Outside a capital city
Metro/Metropolitan	Located within a capital city (including the suburbs of the capital city)
Unknown	Unable to identify whether the event/location was in a metropolitan or regional area

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