

KEY HIGHLIGHTS – STATE/TERRITORY SUMMARY

Revenue

State/Territory	Revenue	Share of Industry (2023)	Change in Revenue from 2022
New South Wales	\$1,043,883,264	33.3%	54.4%
Victoria	\$984,651,772	31.4%	43.9%
Queensland	\$539,301,164	17.2%	78.0%
Western Australia	\$312,624,434	10.0%	94.7%
South Australia	\$181,482,228	5.8%	53.8%
Australian Capital Territory	\$36,717,982	1.2%	11.1%
Tasmania	\$29,136,092	0.9%	15.1%
Northern Territory	\$8,791,730	0.3%	26.8%
Total	\$3,136,588,666	100.0%	56.3%

Attendance

State/Territory	Attendance	Share of Industry (2023)	Change in Attendance (from 2022)
New South Wales	9,195,572	30.6%	26.6%
Victoria	9,198,916	30.6%	17.1%
Queensland	4,938,028	16.4%	32.4%
Western Australia	3,223,569	10.7%	45.1%
South Australia	2,494,348	8.3%	19.7%
Australian Capital Territory	385,827	1.3%	-2.7%
Tasmania	497,830	1.7%	-7.4%
Northern Territory	144,938	0.5%	5.2%
Total	30,079,028	100.0%	24.2%

KEY HIGHLIGHTS – GENRE SUMMARY

Revenue

Category	Revenue	Share of Industry (2023)	Change in Revenue (from 2022)
Contemporary music	\$1,486,395,321	47.4%	110.6%
Musical Theatre	\$542,171,614	17.3%	4.5%
Festivals (Contemporary Music)	\$355,083,125	11.3%	51.5%
Comedy	\$198,785,138	6.3%	72.9%
Theatre	\$121,774,292	3.9%	9.3%
Festivals (Multi-Category)	\$92,422,087	2.9%	31.8%
Classical Music	\$90,366,251	2.9%	1.6%
Ballet and Dance	\$70,364,624	2.2%	11.1%
Circus and Physical Theatre	\$68,303,452	2.2%	200.6%
Children's/Family	\$67,819,564	2.2%	41.1%
Opera	\$39,944,472	1.3%	68.8%
Special Events	\$3,158,726	0.1%	-34.8%
Total	\$3,136,588,666	100.0%	56.3%

Attendance

Category	Attendance	Share of Industry (2023)	Change in Attendance (from 2022)
Contemporary music	12,006,177	39.9%	38.0%
Musical Theatre	4,288,743	14.3%	0.4%
Comedy	2,879,792	9.6%	35.0%
Festivals (Multi-Category)	2,411,385	8.0%	13.5%
Festivals (Contemporary Music)	2,030,130	6.7%	32.1%
Children's/Family	1,709,300	5.7%	14.9%
Theatre	1,437,787	4.8%	5.4%
Classical Music	1,293,241	4.3%	10.0%
Ballet and Dance	808,177	2.7%	9.1%
Circus and Physical Theatre	698,111	2.3%	113.9%
Opera	321,477	1.1%	42.6%
Special Events	194,708	0.6%	36.2%
Total	30,079,028	100.0%	24.2%

KEY HIGHLIGHTS – BY STATE/TERRITORY

New South Wales

- In 2023, NSW recorded \$1 billion in ticket revenue and 9.2 million attendances, surpassing pre-pandemic levels to achieve the highest revenue and attendance on record for NSW.
- Between 2022 and 2023, ticket revenue grew by 54.4% and attendance grew by 26.6%.
- NSW achieved the highest market share in revenue among all states (33.3%) and tied with Victoria for highest market share of attendance (30.6%)
- On average, each person in NSW spent \$123.76 on tickets to see live events, the second highest among all states and territories and higher than the national average.
- The most well attended event categories were Contemporary Music, Musical Theatre and Comedy.
- The events categories that generated the most revenue were Contemporary Music, Musical Theatre, and Festivals (Contemporary Music).

Victoria

- Victoria holds the second-highest market share in industry revenue (31.4%) and equal highest market share in attendance with NSW (30.6%) amongst all the states and territories in Australia.
- Between 2022 and 2023, revenue in Victoria grew by 43.9% to \$984.7 million and attendance grew by 17.1% to 9.2 million. These results are the highest ever recorded in Victoria.
- On average, every Victorian spent \$142.58 on tickets to see live events, which is the highest spend per capita in Australia.
- The most well attended event categories were Contemporary Music, Musical Theatre and Comedy.
- The events categories that generated the most revenue were Contemporary Music, Musical Theatre, and Festivals (Contemporary Music).

Queensland

- Between 2022 and 2023, revenue in Queensland grew by 78.0% to \$539.3 million and attendance grew by 32.4% to 4.9 million. This was the second-highest growth in revenue and attendance among the states and territories.
- Revenue and attendance results surpassed pre-pandemic levels and are the highest recorded for the state.
- Queensland accounted for the third largest-industry share of revenue (17.2%) and attendance (16.4%).
- On average, every Queenslanders spent \$97.55, which is below the national per capita spend in Australia.
- The events categories that generated the highest attendance and the most revenue were Contemporary Music, Musical Theatre, and Festivals (Contemporary Music).

Western Australia

- Between 2022 and 2023, revenue in Western Australia grew by 94.7% to \$312.6million and attendance grew by 45.1% to 3.2 million.
- This is the highest ever recorded revenue and attendance for the state, surpassing pre-pandemic levels.
- On average, every West Australian spent \$106.77 on tickets to see live events, which is the third-highest per capita spend but below the national average.
- The most popular event categories in terms of attendance were Contemporary Music, Festivals (Multi-Category) and Musical Theatre.
- The event categories that generated the most revenue were Contemporary Music, Musical Theatre, and Festivals (Contemporary Music).

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South Australia

- Between 2022 and 2023, revenue increased by 53.8% to \$181.5million and attendance increased by 19.7% to 2.5million.
- On average, every South Australian spent \$97.24 on tickets to see live events, below the national average.
- The most popular events in terms of revenue were Contemporary Music, Festivals (Multi-Category) and Festivals (Contemporary Music).
- The most popular events in terms of attendance were Festivals (Multi-Category), Contemporary Music and Musical Theatre.

Tasmania

- Between 2022 and 2023, Tasmania experienced a 15.1% growth in revenue to \$29.1m and a 7.4% decline in attendance to 0.5million.
- On average, every Tasmanian spent \$50.70 on tickets to see live events, which is below the national average.
- The most popular event categories in terms of revenue were Contemporary Music, Festivals (Multi-Category) and Festivals (Contemporary Music).
- The most popular event categories in terms of attendance were Festivals (Multi-Category), Contemporary Music and Children's/Family.

Australian Capital Territory

- Between 2022 and 2023, ACT revenue increased by 11.1% to \$36.7 million and attendance declined by 2.7% to 0.4 attendances.
- On average, every ACT person spent \$78.09 on tickets to see live events, which is below the average national spend.
- The events that generated the most revenue were Festivals (Contemporary Music), Contemporary Music and Musical Theatre
- The events that generated the most attendances were Contemporary Music, Comedy and Festivals (Contemporary Music).

Northern Territory

- Between 2022 and 2023, Northern Territory revenue increased by 26.8% to \$8.8 million and attendance increased by 5.2% to just over 0.1 million attendances.
- On average, every Northern Territorian spent \$34.67 on tickets to see live events, below the national average.
- The events that generated the most revenue and attendances were Festivals (Multi-Category), Festivals (Contemporary Music), and Comedy.

KEY HIGHLIGHTS – BY GENRE

Ballet and Dance

- In 2023, Ballet and Dance recorded \$70.4million in revenue (11.1% growth from 2022) and over 808,000 attendances in 2023 (9.1% growth from 2022).
- NSW and Victoria generated the most revenue and attendance in this category, holding a combined market share 68.3% of national revenue and 62.2% of national attendance..
- Between 2022 and 2023, all states and territories except Victoria, Western Australia and the Northern Territory showed growth in revenue.
- Between 2022 and 2023, all states and territories except Western Australia, South Australia and Northern Territory showed growth in attendance.
- The average ticket price increased by 6.5% (from \$94.86 in 2022 to \$101.03 in 2023).

Children's/Family

- In 2023, Children's/Family recorded \$67.8million in revenue and over 1.7million attendances – the highest ever revenue and attendance recorded for this category.
- This is a 41.1% increase in revenue and a 14.9% increase in attendance from 2022.
- The average ticket price increased by 22.1% (from \$35.05 in 2022 to \$42.79 in 2023).
- In 2023, NSW and Victoria together generated the most revenue and attendance in this category, generating a combined 57.5% of national revenue and 56.6% of attendance in this category.
- Between 2022 and 2023, all states and territories, apart from the Northern Territory and Tasmania, experienced growth in revenue.
- Between 2022 and 2023, all states and territories, apart from Tasmania, experienced growth in attendance.

Circus & Physical Theatre

- In 2023, Circus and Physical Theatre recorded \$68.3 million in revenue and almost 0.7 million attendances. These results surpassed pre-pandemic levels but were still lower than the peak levels recorded between 2013 and 2017.
- This equates to a 200.6% growth in revenue and a 113.9% growth in attendance from 2022
- The average ticket price also increased by 32.7% (from \$77.15 in 2022 to \$102.34 in 2023).
- Circus and Physical Theatre contributed 2.2% to the total industry share of revenue and 2.3% to the total attendance in 2023.
- In 2023, NSW, Victoria and Queensland together generated the most revenue and attendance in this category, generating a combined 75.6% of national revenue and 81.0% of attendance.
- Between 2022 and 2023, there was also growth in revenue and attendance across all states and territories except the Northern Territory.

Classical Music

- In 2023, Classical Music generated \$90.4 million in revenue and 1.3 million attendances. The revenue result is the highest recorded since 2008, however the attendance result has not yet returned to pre-pandemic levels.
- This equates to a 1.6% growth in revenue and a 10.0% increase in attendance from 2022 to 2023.
- The average ticket price decreased by 8.2% (from \$92.41 in 2022 to \$84.79 in 2023).
- In 2023, NSW and Victoria achieved the most revenue and attendance in this category, generating a combined 71.8% of national revenue and 70.9% of the overall attendance.

In 2023, all states and territories except for QLD, WA and SA experienced y-o-y growth in revenue. All states and territories except for QLD, WA, SA and ACT experienced y-o-y growth in attendance .

Comedy

- In 2023, Comedy recorded \$198.8 million in revenue and almost 2.9m attendances – the highest ever recorded for this category.
- This equates to a 72.9% growth in revenue and a 35.0% growth in attendance from 2022.

- The average ticket price increased by 25.2% (from \$57.92 in 2022 to \$72.51 in 2023),
- Comedy generated 6.3% of the overall live performance revenue and 9.6% of the overall live performance attendance in 2023.
- In 2023, Victoria and NSW generated the most revenue and attendance in this category, generating a combined 61.6% of the overall revenue and 66.6% of attendance.
- Between 2022 and 2023, all states and territories experienced growth in revenue and attendance in this category.

Contemporary Music

- In 2023, Contemporary Music category recorded \$1.5 billion in revenue and over 12.0 million attendances – the highest ever recorded for this category.
- Contemporary Music accounted for the largest market share in both revenue (47.4%) and attendance (39.9%) within the live performance industry in 2023.
- Between 2022 and 2023, Contemporary Music experienced the second-highest increase in revenue and the third-highest increase in attendance across all the categories.
- Revenue increased by 110.6% from 2022
- Attendance increased by 38.0% from 2022
- The average ticket price increased by 47.4% (from \$87.01 in 2022 to \$128.21 in 2023).
- In 2023, NSW and Victoria generated the most revenue and attendance in this category, generating a combined market share of 67.3% of overall revenue and 64.8% of attendance..
- In 2023, all states and territories except the ACT, Tasmania and the Northern Territory experienced growth in revenue and attendance in this category.

Festivals (Contemporary Music)

- In 2023, Festivals (Contemporary Music) recorded \$355.1 million in revenue and over 2.0 million attendances – the highest-ever recorded for this category.
- This equates to a 51.5% increase in revenue and a 32.1% increase in attendance. New data providers partially explain the growth in this category.
- The average ticket price increased by 12.4% (from \$169.53 in 2022 to \$190.54 in 2023) revenue.
- Festivals (Contemporary Music) contributed 11.3% to the total industry share of revenue and 6.7% to the total attendance in 2023.
- In 2023, Victoria, NSW and Queensland generated the most revenue and attendance in this category, generating a combined 76.7% of overall revenue and 75.0% of attendance.
- All states and territories experienced an increase in revenue, and all states and territories except the ACT experienced an increase in attendance in 2023.

Festivals (Multi-Category)

- In 2023, Festivals (Multi-Category) recorded \$92.4 million in revenue and over 2.4 million attendances. This is the highest revenue and second-highest attendance recorded for this category.
- This equates to a 31.8% increase in revenue and a 13.5% increase in attendance from 2022.
- The average ticket price increased by 6.9% (from \$41.37 in 2022 to \$44.23 in 2023).
- Festivals (Multi-Category) contributed 2.9% of total industry revenue and 8.0% of total industry attendance in 2023.
- In 2023, South Australia, Western Australia and NSW generated the most revenue and attendance in this category, generating a combined 69.6% of overall revenue and 73.5% of overall attendance.
- Between 2022 and 2023, all states and territories except Victoria experienced increases in revenue, while all states and territories except Victoria and Tasmania experienced increases in attendance.

Musical Theatre

- In 2023, Musical Theatre recorded \$542.2 million in revenue and nearly 4.3 million attendances – the highest-ever recorded for this category.
- Between 2022 and 2023, there was marginal growth in revenue by 4.5% and attendance by 0.4%.
- The average ticket price increased by 2.4% (from \$128.02 in 2022 to \$131.10 in 2023).
- Musical Theatre accounted for the second-largest market share in both revenue (17.3%) and attendance (14.3%) within the live performance industry in 2023.
- NSW and Victoria accounted for the major revenue and attendance in this category, generating a combined 68.0% of overall revenue and 68.8% of overall attendance.
- Between 2022 and 2023, all states and territories except NSW and Victoria experienced growth in revenue and all states and territories except Victoria, the ACT and Northern Territory experienced growth in attendance in 2023.

Opera

- Opera recorded \$39.9 million in revenue and just over 0.3 million attendances.
- This equates to a 68.8% increase in revenue and a 42.6% increase in attendance from 2022.
- Despite a significant increase in 2023, Opera revenue and attendance have not quite returned to pre-pandemic levels.
- The average ticket price increased by 17.6% (from \$120.17 in 2022 to \$141.27 in 2023).
- In 2023, NSW and Queensland generated the most revenue and attendance in this category, generating a combined 80.4% of overall revenue and 73.2% of overall attendance.
- Between 2022 and 2023, all states and territories except South Australia, Queensland, Northern Territory and NSW witnessed a decline in revenue and attendance.

Special Events

- In 2023, Special Events generated \$3.2 million in ticket sales and 0.2 million attendances.
- This equates to a 34.8% decline in revenue despite a 36.2% increase in attendance from 2022.
- The average ticket price increased slightly by 1.7% (from \$39.35 in 2022 to \$40.03 in 2023). This is primarily attributed to a significant portion of zero-price tickets, which dilutes the overall revenue impact.
- In 2023, VIC and NSW generated the highest revenue in this category, generating a combined 75.0% of the overall revenue. Meanwhile, Western Australia and Queensland led in attendance, generating a combined 69.7% of the overall attendance in this category.
- Between 2022 and 2023, all states and territories except NSW experienced a decline in revenue and all states and territories except NSW, Western Australia and Tasmania experienced a decline in attendance.
- The Special Events category is highly variable as it is dependent on whether or not events can be classified into other categories.

Theatre

- In 2023, Theatre generated \$121.8 million and 1,437,787 million attendances.
- This equates to 9.3% growth in revenue and a 5.4% growth in attendance from 2022.
- The average ticket price remained largely unchanged (from \$91.13 in 2022 to \$91.16 in 2023).
- Theatre accounted for 3.9% of the overall live performance revenue and 4.8% of the overall attendance in 2023.
- Combined, Victoria and NSW generated 84.7% of overall revenue and 80.5% of attendance in this category in 2023.
- Between 2022 and 2023, all states and territories except Victoria, Tasmania and the Northern Territory experienced an increase in revenue and attendance in 2023.

2023 Ticket Attendance and Revenue Report
Key Highlights

