

## News release

14 October 2024

### **Australians turned out in record numbers for contemporary music in 2023**

Australians turned out in record numbers for contemporary music performances and music festivals in 2023 with over 14 million ticketed attendances.

The Live Performance Australia (LPA) *2023 Ticket Attendance and Revenue* report shows attendance and revenue recorded their highest-ever levels in 2023. Contemporary music generated \$1.5 billion in revenue, while contemporary music festivals generated revenue of \$355 million. Victoria, NSW and Queensland generated the most revenue and attendance for contemporary music festivals, (almost 77% of overall revenue, and 75% of overall attendance)

The average ticket price for contemporary music concerts rose to \$128.21, up from \$87.01 the previous year, reflecting the return of global touring activity and huge increases in post-pandemic production and touring costs and increased artist fees. The average ticket price for contemporary music festivals rose by 12.4% to \$190.54 with the return of multi-day festivals, as well as massive cost increases borne by festival organisers for event management, artist fees, and production and touring costs.

Live Performance Australia Chief Executive, Evelyn Richardson said: 'Australians love their live music. Despite rising cost of living pressures during 2023, they were prepared to invest in memorable live music experiences with their favourite Australian and international artists.

'There's always a degree of variability in the yearly results for contemporary music depending on artist touring schedules. Australia was part of a global trend which saw a resurgence in international touring activity during 2023, and a shift towards bigger stadium-level concerts by some headline artists.'

'While attendance and revenue peaked in 2023, the pausing or cancellation of festivals this year shows some parts of our industry are still dealing with very challenging business conditions due to higher operating costs, changing audience preferences and ongoing cost of living pressures.

'Governments need to look closely at how they can reduce some of these impacts, particularly regulatory, licensing and venue costs, in the interests of a strong live music industry. They also need to focus their support in areas that will make a real difference to enabling audiences to discover more of our homegrown talent.

'That said, live music by Australian and international artists continues to excite, entertain and engage audiences across all ages and genres, and also makes a significant direct and indirect economic contribution, including driving activity for our hospitality, tourism and transport sectors,' Ms Richardson said.



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Across all categories of live performance in 2023, there were more than 30.1 million ticketed attendances generating \$3.1 billion in ticket revenue. The full report is available at [link](#).

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***Data sources:** Data has been compiled from ticketing companies, self-ticketing venues, event promoters and National Performing Arts Partnership (NPAP) companies. A list of the data providers and methodology is provided in Appendix A of the Report. Due to limitations on data collection, the Report provides a conservative estimate of the total ticket revenue and attendances at live performance events in Australia throughout 2023.*