



Live performance industry posts \$1.41 billion in ticket sales revenue and 18.38 million attendances in 2015

1 December 2016

Dear Member

Live Performance Australia (LPA) has today released its annual [Ticket Attendance and Revenue Survey 2015](#) (Survey) which shows the live performance industry remains steady despite slight declines in growth, contributing **\$1.41 billion** to the Australian economy with **18.38 million tickets** issued in 2015. That's more than the combined attendances at AFL, NRL, Soccer, Super Rugby and Cricket in 2015 (Australian Sporting Attendances 2015, Stadiums Australia).

The Survey is the most comprehensive survey of ticket sales for Australian live performance events and is proudly supported by long-term partner and industry super fund, [Media Super](#).

Read the [LPA Media Release](#) for commentary on the Survey results from LPA's Chief Executive and a summary of the key findings. We also encourage you to explore the digital report in depth. The data is broken down by both state and genre categories.

You can access the full range of [Ticket Attendance and Revenue Survey 2015](#) resources below:

- [Interactive web-based report](#) or [PDF report](#)
- [National and State/Territory Infographics](#)
- [LPA Media Release](#)

LPA thanks its data partners for their continued support of the annual [Ticket Attendance and Revenue Survey](#), including APACA venues that provided data for the first time this year. The addition of new data partners is important to improving the scope and rigor of the report and LPA encourages event and venue owners not presently included in the Survey to become data partners.

For further information on the Survey, contact LPA Policy Advisor, Holly Crain on 03 8614 2000 or by [email](#).

KEY FINDINGS

In comparison to 2014, **ticket sales declined in revenue by 6.7% and in attendance by 1%**. Average ticket prices declined by 4.7 per cent. As per previous years, the report findings showed **Contemporary Music and Musical Theatre to be the two largest contributors to the industry**, generating 34% and 24% of revenue respectively, and a combined attendance rate of 48%.

LPA has for the first time released [Supplementary data](#) with the Survey reporting on Australia Council for the Arts (Key Organisations) and Australian Performing Arts Centres Association (APACA)

member venues. This supplementary data, while not a comprehensive survey of regional and metropolitan venues, shows 1.56 million tickets were issued to 7,736 live performances at regional and metropolitan venues generating revenue of \$43.6 million in 2015. Including the supplementary data, the live performance industry contributed \$1.45 billion in revenue and 19.94 million in attendance.

LIVE PERFORMANCE INDUSTRY IN 2015

AUSTRALIA

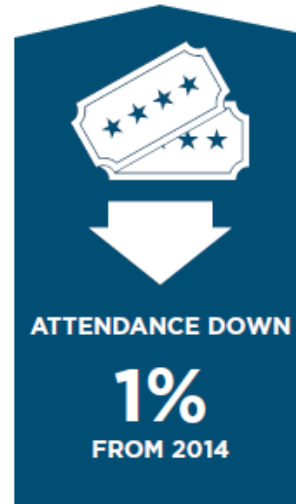
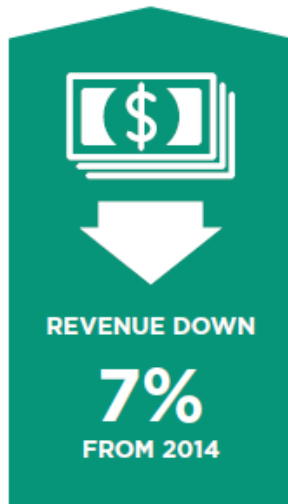


THE LIVE PERFORMANCE INDUSTRY GENERATED **\$1.4 BILLION** IN TICKET SALES AND **18.4 MILLION** IN ATTENDANCE



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

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



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



FROM 2008-2015
REVENUE
INCREASED

33%



FROM 2008-2015
ATTENDANCE
INCREASED

16%



Find more information on Live Performance in 2015 at reports.liveperformance.com.au



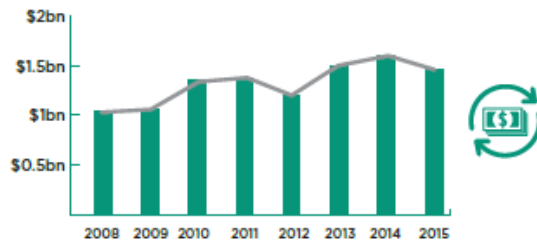
AUSTRALIA



TOP 3 REVENUE

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

TOTAL REVENUE (2008-2015)



TOTAL ATTENDANCE (2008-2015)



TOP 3 ATTENDANCE

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

(THEATRE HAD THE 3RD HIGHEST ATTENDANCE IN 2014)



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



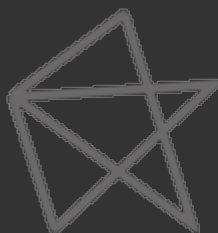
FESTIVALS (MULTI CATEGORY)
INCREASED IN REVENUE AND
ATTENDANCE BY **17%** DUE TO
THE GROWTH OF FESTIVALS IN
QLD, SA, TAS AND VIC



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



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reports.liveperformance.com.au



LIVE
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AUSTRALIA

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