Live Performance Industry in Australia

2024 Live Performance Attendance and Revenue Report

Live Performance Australia

Reliance Restricted

16 September 2025

Photo: *The Nutcracker,* The Australian Ballet
Photo Credit: Daniel Boud

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

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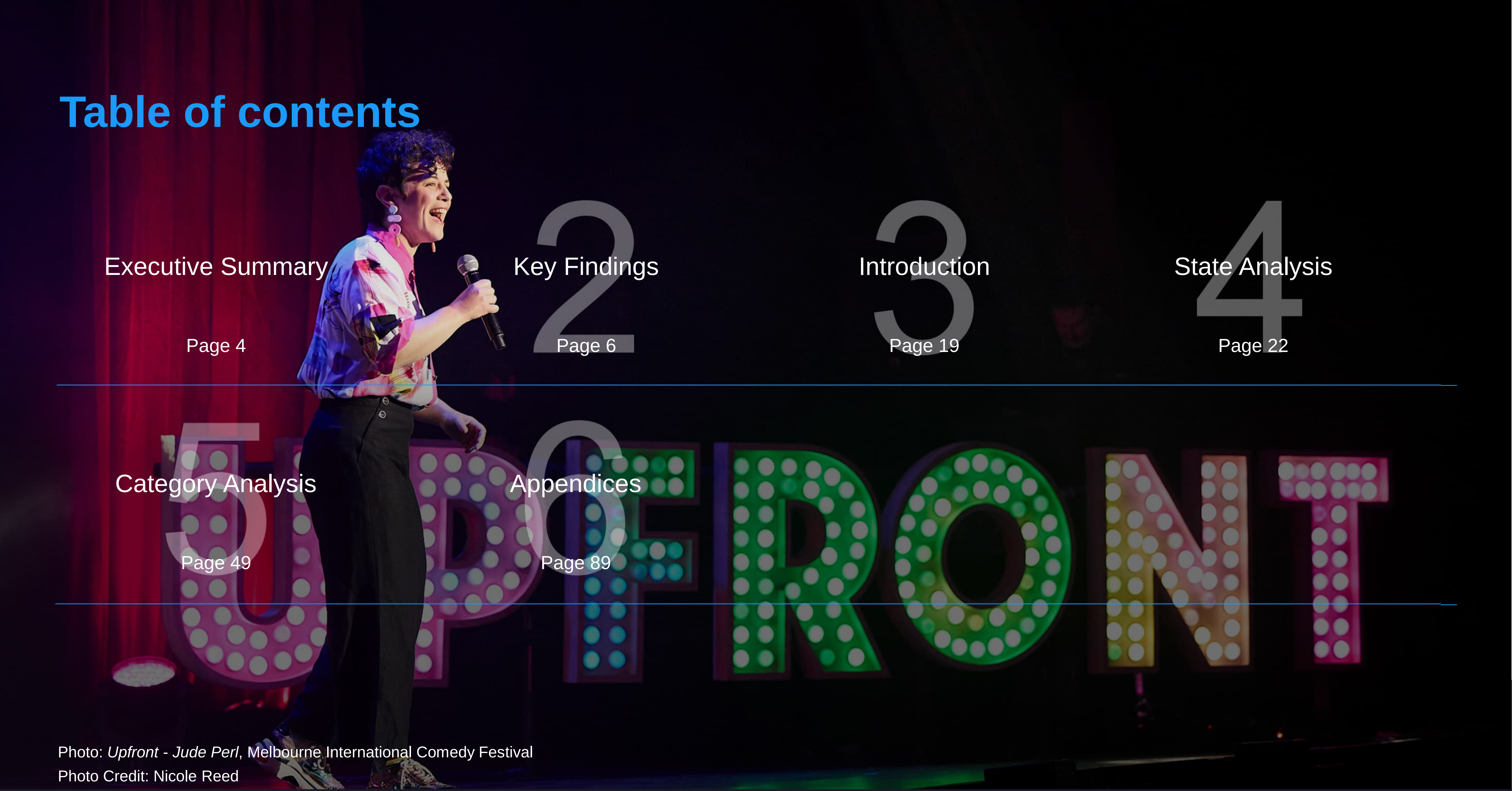

Photo: *Upfront - Jude Perl*, Melbourne International Comedy Festival
Photo Credit: Nicole Reed

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Executive Summary

Photo: *Vigil: The Future*, Sydney Festival
Photo Credit: Wendell Teodoro

In 2024, the Australian live performance industry reached its highest-ever levels of revenue and attendance, surpassing the previous highs set in 2023. This growth was driven by the continued return of major international acts and tours, particularly in the Contemporary Music category, alongside an increase in average ticket prices to offset rising operating costs across the industry. While the overall results were positive, growth was primarily concentrated in a few key categories and states and territories, while others recorded year over year (y-o-y) declines. These mixed results underscore a shifting landscape in audience behaviour and economic pressures, despite the industry's overall growth.

In 2024, the Australian live performance industry generated $3.4b in revenue, a 6.9% y-o-y increase on 2023. Attendance also grew by 4.6% to 31.4m. Performances in regional Australia accounted for 8.3% of total revenue and 10.2% of total attendance.

NSW and VIC remain Australia's leading live performance markets, followed by QLD. Collectively, NSW and VIC represent 69.9% of total revenue and 63.8% of total attendance. NSW recorded the highest y-o-y growth in revenue (16.3%) among all states and territories, while NT recorded the highest y-o-y growth in attendance (48.3%).

Among all live performance categories, only Special Events, Contemporary Music, Classical Music and Children's/Family recorded y-o-y growth in both revenue and attendance. The 2024 results highlight the following trends across the sector:

Contemporary Music – a driving force

Contemporary Music remains the driving force in Australia's live performance industry. Together, Contemporary Music and Festivals (Contemporary Music) accounted for 63.9% of total revenue and 51.2% of total attendance. Contemporary Music alone contributed $1.8b in revenue and 14.1m in attendance – the highest figures ever recorded. Apart from SA and NT, Contemporary Music held the largest market share of both revenue and attendance across all other states and territories. The continued return of international touring, alongside the increased cost of ticket prices drove revenue and attendance in Contemporary Music nationally.

A global destination for live performance

Australia continues to be a key destination for international live performance tours, particularly in Contemporary Music. While Comedy experienced y-o-y decline in revenue and attendance in 2024, there was a strong presence of international comedians, through touring or as part of major festivals.

Comedy had the fourth-largest market share for revenue and third-largest market share for attendance. Similarly, Classical Music benefited from international tours, contributing to its y-o-y growth in both revenue and attendance.

Mixed Results Across Categories

While some categories contributed strongly to the overall growth of the live performance industry in 2024, others recorded y-o-y declines. Musical Theatre, which had the second largest market share for both revenue and attendance, experienced a 2.0% decline in revenue, despite a 2.1% increase in attendance. Circus and Physical Theatre*, Opera, Comedy, Theatre, Festivals (Multi-Category) and Festivals (Contemporary Music) recorded y-o-y declines in both revenue and attendance.

Cost increases driving ticket prices

Against a backdrop of significantly increased operating costs, ticket price increases contributed to the overall growth in total revenue, alongside increasing attendance in 2024. Around half of all live performance categories recorded a y-o-y increase in the average ticket prices, contributing to an overall 3.3% increase in the average ticket price across the industry.

The most notable increases were seen in Special Events (49.0%) and Ballet and Dance (11.6%). In both categories, higher ticket prices significantly contributed to revenue growth and in the case of Ballet and Dance, offset a decline in attendance.

These pricing trends underscore the broader cost pressures facing the industry, including increased production and touring expenses, coupled with strong demand for major international acts commanding higher prices globally, unfavourable exchange rates, as well as evolving audience behaviour and spending patterns.

*Cirque du Soleil's Luzia was presented in Australia in 2024, however data for this event are not included in this report.

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

*Highlights from the Live Performance Industry in 2024***

Ticket Revenue

$3.4b in ticket revenue

6.9% y-o-y growth

70.7% growth from 2019

8.3% of revenue from regional Australia

Attendance

31.4m in ticket attendance

4.6% y-o-y growth

31.8% growth from 2019

10.2% of attendance from regional Australia

States

NSW – largest market share for revenue (36.2%) and attendance (32.4%)

VIC – second largest market share of revenue (33.7%) and attendance (31.4%)

In 2024, only NSW, VIC and TAS recorded y-o-y growth in revenue, with each achieving their highest ever revenue totals.

NSW, VIC, QLD, SA and NT recorded y-o-y growth in attendance, with each reaching their highest ever attendance levels.

Categories

Contemporary Music – largest market share for revenue (54.0%) and attendance (44.8%)

Musical Theatre – second largest market share for revenue (15.9%) and attendance (13.9 %)

Special Events – highest y-o-y growth for revenue (215.5%) and attendance (34.6%)

Contemporary Music – second highest y-o-y growth for revenue (21.8%) and attendance (17.3%)

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Key Findings

Photo: *GRIMM,* Shake & Stir Theatre Co (presented at Brisbane Festival)
Photo Credit: Joel Devereux

In 2024, the live performance industry reached its highest-ever levels of revenue and attendance, surpassing the previous highs in 2023. This growth was largely driven by the continued return of major international acts and tours, combined with increased ticket prices to offset higher operating costs resulting from inflationary pressures across the industry.

Among all states and territories, only NSW, VIC and TAS recorded y-o-y growth in revenue, with each achieving their highest-ever revenue totals. In terms of attendance, NSW, VIC, QLD, SA and NT recorded y-o-y growth, with each reaching their highest-ever attendance levels.

Among all categories, only Ballet and Dance, Children's/Family, Classical Music, Contemporary Music and Special Events recorded y-o-y growth in revenue. Among these, Children's/Family and Contemporary Music achieved their highest-ever revenue levels. In terms of attendance, Children's/Family, Classical Music, Contemporary Music, Musical Theatre and Special Events recorded y-o-y growth. Among these, Children's/Family, Contemporary Music and Musical Theatre reached their highest-ever attendance levels.

Key findings

- The two major markets for the live performance industry were NSW and VIC. They collectively accounted for 69.9% of Australia's live performance revenue and 63.8% of attendance in 2024.
- NSW recorded the highest y-o-y growth in revenue, followed by VIC, while NT recorded the highest y-o-y growth in attendance, followed by NSW and VIC.
- Special Events recorded the highest y-o-y growth in revenue (215.5%) and attendance (34.6%) among all categories.
- Contemporary Music recorded the second-highest y-o-y growth in revenue (21.8%) and attendance (17.3%), primarily driven by major international tours.
- Contemporary Music and Musical Theatre were the two largest categories, generating 54.0% and 15.9% of total revenue, and 44.8% and 13.9% of total attendance, respectively.
- Combined, Contemporary Music and Festivals (Contemporary Music) contributed 63.9% of national revenue and 51.2% of national attendance.
- Among all states and territories, TAS recorded the highest proportion of revenue (50.5%) and attendance (50.4%) from performances in regional areas, followed by QLD (14.1% revenue and 19.2% attendance).

Ticket Sales Revenue – $3.4bn

In 2024, the Australian live performance industry generated total ticket sales revenue of **$3.4b**, a **6.9%** increase from 2023 and a **70.8%** increase from 2019 (pre-COVID-19).

The y-o-y growth in revenue was attributable to an increase in the total number of paid tickets and an increase in the average ticket price.

Performances in regional areas contributed $279.0m (8.3%) to total revenue.

Attendance – 31.4m

In 2024, **31.4m** tickets were issued, a **4.6%** increase from 2023 and a **31.8%** increase from 2019.

Of the total tickets issued, 29.1m were paid tickets (an increase from 28.1m tickets in 2023). The remaining 2.3m were complimentary, sponsor allocated or zero priced tickets.

Performances in regional areas contributed 3.2m tickets (10.2%) to total attendance.

Average Ticket Price – $115.12

The average ticket price increased by 3.3% from $111.48 in 2023 to $115.12 in 2024. This is the highest ever recorded for the industry.

Special Events recorded the highest y-o-y increase in average ticket price (by 49.0% to $59.62). Ballet and Dance, Children's/Family and Contemporary Music recorded their highest ever average ticket prices in 2024.

Overall Results

Total attendance and ticket revenue 2010 – 2024

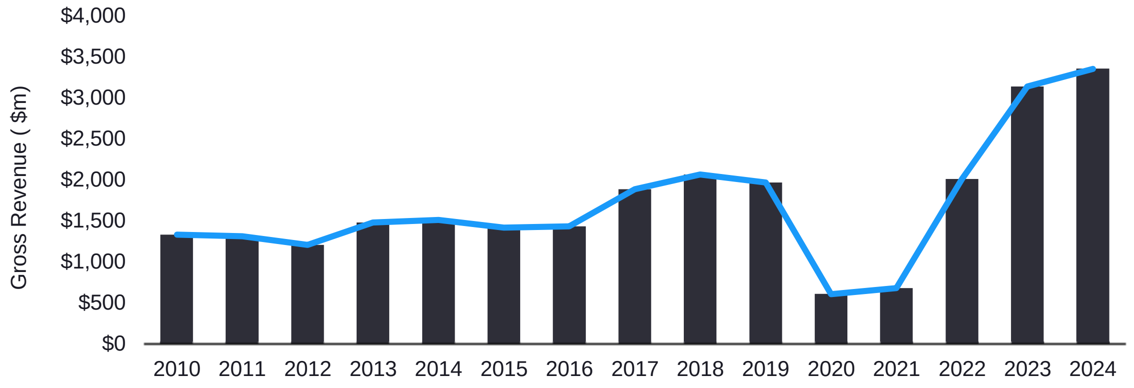
	Revenue		Attendance		Ticket Price	
Year	Ticket Revenue ($)	Growth (%)	Total Attendance*	Growth (%)	Average Ticket Price ($)**	Growth (%)
2010	$1,327,805,816	22.6%	17,241,139	13.5%	$86.43	7.3%
2011	$1,309,187,150	(1.4%)	17,345,720	0.6%	$85.99	(0.5%)
2012	$1,204,883,551	(8.0%)	16,273,730	(6.2%)	$85.46	(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%

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 2010 to 2024 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.

Overall Results

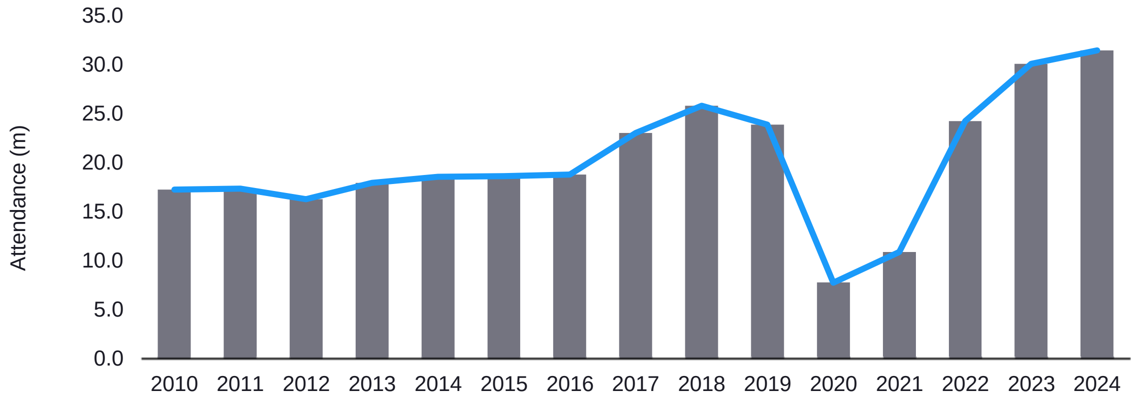
Gross Revenue ("Ticket Revenue") 2010 – 2024



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 increased y-o-y by 6.9% from $3.1b in 2023 to a record high of $3.4b in 2024.
- Revenue has grown at a compound annual growth rate (CAGR) of 6.8% from 2010 to 2024.
- Special Events recorded the highest y-o-y increase in revenue (215.5%) among all categories, followed by Contemporary Music (21.8%) in 2024.
- In 2024, only NSW, VIC and TAS recorded a y-o-y growth in revenue, with each achieving their highest-ever revenue totals.
- NSW recorded the highest y-o-y growth in revenue (by 16.3% to $1.2b), followed by VIC (by 14.9% to $1.1b).
- WA recorded the highest y-o-y decline in revenue at 20.2%, followed by the ACT at 17.7%.
- Metropolitan areas accounted for 91.2% of total revenue, with regional areas contributing 8.3%.*

Attendance 2010 – 2024



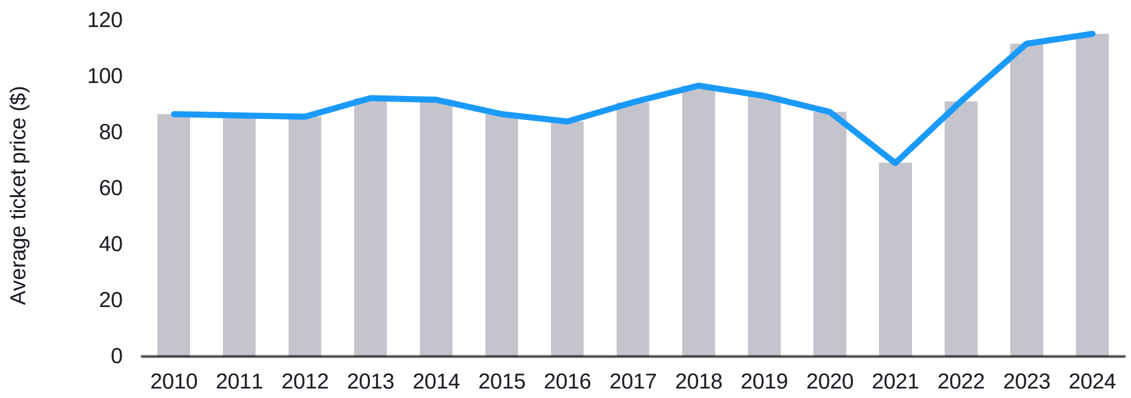
*Figures may not add to 100% due to a small proportion of revenue and attendance from unidentified venues.

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 increased y-o-y by 4.6% from 30.1m in 2023 to a record high of 31.4m in 2024.
- Attendance has grown at a CAGR of 4.4% from 2010 to 2024.
- All states and territories, except WA, ACT and TAS, recorded y-o-y growth in attendance and recorded their highest ever attendance levels.
- TAS recorded a y-o-y decline of 19.2%, followed by WA at 10.0% and ACT at 1.8%.
- NT recorded the highest y-o-y growth in attendance (48.3%), followed by NSW (10.9%) and VIC (7.4%).
- In 2024, Special Events category recorded the highest y-o-y increase in attendance (34.6%) among all categories, followed by Contemporary Music (17.3%) and Children's/Family category (10.9%).
- Metropolitan areas accounted for 89.9% of total attendance, with regional areas contributing 10.2%.*

Overall Results

Average ticket price 2010 – 2024



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 3.3% y-o-y from $111.48 in 2023 to $115.12 in 2024.
- Increased operating costs across the live performance industry have contributed to rising ticket prices.
- The average ticket price has grown at a CAGR of 2.1% from 2010 to 2024.
- In 2024, Special Events recorded the highest y-o-y growth in average ticket price, with an increase of 49.0% from $40.03 in 2023 to $59.62 in 2024.
- Ballet and Dance recorded the second-highest y-o-y growth in average ticket price, with an increase of 11.6% from $101.03 in 2023 to $112.80 in 2024.
- Ballet and Dance, Children’s/Family and Contemporary Music recorded their highest ever average ticket prices in 2024, at $112.80, $46.12 and $135.39 respectively.

Overall State and Territory Results

New South Wales (NSW) achieved the highest market share in revenue and attendance amongst all states and territories in Australia.

- **NSW** recorded the highest growth in revenue (by 16.3% to $1.2b) and second-highest growth in attendance (by 10.9% to 10.2m) between 2023 and 2024.
- The growth in revenue was primarily driven by significant increases in revenue in **Special Events** (179.7%), **Contemporary Music** (34.2%), **Children's/Family** (27.9%) and **Festivals (Contemporary Music)** (21.0%). The growth in revenue was slightly offset by y-o-y declines in **Circus and Physical Theatre** (66.9%)*, **Comedy** (20.9%), **Festivals (Multi-Category)** (19.1%), **Musical Theatre** (7.8%) and **Opera** (0.2%).
- **Special Events** recorded significant growth in revenue due to an increase in attendance of 200.1%. Top events included *Woolworths Carols in the Domain*, *Christmas Spectacular* and *RocKwiz Live.*
- **Contemporary Music** revenue increased primarily due to an increase in attendance of 26.1% and an increase in the average ticket price. Top events included performances by Taylor Swift, Coldplay, The Weeknd, Travis Scott and P!nk.
- **Children's/Family** revenue increased primarily due to an increase in attendance of 16.0% and an increase in the average ticket price. Top events included *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!*, *Paw Patrol Live!* and The Wiggles.
- **Festivals (Contemporary Music)** revenue increased primarily due to an increase in attendance of 25.5%. Major festivals included Knockout Outdoor 2024: Games of Destiny, Byron Bay Bluesfest 2024 and Broken Hill Mundi Bash.
- **Circus and Physical Theatre**, **Comedy**, **Festivals (Multi-Category)**, **Musical Theatre** and **Opera** recorded a decline in revenue, primarily due to decreased attendance.
- Performances in regional NSW accounted for 7.3% of the state's total revenue and 10.6% of its total attendance.

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Victoria (VIC) achieved second-highest market share in revenue and attendance amongst all states and territories in Australia.

- **VIC** recorded the second-highest growth in revenue (by 14.9% to $1.1b) and third-highest growth in attendance (by 7.4% to 9.9m) between 2023 and 2024.
- The growth in revenue was primarily driven by significant increases in revenue in **Special Events** (141.2%), **Contemporary Music** (32.8%), **Musical Theatre** (15.3%), **Children's/Family** (5.3%) and **Opera (4.4%).** The revenue growth was partially offset by the y-o-y declines in **Circus and Physical Theatre** (51.3%)*, **Theatre** (37.0%), **Ballet and Dance** (23.4%) **and Festivals (Multi-Category)** (10.5%).
- **Special Events** recorded significant growth in revenue due to an increase in attendance of 337.8%. Top events included *Carols by Candlelight*, *RocKwiz's Really Really Good Friday* and *Christmas Spectacular*.
- **Contemporary Music** revenue increased primarily due to an increase in attendance of 21.1% and an increase in the average ticket price. Top events included performances by Taylor Swift, Coldplay, P!nk, The Weeknd and Pearl Jam.
- **Musical Theatre** revenue increased primarily due to an increase in attendance of 14.8%. Top events included *Wicked*, *Beauty and the Beast* and *The Tina Turner Musical*.
- **Children's/Family** revenue increased primarily due to an increase in attendance of 9.1%. Top events included *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!*, *Paw Patrol Live!* and The Wiggles.
- **Opera** revenue increased primarily due to an increase in attendance of 15.1%. Top events included *Tosca*, *The Puccini Gala Concert* and *The Magic Flute*.
- **Circus and Physical Theatre**, **Theatre**, **Ballet and Dance**, and **Festivals (Multi-Category)** recorded declines in revenue, primarily due to decreased attendance.
- Performances in regional VIC accounted for 7.2% of the state's total revenue and 6.7% of its total attendance.

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*Cirque du Soleil's Luzia was presented in Australia in 2024, however data for this event are not included in this report.

Overall State and Territory Results

In 2024, Queensland (QLD) recorded a y-o-y decline in revenue, while attendance remaining largely unchanged.

- **QLD** recorded a decline in revenue (by 4.7% to $514.0m), despite a slight increase in attendance (by 0.1% to 4.9m) between 2023 and 2024.
- The revenue decline was primarily driven by y-o-y declines in revenue in **Opera** (90.5%), **Circus and Physical Theatre** (81.1%)*, **Comedy** (15.1%), **Festivals (Contemporary Music)** (11.9%), **Musical Theatre** (9.7%), and **Theatre** (8.2%). The revenue decline was partially offset by y-o-y increases in revenue in **Special Events** (6054.9%), **Festivals (Multi-Category)** (73.5%), **Children's/Family** (49.4%), **Classical Music** (32.5%), **Ballet and Dance** (3.5%), and **Contemporary Music** (1.5%).
- **Special Events** revenue increased primarily due to an increase in attendance of 32.1% and an increase in the average ticket price. Top events included *Christmas Spectacular* and *RocKwiz*.
- **Children's/Family** revenue increased due to an increase in attendance of 29.5% and an increase in the average ticket price. Top events included *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!*, and *Bluey's Big Play*.
- **Festivals (Multi-Category)** revenue increased primarily due to an increase in attendance of 14.2% and an increase in the average ticket price. Major festivals included Brisbane Festival and Meatstock Toowoomba - The Music, Barbecue and Camping Festival.
- **Classical Music** revenue increased primarily due to an increase in attendance of 40.2%. Top events included *The Princess Bride in Concert* and *The Man from Snowy River in Concert*.
- **Contemporary Music** revenue increased primarily due to an increase in attendance of 5.5%. Ballet and Dance revenue increased despite a decline in attendance of 15.7%, primarily due to an increase in the average ticket price.
- **Circus and Physical Theatre**, **Opera**, **Comedy**, **Festivals (Contemporary Music)** and **Theatre** recorded a decline in revenue, primarily due to decreased attendance. **Musical Theatre** recorded a decline in revenue despite an increase in attendance.
- Performances in regional QLD accounted for 14.1% of the state's total revenue and 19.2% of its total attendance.

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In 2024, Western Australia (WA) recorded the highest y-o-y decline in revenue and the second-highest y-o-y decline in attendance among all states and territories in Australia.

- **WA** recorded the highest decline in revenue (by 20.2% to $249.6m) and the second-highest decline in attendance (by 10.0% to 2.9m) between 2023 and 2024.
- The revenue decline was primarily driven by y-o-y declines in **Circus and Physical Theatre** (78.6%)*, **Comedy** (37.6%), **Musical Theatre** (32.7%), **Children's/Family** (31.6%), **Festivals (Contemporary Music)** (26.9%), **Festivals (Multi-Category)** (17.7%) and **Contemporary Music** (17.4%). This decline was partially offset by revenue growth in **Special Events** (136.1%), **Theatre** (112.1%), **Ballet and Dance** (67.6%), **Classical Music** (58.9%) and **Opera** (13.4%).
- **Special Events** revenue increased despite a decline in attendance of 66.9%, primarily due to an increase in the average ticket price. Top events included *RocKwiz Live & The Whitlams* and *New Year's Eve at The Camfield*.
- **Theatre** revenue increased primarily due to an increase in attendance of 70.4%. Top events included *Death of a Salesman*, *The Woman in Black* and *Prima Facie*.
- **Ballet and Dance** revenue increased primarily due to an increase in attendance of 17.6% and an increase in the average ticket price. Top events included *The Sleeping Beauty*, *Riverdance* and *Shen Yun*.
- **Classical Music** revenue increased primarily due to an increase in attendance of 30.7% and an increase in the average ticket price. Top events included Ludovico Einaudi and *The Princess Bride in Concert*. **Opera** revenue increased despite a 14.7% decline in attendance, primarily due to an increase in the average ticket price.
- **Circus and Physical Theatre**, **Comedy**, **Musical Theatre**, **Children's/Family**, **Festivals (Contemporary Music)**, **Festivals (Multi-Category)** and **Contemporary Music** recorded declines in revenue, primarily due to decreased attendance.
- Performances in regional WA accounted for 5.2% of the state's total revenue and 5.9% of its total attendance.

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*Cirque du Soleil's Luzia was presented in Australia in 2024, however data for this event are not included in this report.

Overall State and Territory Results

South Australia (SA) recorded a slight y-o-y decline in revenue, despite a slight increase in attendance in 2024.

- **SA** recorded a slight decline in revenue (by 3.3% to $175.6m), despite a slight increase in attendance (by 1.5% to 2.5m) between 2023 and 2024.
- These results were primarily driven by declines in revenue in **Circus and Physical Theatre** (78.6%)*, **Opera** (47.4%), **Theatre** (33.2%), **Festivals (Contemporary Music)** (28.7%), **Ballet and Dance** (23.8%) and **Comedy** (7.8%). This decline was partially offset by y-o-y growth in **Special Events** (114.2%), **Classical Music** (30.2%), **Children's/Family** (24.2%), **Musical Theatre** (12.3%), **Festivals (Multi-Category)** (5.7%), and **Contemporary Music** (3.6%).
- **Special Events** revenue increased due to an increase in attendance of 174.7%. Major events included *RocKwiz Live* and *Christmas Spectacular*.
- **Classical Music** revenue increased due to an increase in attendance of 25.2% and an increase in the average ticket price. Top events included *The Man from Snowy River in Concert*, *The Princess Bride in Concert* and *Harry Potter and the Half Blood Prince in Concert*.
- **Children's/Family** revenue increased primarily due to an increase in attendance of 14.8% and an increase in the average ticket price. Top events included *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!* and The Wiggles.
- **Musical Theatre** revenue increased primarily due to an increase in attendance of 9.1% and an increase in the average ticket price. Top events included *The Tina Turner Musical*, *Chicago - The Musical* and *Miss Saigon*.
- **Festivals (Multi-Category)** revenue increased primarily due to an increase in attendance of 3.4% and an increase in the average ticket price. Major festivals included Adelaide Fringe and Adelaide Festival.
- **Contemporary Music** revenue increased primarily due to an increase in attendance of 12.2%. Top events included performances by P!nk, Blink-182 and Iron Maiden.
- **Circus and Physical Theatre**, **Opera**, **Theatre**, **Festivals (Contemporary Music)**, **Ballet and Dance** and **Comedy** recorded a decline in revenue, primarily due to decreased attendance.
- Performances in regional SA accounted for 3.9% of the state's total revenue and 2.8% of its total attendance.

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Due to their population size, Australian Capital Territory (ACT), Tasmania and Northern Territory (NT) contributed the least to overall live performance revenue and attendance in Australia in 2024.

- **Tasmania** recorded a 4.1% y-o-y growth in revenue (to $30.3m) and a 19.2% y-o-y decline in attendance (to 0.4m), between 2023 and 2024.
- **Tasmanian** revenue growth was driven by y-o-y growth in **Special Events, Theatre, Circus and Physical Theatre*, Contemporary Music, Festivals (Contemporary Music) and Classical Music**.
- **ACT** recorded a y-o-y decline in revenue (by 17.7% to $30.2m) and in attendance (by 1.8% to 0.4m) between 2023 and 2024.
- **ACT** revenue decline was primarily driven by y-o-y declines in **Opera, Festivals (Contemporary Music), Classical Music and Festivals (Multi-Category)**.
- **NT** recorded a 4.4% y-o-y decline in revenue (to $8.4m) and a 48.3% y-o-y growth in attendance (to 0.2m) between 2023 and 2024.
- **NT** revenue decline was primarily driven by y-o-y declines in **Opera, Musical Theatre, Classical Music, Comedy, Children's/Family and Festivals (Contemporary Music).**
- Combined, performances in regional TAS, ACT and NT accounted for 24.9% of the total revenue and 26.1% of the total attendance.

See p. 46

*Cirque du Soleil's Luzia was presented in Australia in 2024, however data for this event are not included in this report.

Overall State and Territory Results

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 36.2% and 32.4% of the national market share of revenue and attendance respectively in 2024. See p. 31,
- **VIC** represented the second highest market share of revenue and attendance amongst all the states and territories in Australia, accounting for 33.7% and 31.4% of the national market share of revenue and attendance respectively in 2024. p. 34,
- Combined, **NSW** and **VIC** generated approximately 69.9% of Australia's live performance revenue and 63.8% of attendance in 2024. p. 23,
- National spend per capita in 2024 was $122.42. **VIC** and **NSW** held the top positions in spend per capita in 2024, with $161.37 (31.8% higher than national spend per capita) and $142.11 (16.1% higher than national spend per capita), respectively. p. 24

Historically **NSW** and **VIC** have accounted for the largest market share of revenue and attendance across most categories. Notable exceptions to this in 2024 included:

- Festivals (Multi-Category), where SA and WA jointly accounted for 54.5% of the national market share of revenue and 67.0% of the national market share of attendance. Major annual festivals held in SA and WA included Adelaide Fringe, Fringe World Festival (Perth), Adelaide Festival and Oktoberfest in the Gardens (Perth).
- Special Events, where NSW and VIC combined accounted for the largest market share of revenue (61.5%), while QLD and VIC accounted for the largest market share of attendance (49.3%).

2024 Analysis of Top 5 Categories and Top 3 Biggest Changes

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

Top 5 Categories – Revenue and Attendance — 2023 - 2024

Revenue 2024		
Category	Total Revenue	Industry Share
Contemporary Music	$1,810,928,434	54.0%
Musical Theatre	$531,587,740	15.8%
Festivals (Contemporary Music)	$331,291,692	9.9%
Comedy	$170,862,657	5.1%
Theatre	$105,445,605	3.1%

Attendance 2024		
Category	Total Attendance	Industry Share
Contemporary music	14,078,287	44.7%
Musical Theatre	4,379,315	13.9%
Comedy	2,436,661	7.7%
Festivals (Multi-Category)	2,230,801	7.1%
Festivals (Contemporary Music)	2,011,084	6.4%

Top 3 Changes by Category — 2023 – 2024

Biggest Increase in Revenue	
Category	Increase from 2023
Special Events	215.5%
Contemporary music	21.8%
Classical Music	14.5%

Biggest Decline in Revenue	
Category	Decrease from 2023
Circus and Physical Theatre*	(63.5%)
Opera	(22.2%)
Comedy	(14.0%)

Biggest Increase in Attendance	
Category	Increase from 2023
Special Events	34.6%
Contemporary music	17.3%
Children's/Family	10.9%

Biggest Decline in Attendance	
Category	Decrease from 2023
Circus and Physical Theatre*	(44.6%)
Opera	(16.8%)
Comedy	(15.4%)

*Cirque du Soleil's Luzia was presented in Australia in 2024, however data for this event are not included in this report.

Overall Category Results

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

In 2024, the live performance industry reached new highs in both revenue and attendance, surpassing the previous highs set in 2023. The overall growth was primarily driven by a few key categories, while several other categories recorded y-o-y declines in revenue and attendance.

In 2024, **Children's/Family**, **Contemporary Music**, **Classical Music** and **Special Events** recorded y-o-y growth in both revenue and attendance. **Contemporary Music**, **Musical Theatre**, **Festivals (Contemporary Music)** and **Comedy** were significant contributors to the live performance industry. The industry's overall average ticket price increased and is largely attributable to increased operating costs across the live performance industry.

- **Special Events** recorded the highest growth in revenue (by 215.5% to $10.0m) and attendance (by 34.6% to 0.3m) amongst all categories in 2024. The increase in the average ticket price (by 49.0% to $59.62) further contributed to the growth in revenue. The top events in this category in 2024 were *Woolworths Carols in the Domain*, *Carols by Candlelight*, *Christmas Spectacular* and *RocKwiz Live & The Whitlams*. The **Special Events** category is highly variable as it is dependent on whether events and performances can be classified into other categories. See p. 83
- **Contemporary Music** recorded the second-highest growth in revenue (by 21.8% to $1.8b) and attendance (by 17.3% to 14.1m) amongst all categories in 2024. The increase in the average ticket price (by 5.6% to $135.39) further contributed to the growth in revenue. These results are the highest recorded for this category. **Contemporary Music** accounted for the largest market share in revenue (54.0%) and attendance (44.8%). Between 2010 and 2024, revenue in **Contemporary Music** has increased by 174.8% and attendance has increased by 100.3%. The growth in **Contemporary Music** in 2024 was primarily driven by an increase in international tours. Significant international tours in 2024 included Taylor Swift, Coldplay, P!nk, Pearl Jam, The Weeknd and Travis Scott. See p. 68
- **Musical Theatre** recorded a marginal y-o-y decline in revenue (by 2.0% to $531.6m) and a marginal y-o-y growth in attendance (by 2.1% to 4.4m) in 2024. The decrease in the average ticket price (by 2.8% to $127.43) contributed to the decline in revenue. This is the second-highest ever recorded revenue and the highest ever recorded attendance for **Musical Theatre**. **Musical Theatre** accounted for the second-largest market share in revenue (15.9%) and attendance (13.9%) among all categories in 2024. Between 2010 and 2024, revenue **in Musical Theatre** has increased by 118.9% and attendance has increased by 67.6%. Top events in this category in 2024 were *Wicked*, *Beauty and the Beast*, *Grease, Chicago, Hamilton*, *& Juliet* and *The Tina Turner Musical*. See p. 77
- **Festivals (Contemporary Music)** recorded a y-o-y decline in revenue (by 6.7% to $331.3m) and a slight y-o-y decline in attendance (by 0.9% to 2.0m) in 2024. These results are the second-highest ever recorded for this category. Attendance decreased alongside the average ticket price (by 5.1% to $180.75), with both contributing to the decline in revenue. Between 2010 and 2024, revenue in the **Festivals (Contemporary Music)** category has increased by 228.3% and attendance has increased by 95.6% (partly due to the incremental inclusion of new data providers over time). Major festivals in 2024 were Laneway Festival, Listen Out, Beyond The Valley, Knockout Outdoor 2024: Games of Destiny, Pitch Music & Arts Festival, CMC Rocks, Bluesfest, Wildlands, WOMADelaide, Good Things Festival and Red Hot Summer Tour. See p. 71
- **Comedy** recorded a y-o-y decline in revenue (by 14.0% to $170.9m) and attendance (by 15.4% to 2.4m) in 2024. This is the second-highest ever recorded revenue and the third-highest ever recorded attendance for Comedy. The decline in revenue was partially offset by the increase in the average ticket price (by 2.3% to $74.17). The top events in this category in 2024 were the Melbourne International Comedy Festival, Brisbane Comedy Festival and significant tours by renowned comedians such as Jerry Seinfeld, Trevor Noah, Theo Von, Ali Wong and Sooshi Mango. Between 2010 and 2024, revenue in the **Comedy** category has increased by 337.6% and attendance has increased by 207.4%. See p. 65

Overall Category Results

Children's/Family and Classical Music recorded an increase in revenue driven by growth in attendance and average ticket price.

Ballet and Dance recorded an increase in revenue despite decreased attendance.

- **Children's/Family** recorded an increase in revenue (by 13.8% to $77.1m) and attendance (by 10.9% to 1.9m) in 2024. The increase in the average ticket price (by 7.8% to $46.12) further contributed to the growth in revenue in 2024. The revenue and attendance results are the highest ever recorded for this category. Top events in this category in 2024 included *Disney on Ice: Road Trip Adventures, Marvel Universe Live!, Paw Patrol Live!* and The Wiggles. Between 2010 and 2024, revenue and attendance in the **Children's/Family** category increased by 146.9% and 94.6%, respectively. See p. 56
- **Classical Music** recorded an increase in revenue (by 14.5% to $103.5m) and attendance (by 7.6% to 1.4m) in 2024. The increase in the average ticket price (by 5.0% to $89.03) further contributed to the growth in revenue in 2024. This is the second-highest ever recorded revenue and the third-highest ever recorded attendance for this category. The top events in this category in 2024 were *Star Wars: Return of the Jedi in Concert, How to Train Your Dragon in Concert, Pirates of the Caribbean in Concert, The Man from Snowy River in Concert* and performances by Ludovico Einaudi. Between 2010 and 2024, **Classical Music** revenue has increased by 125.6% and attendance increased by 44.6%. See p. 62
- **Ballet and Dance** recorded moderate growth in revenue (by 3.8% to $73.0m) despite a decline in attendance (by 10.4% to 0.7m) in 2024. The increase in the average ticket price (by 11.6% to $112.80) contributed to the growth in revenue. This was the second-highest revenue recorded and the highest average ticket price recorded for this category The top events in **Ballet and Dance** category in 2024 were *The Nutcracker, Carmen, Alice's Adventures in Wonderland, Oscar, Études / Circle Electric, Shen Yun* and *Riverdance*. Between 2010 and 2024, **Ballet and Dance** revenue increased by 27.0%, despite a decrease in attendance by 29.2%. This was due to an increase in the average ticket price of 73.9%. See p. 53

Circus and Physical Theatre, Opera, Theatre and Festivals (Multi-Category) recorded a decline in revenue driven by decreased attendance and decline in the average ticket price.

- **Circus and Physical Theatre** recorded the highest decline in revenue (by 63.5% to $24.9m) and attendance (by 44.6% to 0.4m) amongst all categories in 2024. The decrease in the average ticket price (by 33.6% to $67.93) further contributed to the decline in revenue. Growth in this category fluctuates annually due to international touring. The significant decline in 2024 was primarily driven by the non-inclusion of data from *Cirque du Soleil's* national tour in 2024. Top events in 2024 included *Circus 1903*, *La Clique*, *Blanc de Blanc Encore* and *Infamous The Show*. **Circus and Physical Theatre** contributed only 0.7% to the total industry share of revenue and 1.2% of total attendance in 2024. Between 2010 and 2024, revenue and attendance in the **Circus and Physical Theatre** category increased by 151.6% and 45.5%, respectively. See p. 59
- **Opera** recorded a decline in revenue (by 22.2% to $31.1m) and attendance (by 16.8% to 0.3m) in 2024. The decrease in the average ticket price (by 7.8% to $130.28) further contributed to the decline in revenue. The top **Opera** events in 2024 included *La Traviata*, *The Magic Flute*, *Tosca* and *Great Opera Hits - Concert*. Between 2010 and 2024, **Opera** revenue and attendance declined by 22.6% and 34.7% respectively. The average ticket price increased by 15.4% during this time. See p. 80
- **Festivals (Multi-Category)** recorded a decline in revenue (by 9.0% to $84.1m) and attendance (by 7.5% to 2.2m) in 2024. The decrease in the average ticket price (by 1.9% to $43.39) further contributed to the decline in revenue. The revenue result is the second-highest recorded and the attendance result is the third-highest recorded for this category. Major festivals in 2024 included Adelaide Fringe, Fringe World Festival (Perth), RISING, Deni Ute Muster and Darwin Festival. Between 2010 and 2024, revenue and attendance in the **Festivals (Multi-Category)** category increased by 778.6% and 746.7% respectively. See p. 74
- **Theatre** recorded a decline in revenue (by 13.4% to $105.4m) and attendance (by 3.6% to 1.4m) in 2024. The decrease in the average ticket price (by 8.0% to $83.86) further contributed to the decline in revenue. The growth in revenue was primarily driven by productions such as *Death of a Salesman, A Christmas Carol, Gaslight, Julia* and *RBG: Of Many, One*. Between 2010 and 2024, **Theatre** revenue increased by 75.3% and attendance increased by 2.3%. The average ticket price increased by 62.9% during this time. See p. 86

Overall Category Results

Contemporary Music and Musical Theatre continue to be the top contributors to the overall live performance market in 2024.

- The top 5 categories were **Contemporary Music, Musical Theatre**, **Festivals (Contemporary Music)**, **Comedy and Theatre**. These categories jointly accounted for 87.9% of industry revenue and 77.2% of attendance in 2024.
- 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 2024, these two categories jointly accounted for 69.8% of total revenue and 58.7% of total attendance across Australia's live performance industry.

See p. 15

03

Introduction

Photo: *Tones And I*, Live Nation
Photo Credit: Gabrielle Clement

Scope of Work and Approach

Defining tasks performed and our approach

Scope of Work

EY was engaged by LPA to prepare the 2024 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 ("2024 national data"). LPA helped to facilitate the data collection process.
- Analysis of the 2024 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.

Scope of Work and Approach

Limitations and report changes from previous years

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 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.

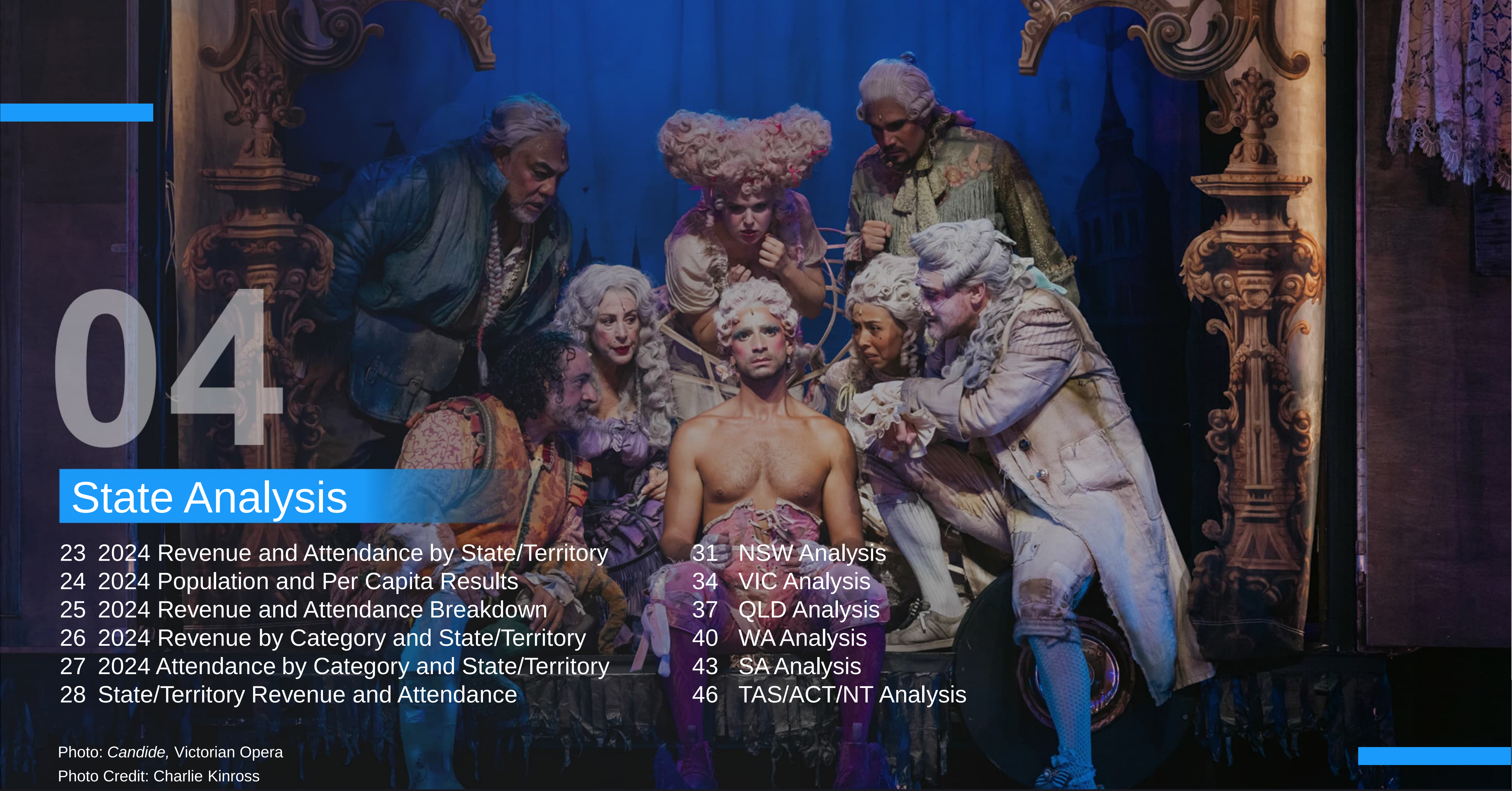
The Contemporary Music category is subject to similar limitations, as pub and club venues that self-ticket, or use ticketing companies who are not covered in the Report are not included in the results. However, data from Oztix, Ticketek, Ticketmaster and Moshtix helps to decrease the level of under-reporting, 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 2024 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 – 2023 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).
- New Data Providers in 2024 were Cardinia Cultural Centre, City Recital Hall, Karralyka Centre, Melbourne International Jazz Festival, Ticketbooth / Leap Event Technology, Manning Entertainment Centre and Artback NT.
- 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.



04

State Analysis

Photo: *Candide,* Victorian Opera
Photo Credit: Charlie Kinross

2024 Revenue and Attendance by State/Territory

Revenue and Attendance by State/Territory

2023 and 2024

	Revenue				Attendance			
State/Territory	Revenue	Share of Industry (2024)	Share of Industry (2023)	Change in Revenue from 2023	Tickets	Share of Industry (2024)	Share of Industry (2023)	Change in Attendance from 2023
New South Wales	$1,214,354,137	36.2%	33.3%	16.3%	10,199,919	32.4%	30.6%	10.9%
Victoria	$1,131,368,510	33.7%	31.4%	14.9%	9,878,697	31.4%	30.6%	7.4%
Queensland	$514,021,690	15.3%	17.2%	(4.7%)	4,943,876	15.7%	16.4%	0.1%
Western Australia	$249,584,175	7.4%	10.0%	(20.2%)	2,900,898	9.2%	10.7%	(10.0%)
South Australia	$175,555,898	5.2%	5.8%	(3.3%)	2,530,561	8.0%	8.3%	1.5%
Tasmania	$30,338,299	0.9%	0.9%	4.1%	402,036	1.3%	1.7%	(19.2%)
Australian Capital Territory	$30,209,717	0.9%	1.2%	(17.7%)	379,036	1.2%	1.3%	(1.8%)
Northern Territory	$8,401,785	0.3%	0.3%	(4.4%)	214,956	0.7%	0.5%	48.3%
Total	**$3,353,834,211**	**100.0%**	**100.0%**	**6.9%**	**31,449,979**	**100.0%**	**100.0%**	**4.6%**

Analysis

- In 2024, the live performance industry across Australia recorded a moderate y-o-y increase in both revenue (6.9%) and attendance (4.6%).
- NSW had the highest industry share of revenue (36.2%) and highest share of attendance (32.4%) in Australia.

2024 Population and Per Capita Results

Per Capita Results 2024

State/Territory	Population (2024) (m) *as per Australian Bureau of Statistics*	Share of Population	Share of Industry Revenue	Share of Industry Attendance	Spend per Capita
New South Wales	8.55	31.2%	36.2%	32.4%	$142.11
Victoria	7.01	25.6%	33.7%	31.4%	$161.37
Queensland	5.62	20.5%	15.3%	15.7%	$91.48
Western Australia	3.01	11.0%	7.5%	9.2%	$82.95
South Australia	1.89	6.9%	5.2%	8.0%	$92.80
Tasmania	0.58	2.1%	0.9%	1.3%	$52.69
Australian Capital Territory	0.48	1.8%	0.9%	1.2%	$62.71
Northern Territory	0.26	1.0%	0.3%	0.7%	$32.04
Total	**27.40**	**100.0%**	**100.0%**	**100.0%**	**$122.42**

Per capita results

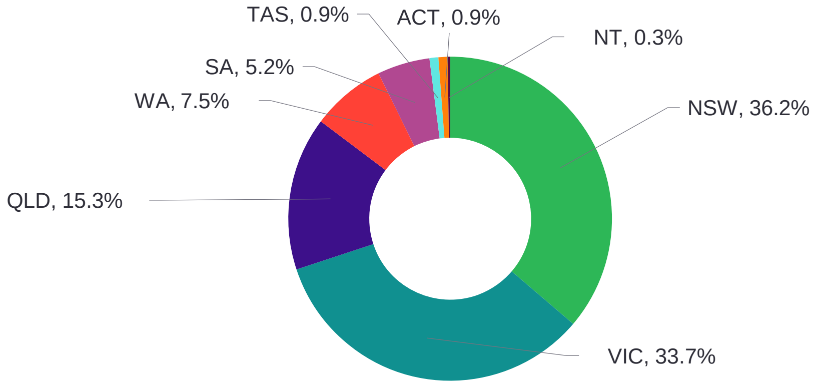
A comparison of each state and territory’s share of the live performance industry against population provides insight into spend per capita, as well as the concentration of the industry relative to where people live. The above table shows that NSW and VIC command a larger share of revenue and attendance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

Comments

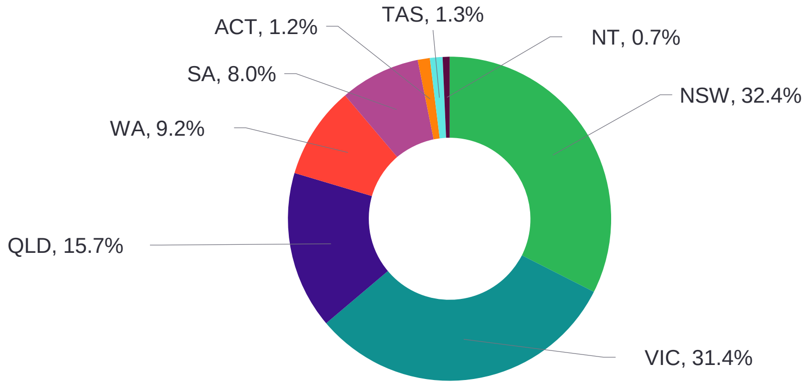
- The state and territory breakdowns do not take into account people who travel from interstate or overseas to attend a live performance. The industry share accounts for the state or territory in which the performance took place. As such, the revenue and attendance of the performance are fully attributed 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.
- VIC and NSW 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 touring to NSW and VIC.
- VIC ($161.37) and NSW ($142.11) hold top positions in per capita spend amongst all states and territories in 2024. VIC and NSW are the only states that are above the national per capita spend ($122.42).

2024 Revenue and Attendance Breakdown

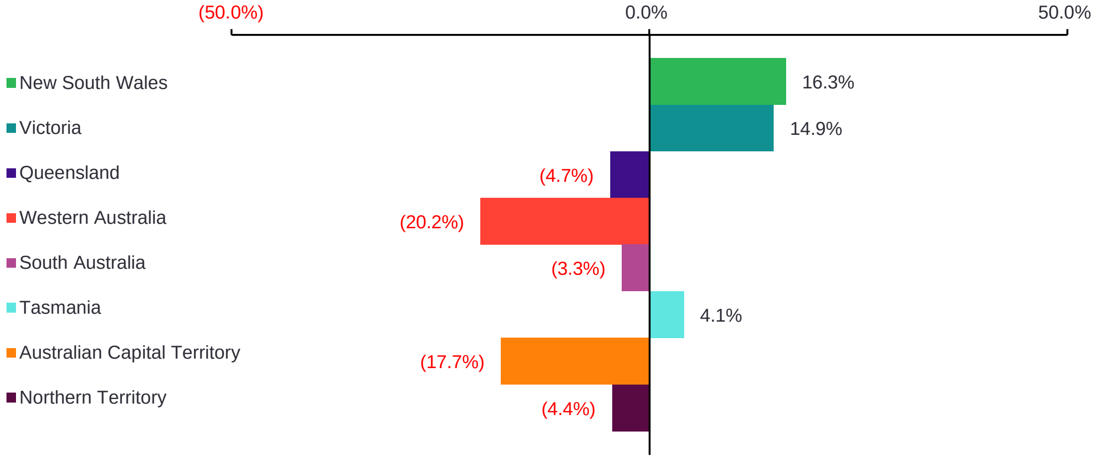
Market Share (Revenue) by State/Territory 2024



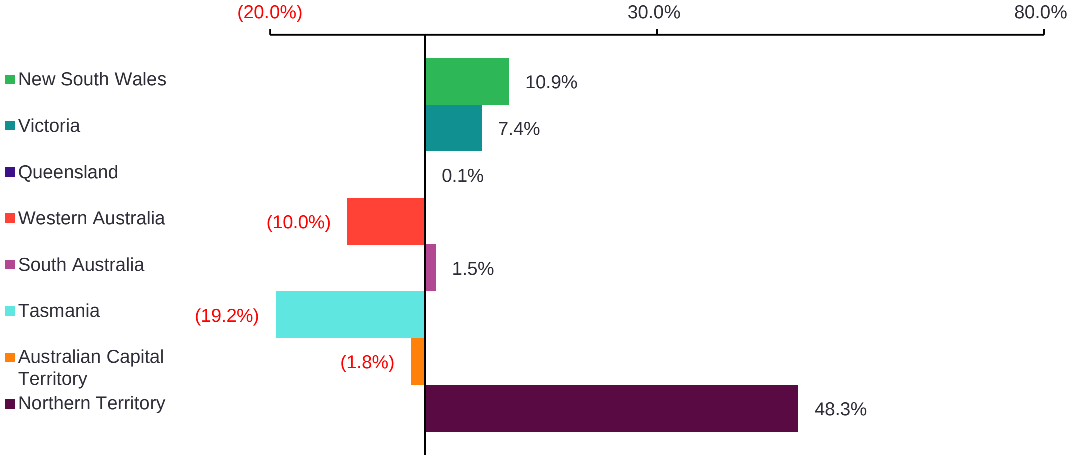
Market Share (Attendance) by State/Territory 2024



Percentage Movement in Revenue by State/Territory 2023 → 24



Percentage Movement in Attendance by State/Territory 2023 → 24



2024 Revenue by Category and State/Territory

Revenue by Category and State/Territory 2024

Category	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	Total
Ballet and Dance	$31,970,461	$15,298,612	$12,206,035	$8,558,837	$2,475,966	$707,280	$1,482,265	$323,923	**$73,023,380**
Children's/Family	$26,911,254	$18,914,381	$14,521,685	$7,370,020	$6,632,658	$779,639	$1,848,861	$170,072	**$77,148,571**
Circus and Physical Theatre	$7,270,972	$7,309,670	$2,770,223	$2,410,887	$859,160	$2,038,366	$1,898,777	$355,070	**$24,913,125**
Classical Music	$41,582,243	$27,424,463	$12,015,738	$13,458,682	$5,759,555	$1,841,330	$1,303,586	$109,125	**$103,494,720**
Comedy	$42,266,508	$67,917,778	$27,943,382	$16,151,381	$8,086,525	$3,248,462	$4,630,003	$618,617	**$170,862,657**
Contemporary Music	$693,947,853	$642,466,864	$266,004,181	$119,229,289	$66,577,141	$12,564,448	$9,321,365	$817,294	**$1,810,928,434**
Festivals (Contemporary Music)	$107,691,022	$93,170,095	$74,815,443	$24,230,446	$21,031,596	$7,806,480	$20,341	$2,526,269	**$331,291,692**
Festivals (Multi-Category)	$13,853,471	$9,519,203	$11,547,202	$14,523,202	$31,268,392	$59,678	$259,557	$3,063,718	**$84,094,423**
Musical Theatre	$176,127,148	$204,655,652	$82,822,260	$34,397,877	$28,096,510	$280,142	$5,093,392	$114,760	**$531,587,740**
Opera	$23,493,870	$3,885,891	$816,492	$1,447,339	$1,408,798	$26,652	-	-	**$31,079,042**
Special Events	$3,012,702	$3,117,246	$1,960,452	$866,907	$355,157	$214,989	$406,507	$30,860	**$9,964,821**
Theatre	$46,226,631	$37,688,657	$6,598,597	$6,939,307	$3,004,439	$770,833	$3,945,063	$272,079	**$105,445,605**
Total	**$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**

Analysis

- In 2024, Contemporary Music and Musical Theatre were the two largest categories in the industry, generating 54.0% and 15.9% of the overall revenue, respectively. Special Events recorded the highest y-o-y revenue growth at 215.5%. However, its overall contribution to the total industry share of revenue remained low at 0.3%. Contemporary Music recorded the second highest y-o-y increase in revenue by 21.8%.

2024 Attendance by Category and State/Territory

Attendance by Category and State/Territory 2024

Category	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	Total
Ballet and Dance	281,675	147,660	132,536	103,786	24,797	9,590	15,436	8,649	**724,129**
Children's/Family	651,927	441,243	343,830	217,159	152,455	24,353	50,206	15,096	**1,896,269**
Circus and Physical Theatre	114,811	113,983	44,170	43,904	15,967	21,028	28,869	4,037	**386,769**
Classical Music	486,111	420,045	163,403	188,191	76,280	32,327	15,977	8,692	**1,391,026**
Comedy	433,629	1,255,733	403,323	163,873	69,715	41,480	59,631	9,277	**2,436,661**
Contemporary Music	4,958,291	4,665,123	2,338,205	1,171,122	642,763	176,920	106,424	19,439	**14,078,287**
Festivals (Contemporary Music)	669,708	500,931	446,373	156,737	144,618	69,273	367	23,077	**2,011,084**
Festivals (Multi-Category)	226,525	185,971	223,476	395,667	1,099,086	2,496	5,156	92,424	**2,230,801**
Musical Theatre	1,516,385	1,584,262	668,002	321,880	240,393	5,133	41,650	1,610	**4,379,315**
Opera	177,497	47,220	13,922	14,351	14,026	477	-	-	**267,493**
Special Events	60,763	62,030	67,164	28,113	4,651	7,433	4,472	27,530	**262,156**
Theatre	622,597	454,496	99,473	96,115	45,810	11,526	50,847	5,125	**1,385,989**
Total	**10,199,919**	**9,878,697**	**4,943,876**	**2,900,898**	**2,530,561**	**402,036**	**379,036**	**214,956**	**31,449,979**

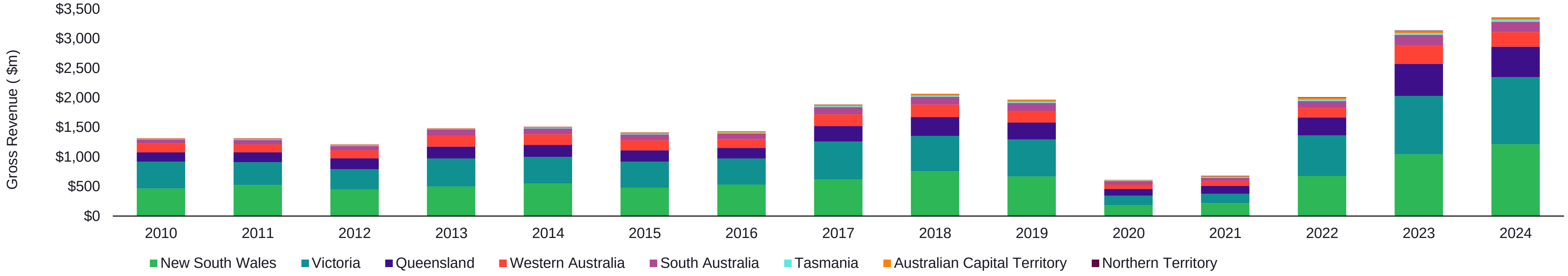
Analysis

- In 2024, Contemporary Music and Musical Theatre were the two largest categories, accounting for 44.8% and 13.9% of the total industry attendance respectively. Special Events recorded the highest y-o-y increase in attendance (34.6%), followed by Contemporary Music (17.3%).

State/Territory Revenue and Attendance

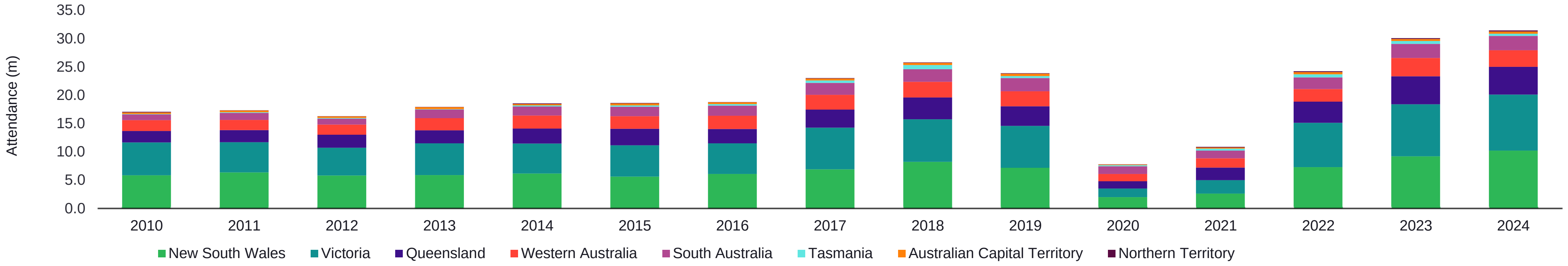
Revenue by State/Territory

2010 → 2024



Attendance by State/Territory

2010 → 2024



State/Territory Revenue and Attendance

Revenue by State/Territory

2010 → 2024

Year	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	Total
2010	$465,761,849	$451,053,035	$160,520,942	$145,479,374	$68,538,320	$3,783,068	$15,248,151	$3,313,888	**$1,313,698,627**
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**

Analysis

- In 2024, NSW had the highest market share of revenue among all the states and territories in Australia, accounting for 36.2% of the national market share.

* 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.

State/Territory Revenue and Attendance

Attendance by State/Territory

2010 → 2024

Year	NSW	VIC	QLD	WA	SA	TAS	ACT	NT	Total
2010	5,818,163	5,820,603	2,043,327	1,879,408	1,035,243	59,753	304,168	96,872	**17,057,537**
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**

Analysis

- In 2024, NSW held the highest market share of attendance among all the states and territories in Australia, accounting for 32.4% of the national market share.

* 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.

NSW Analysis

NSW Revenue and Attendance

- In 2024, NSW generated $1.2b in total ticket revenue and 10.2m in total attendance. These results are the highest ever recorded in NSW.
- Performances in regional NSW contributed 7.3% to revenue and 10.6% to attendance.
- In 2024, NSW accounted for the largest market share of total revenue (36.2%) and the largest market share of attendance (32.4%). NSW's contribution to total revenue and attendance is higher than its share of the national population.
- NSW achieved the highest y-o-y growth in revenue (16.3%) and second highest y-o-y growth in attendance (10.9%) among all states and territories.
- NSW spend per capita in 2024 was $142.11. 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 (57.1%) and attendance (48.6%) among all the live performance categories in NSW.
- The y-o-y increase in revenue and attendance was driven primarily by the following categories:
  - Special Events recorded significant revenue growth of 179.7%. This was driven by an increase in attendance of 200.1%. Top events included *Woolworths Carols in the Domain*, *Christmas Spectacular* and *RocKwiz Live.*
  - Contemporary Music revenue increased by 34.2%. This was driven by an increase in attendance of 26.1% and an increase in the average ticket price. Top events included performances by Taylor Swift, Coldplay, The Weeknd, Travis Scott and P!nk.
  - Children’s/Family recorded a 27.9% increase in revenue, driven by a 16.0% increase in attendance and an increase in the average ticket price. Top events included *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!*, *Paw Patrol Live!* and The Wiggles.
  - Festivals (Contemporary Music) recorded a 21.0% increase in revenue and a 25.5% increase in attendance. Major festivals included Knockout Outdoor 2024: Games of Destiny, Byron Bay Bluesfest 2024 and Broken Hill Mundi Bash. New data providers largely explain the growth in this category.
- The growth in revenue was slightly offset by a y-o-y decline in Circus and Physical Theatre (66.9%)*, Comedy (20.9%), Festivals (Multi-Category) (19.1%), Musical Theatre (7.8%) and Opera (0.2%).

*Cirque du Soleil's *Luzia* was presented in NSW in 2024, however data for this event are not included in this report.

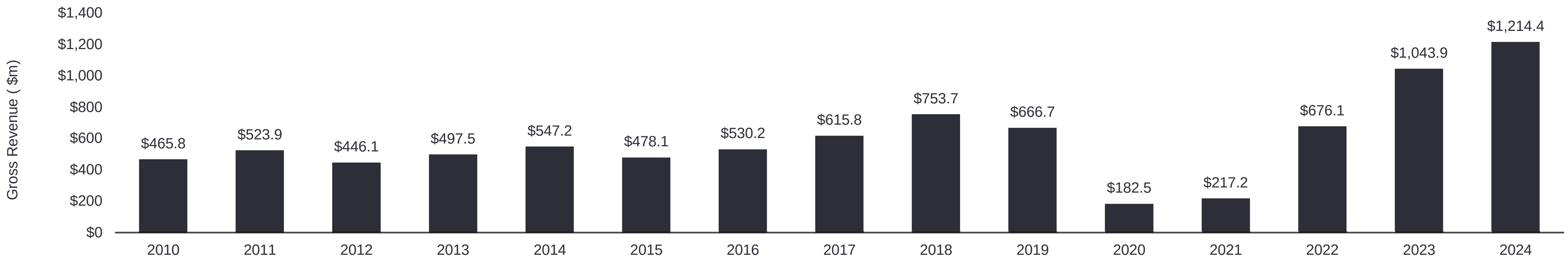
	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2010	$465,761,849	21.4%	5,818,163	12.4%
2011	$523,903,477	12.5%	6,331,001	8.8%
2012	$446,063,403	(14.9%)	5,795,757	(8.5%)
2013	$497,463,659	11.5%	5,865,914	1.2%
2014	$547,173,799	10.0%	6,132,827	4.6%
2015	$478,077,501	(12.6%)	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%

	Metro	Regional	Unknown
Revenue	92.6%	7.3%	0.1%
Attendance	89.1%	10.6%	0.3%

NSW Analysis

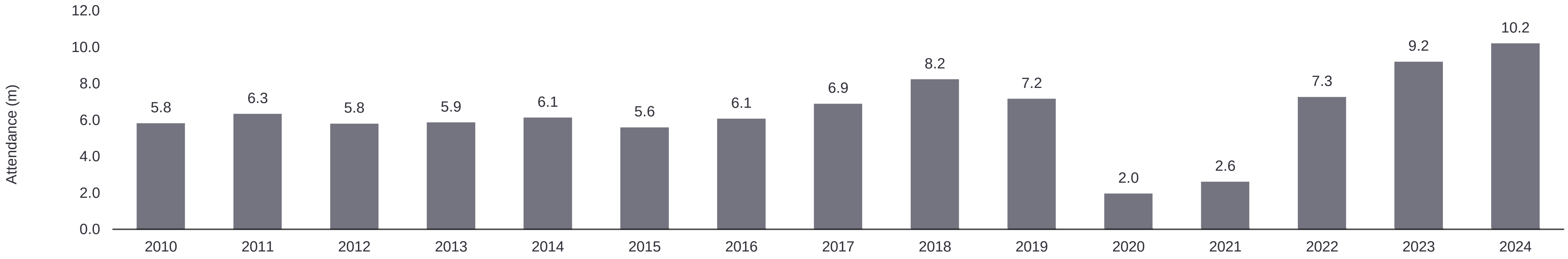
Revenue – NSW

2010 → 2024



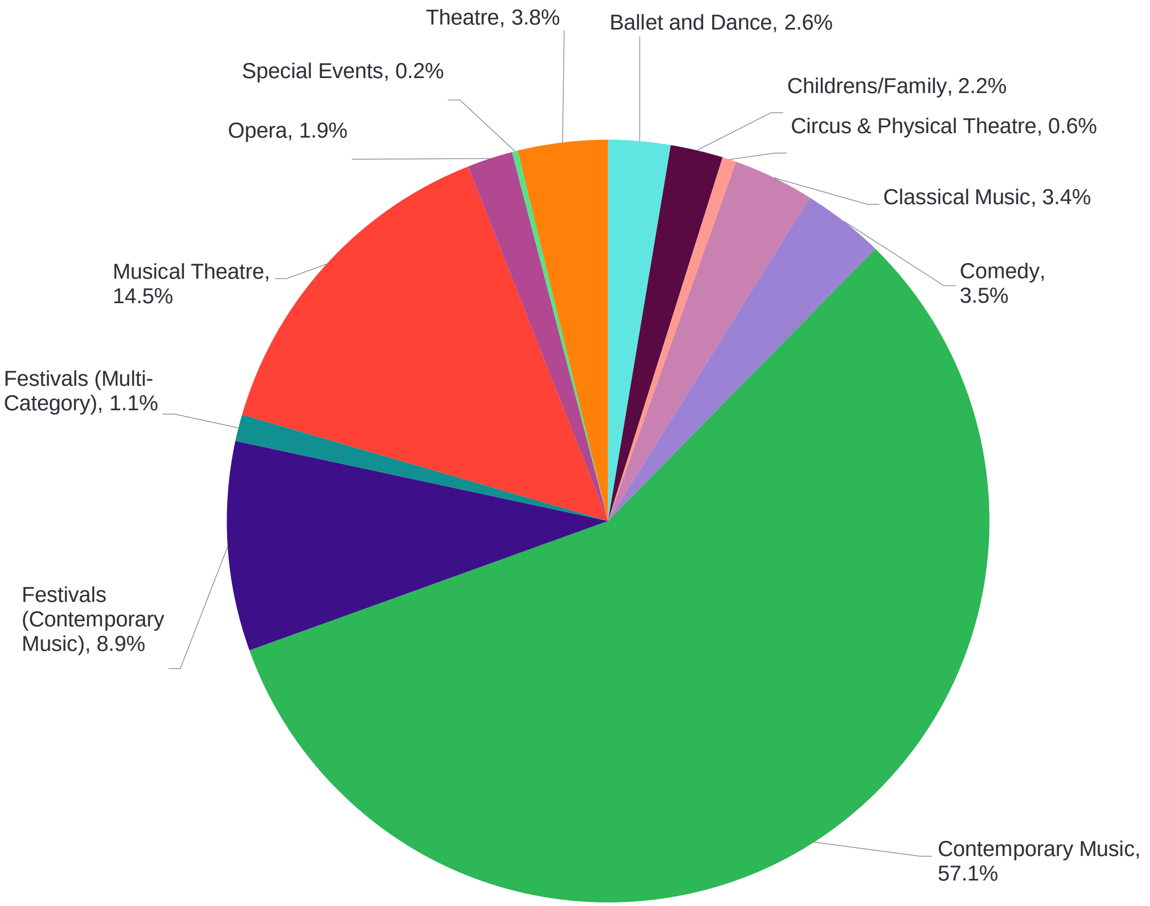
Attendance – NSW

2010 → 2024

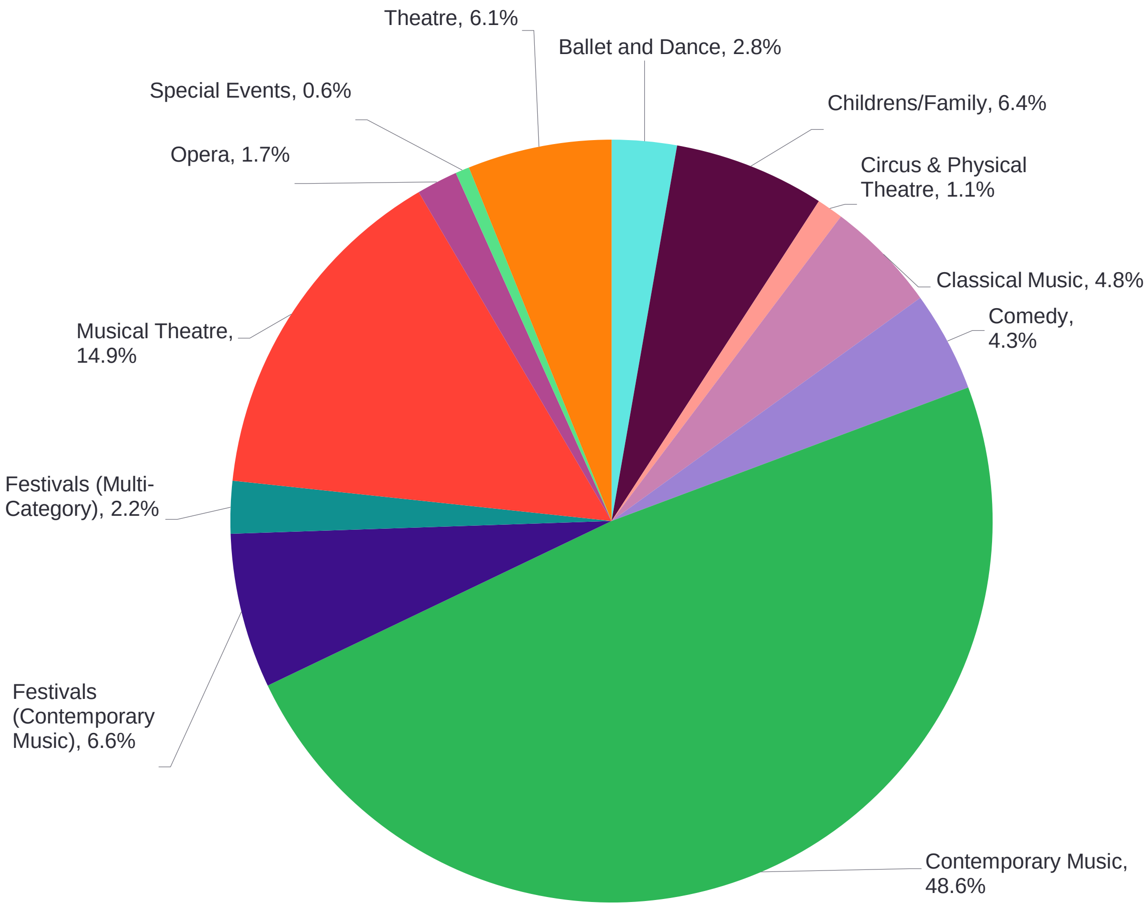


NSW Analysis

NSW Revenue by Category — 2024



NSW Attendance by Category — 2024



VIC Analysis

VIC Revenue and Attendance

- In 2024, VIC generated $1.1b in total ticket revenue and 9.9m in total attendance, reflecting a 14.9% y-o-y increase in revenue and a 7.4% y-o-y increase in attendance. This is the highest ever recorded revenue and attendance for the state.
- Performances in regional VIC contributed 7.2% to revenue and 6.7% to attendance.
- In 2024, VIC accounted for the second-largest market share of industry revenue (33.7%) and attendance (31.4%). VIC's contributions to total revenue and attendance are greater than its share of the national population.
- VIC spend per capita in 2024 was $161.37. 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, 56.8% and 47.2% respectively.
- The y-o-y increase in revenue and attendance was driven primarily by the following categories:
  - Special Events recorded significant growth in revenue of 141.2%. This was driven by an increase in attendance of 337.8%. Top events included *Carols by Candlelight*, *RocKwiz's Really Really Good Friday* and *Christmas Spectacular*.
  - Contemporary Music revenue increased by 32.8%. This was driven by an increase in attendance and an increase in the average ticket price. Top events included performances by Taylor Swift, Coldplay, P!nk, The Weeknd and Pearl Jam.
  - Musical Theatre recorded a 15.3% increase in revenue and a 14.8% increase in attendance. Top events included *Wicked*, *Beauty and The Beast* and *The Tina Turner* Musical.
  - Children's/Family recorded a 5.3% increase in revenue and a 9.1% increase in attendance. Top events included *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!*, *Paw Patrol Live!* and The Wiggles.
  - Opera recorded a 4.4% increase in revenue and a 15.1% increase in attendance. Top events included *Tosca*, *The Puccini Gala Concert* and *The Magic Flute*.
- Several categories recorded a y-o-y decline in total ticket revenue, including Circus and Physical Theatre (51.3%)*, Theatre (37.0%), Ballet and Dance (23.4%) and Festivals (Multi-Category) (10.5%).

*Cirque du Soleil's *Luzia* was presented in VIC in 2024, however data for this event are not included in this report.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2010	$451,053,035	29.9%	5,820,603	22.7%
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	
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%

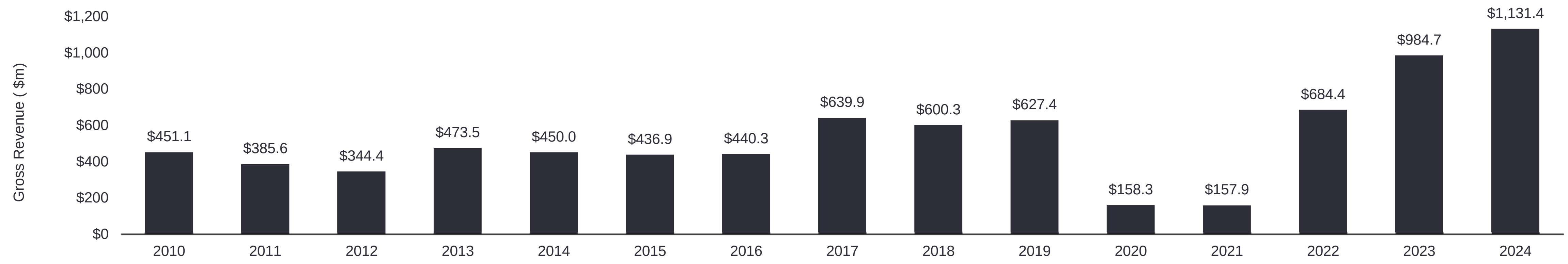
	Metro	Regional	Unknown
Revenue	91.9%	7.2%	0.9%
Attendance	92.6%	6.7%	0.7%

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

VIC Analysis

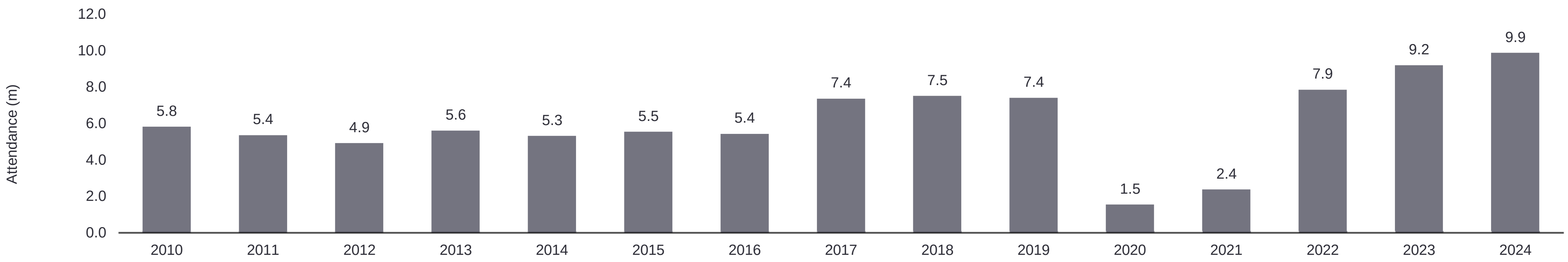
Revenue – VIC

2010 → 2024



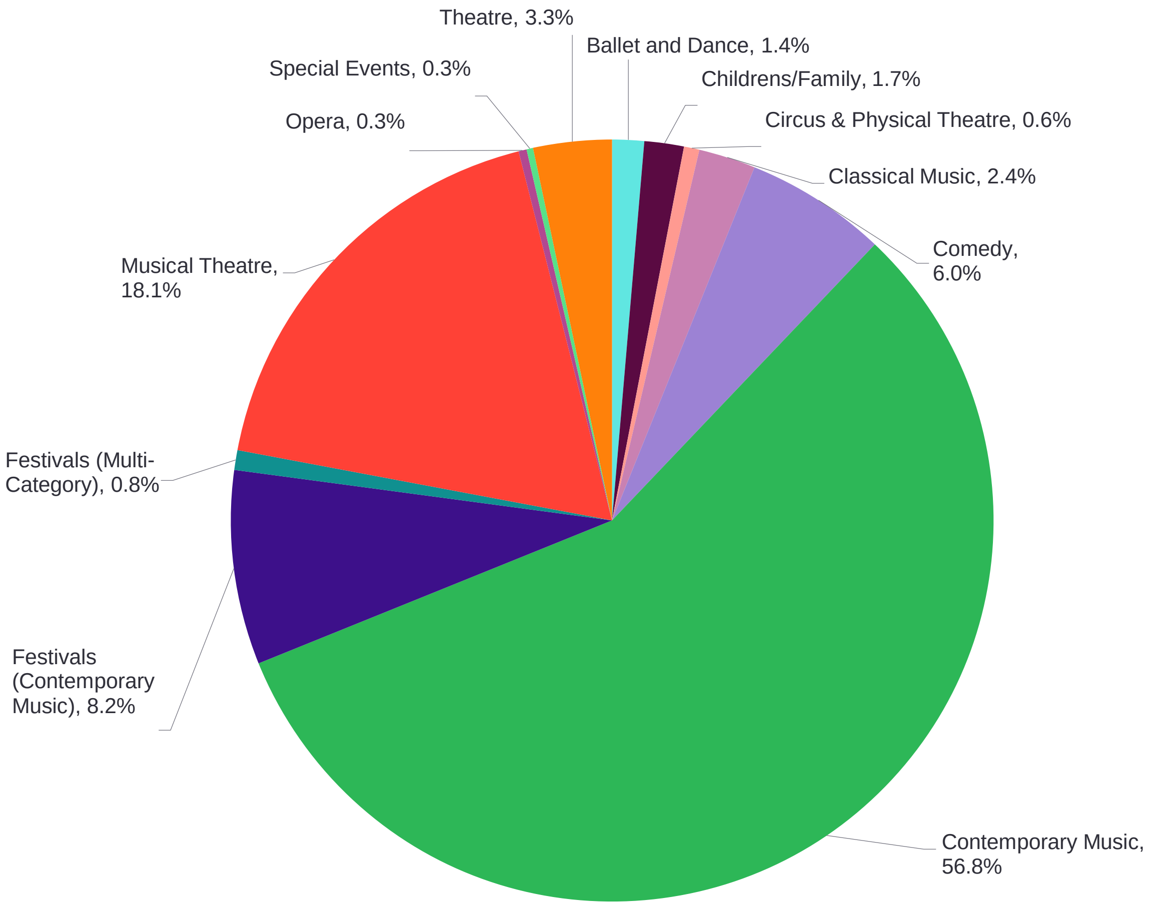
Attendance – VIC

2010 → 2024

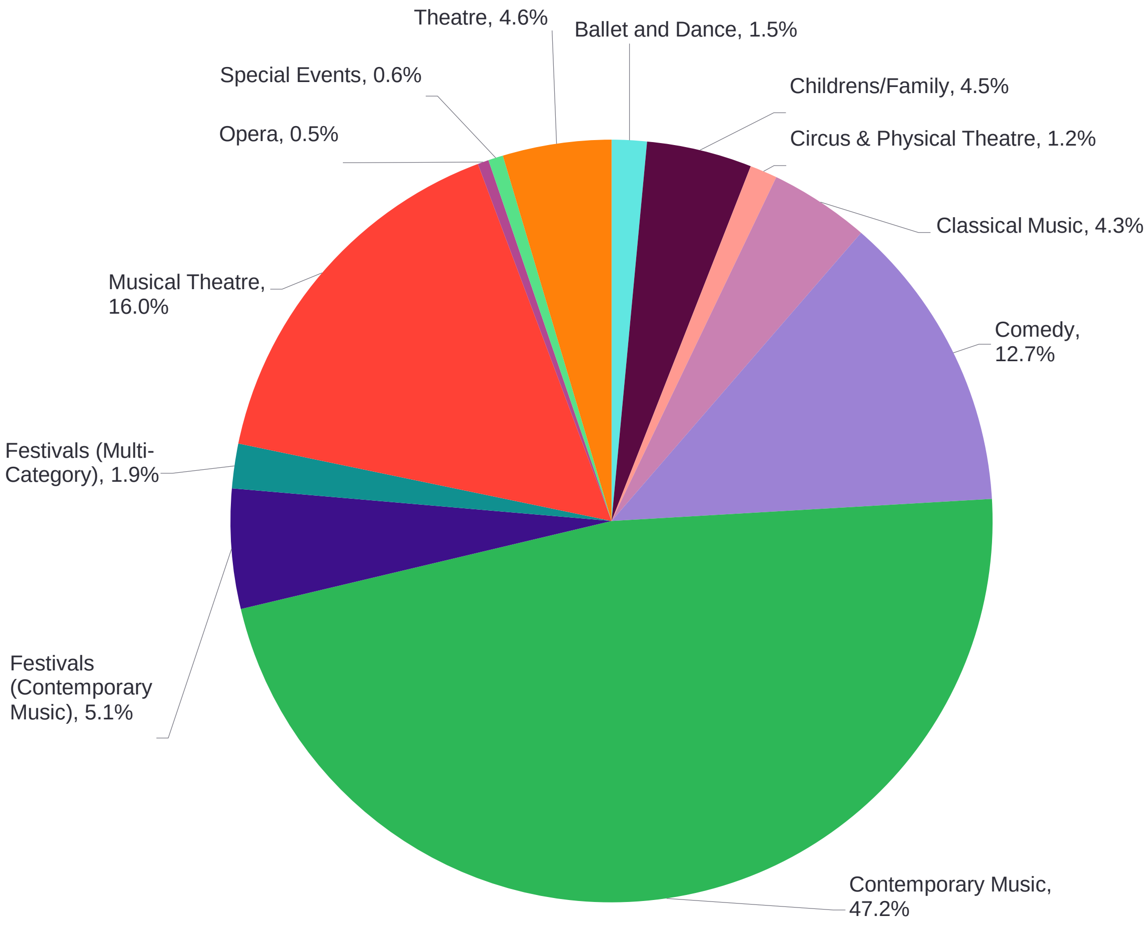


VIC Analysis

VIC Revenue by Category 2024



VIC Attendance by Category 2024



QLD Analysis

QLD Revenue and Attendance

- In 2024, QLD generated $514.0m in revenue and recorded close to 5.0m in attendance. This is the second highest ever recorded revenue (with 2023 being the highest) and the highest ever recorded attendance for the state.
- Performances in regional QLD contributed 14.1% to revenue and 19.2% to attendance.
- QLD accounted for the third-largest share of total revenue (15.3%) and attendance (15.7%) among the states and territories in Australia in 2024.
- QLD spend per capita was $91.48. This was the fourth-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 (51.7%) and total attendance (47.3%) in 2024.
- In 2024, QLD experienced a decline in revenue by 4.7%, despite a slight increase in attendance by 0.1%. These results were primarily driven by the declines in revenue in Circus and Physical Theatre (81.1%)*, Opera (90.5%), Comedy (15.1%), Festivals (Contemporary Music) (11.9%), Musical Theatre (9.7%) and Theatre (8.2%).
- Circus and Physical Theatre, Opera, Comedy, Festivals (Contemporary Music) and Theatre witnessed declines in revenue, primarily due to the decline in attendance in 2024. Musical Theatre witnessed a decline in revenue despite an increase in attendance in 2024. This is primarily due to a fall in the average ticket price in 2024.
- The y-o-y decline in revenue was partially offset by the growth in the following categories:
  - Special Events experienced a significant y-o-y growth in revenue (6054.9%) and a y-o-y growth in attendance (32.1%) in 2024. However, Special Events’ contribution to QLD's overall revenue is quite low. Top events included *Christmas Spectacular* and *RocKwiz.*
  - Children’s/Family recorded a 49.4% increase in revenue and a 29.5% increase in attendance. Top events included *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!* and *Bluey's Big Play*.
  - Festivals (Multi-Category) recorded a 73.5% increase in revenue and a 14.2% increase in attendance. Major festivals included Brisbane Festival and Meatstock Toowoomba - The Music, Barbecue and Camping Festival.
  - Classical Music recorded a 32.5% increase in revenue and a 40.2% increase in attendance. Major events included *The Princess Bride in Concert* and *The Man From Snowy River in Concert*.
  - Ballet and Dance recorded a 3.5% increase in revenue, despite a 15.7% decline in attendance.
  - Contemporary Music recorded a slight 1.5% increase in revenue and a 5.5% increase in attendance.

*Cirque du Soleil's *Luzia* was presented in QLD in 2024, however data for this event are not included in this report.

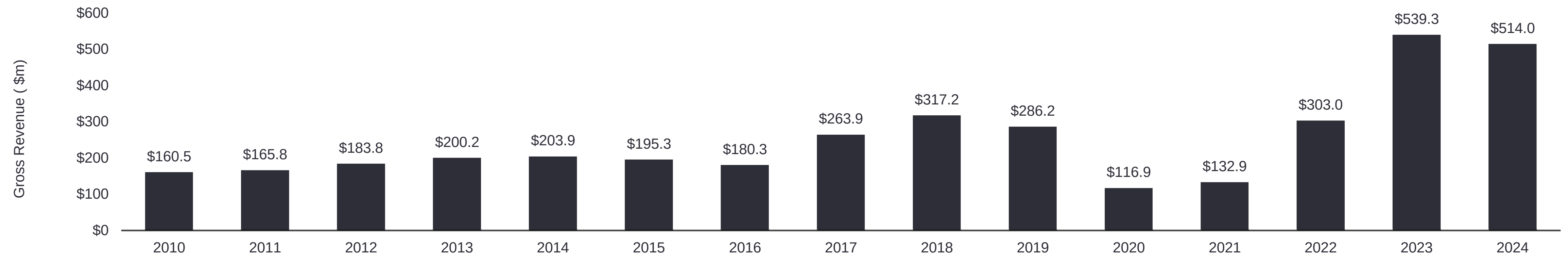
	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2010	$160,520,942	9.5%	2,043,327	1.8%
2011	$165,840,931	3.3%	2,150,329	5.2%
2012	$183,775,420	10.8%	2,302,462	7.1%
2013	$200,178,524	8.9%	2,318,207	0.7%
2014	$203,918,468	1.9%	2,661,632	14.8%
2015	$195,336,838	(4.2%)	2,914,530	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%

	Metro	Regional	Unknown
Revenue	84.9%	14.1%	1.0%
Attendance	79.8%	19.2%	1.1%

QLD Analysis

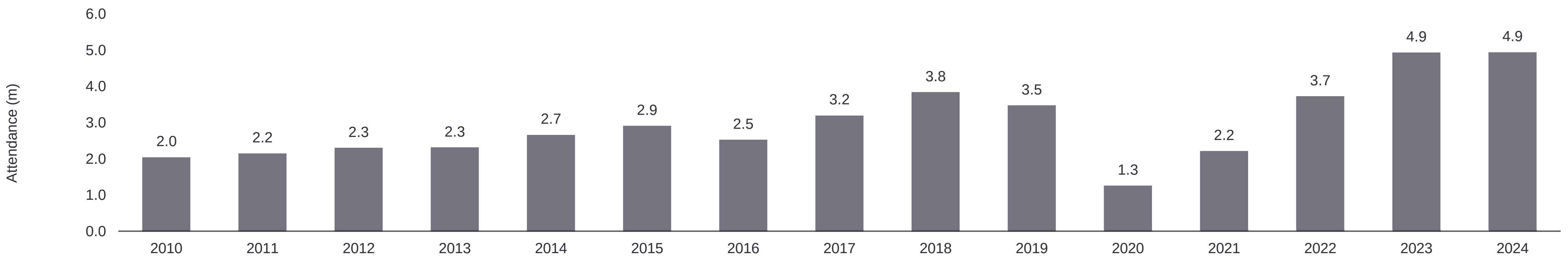
Revenue – QLD

2010 → 2024



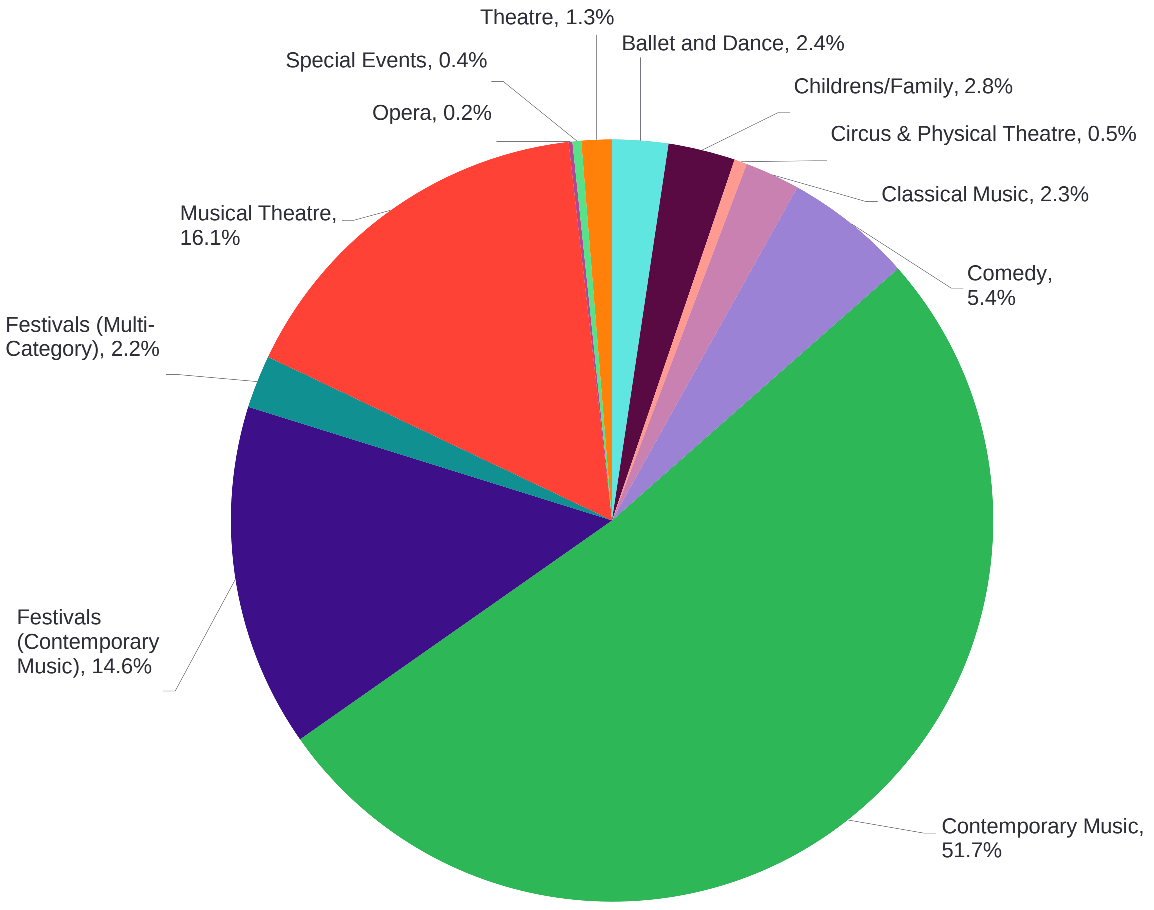
Attendance – QLD

2010 → 2024

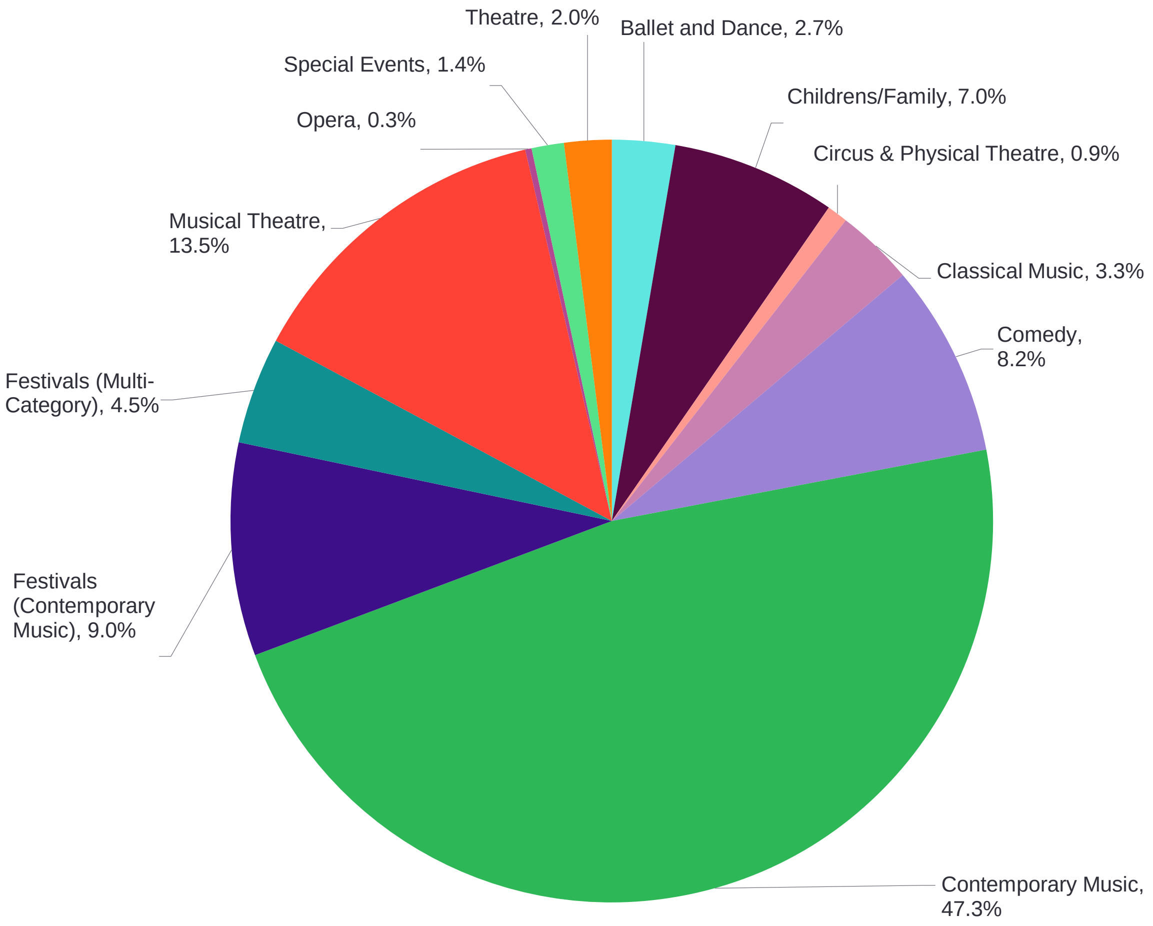


QLD Analysis

QLD Revenue by Category 2024



QLD Attendance by Category 2024



WA Analysis

WA Revenue and Attendance

- In 2024, WA generated $249.6m in total ticket revenue and 2.9m in total attendance. This is the second highest ever recorded revenue and attendance for the state (with 2023 being the highest).
- Performances in regional WA contributed 5.2% to revenue and 5.9% to attendance.
- WA accounted for 7.4% of the industry's total revenue share and 9.2% of the industry's total attendance share in 2024.
- WA spend per capita was $82.95, the fifth-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 (47.8%) and total attendance (40.4%) in 2024.
- In 2024, WA recorded the highest y-o-y decline in revenue (20.2%) and the second highest y-o-y decline in attendance (10.0%) among all states and territories.
  - These results were primarily driven by the declines in revenue in Circus and Physical Theatre (78.6%)*, Comedy (37.6%), Musical Theatre (32.7%), Children's/Family (31.6%), Festivals (Contemporary Music) (26.9%), Festivals (Multi-Category) (17.7%) and Contemporary Music (17.4%). The decline in revenue in these categories was primarily due to the decline in attendance in 2024.
- The decline in revenue was partially offset by the growth in the following categories:
  - Special Events recorded a 136.1% increase in revenue, despite a 66.9% decline in attendance. This was primarily due to an increase in the average ticket price. Top events included *RocKwiz Live & The Whitlams* and *New Year's Eve at The Camfield*.
  - Theatre recorded a 112.1% increase in revenue and a 70.4% increase in attendance. Top events included *Death of a Salesman*, *The Woman In Black* and *Prima Facie*.
  - Ballet and Dance recorded growth of 67.6% in revenue, driven by a 17.6% increase in attendance and an increase in the average ticket price. Top events included *The Sleeping Beauty*, *Riverdance* and *Shen Yun*.
  - Classical Music recorded a 58.9% increase in revenue and a 30.7% increase in attendance. Top events included Ludovico Einaudi and *The Princess Bride in Concert*.
  - Opera recorded a 13.4% increase in revenue, despite a 14.7% decline in attendance. This was primarily due to an increase in the average ticket price. Top events included *Orpheus & Eurydice*, *Rusalka* and Matteo Bocelli.

*Cirque du Soleil's Luzia was presented in WA in 2024, however data for this event are not included in this report.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2010	$145,479,374	38.1%	1,879,408	27.9%
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%)

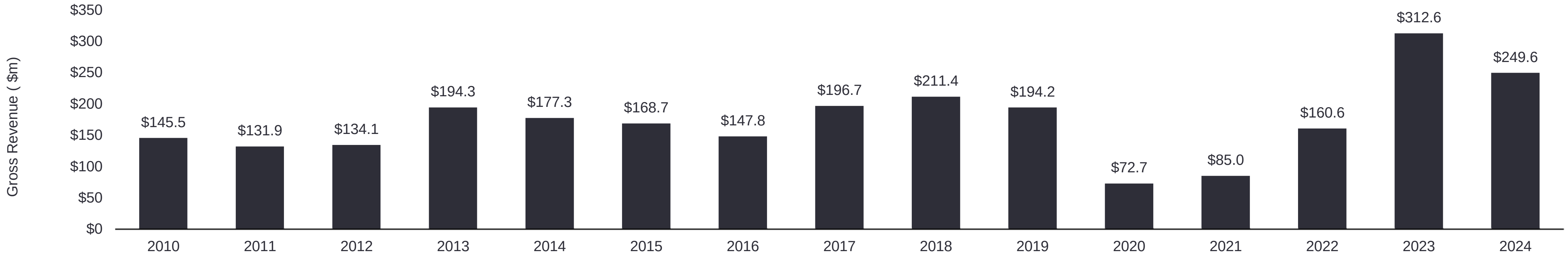
	Metro	Regional	Unknown
Revenue	94.5%	5.2%	0.4%
Attendance	92.9%	5.9%	1.2%

** 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.*

WA Analysis

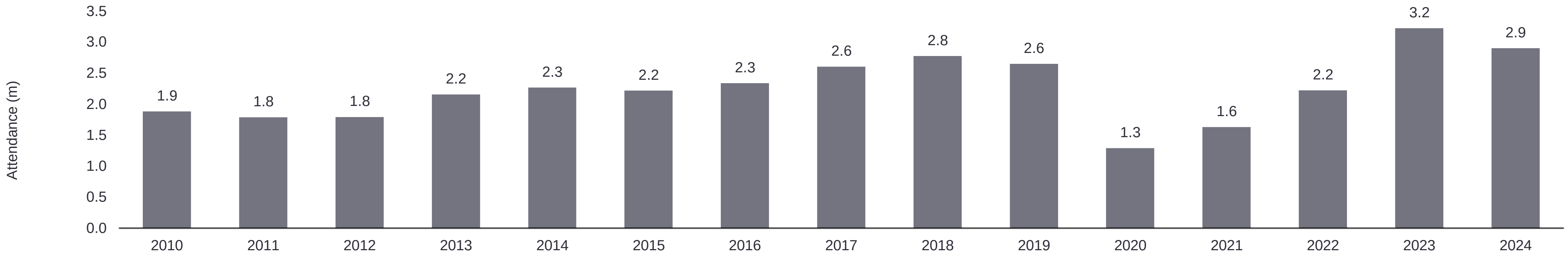
Revenue – WA

2010 → 2024



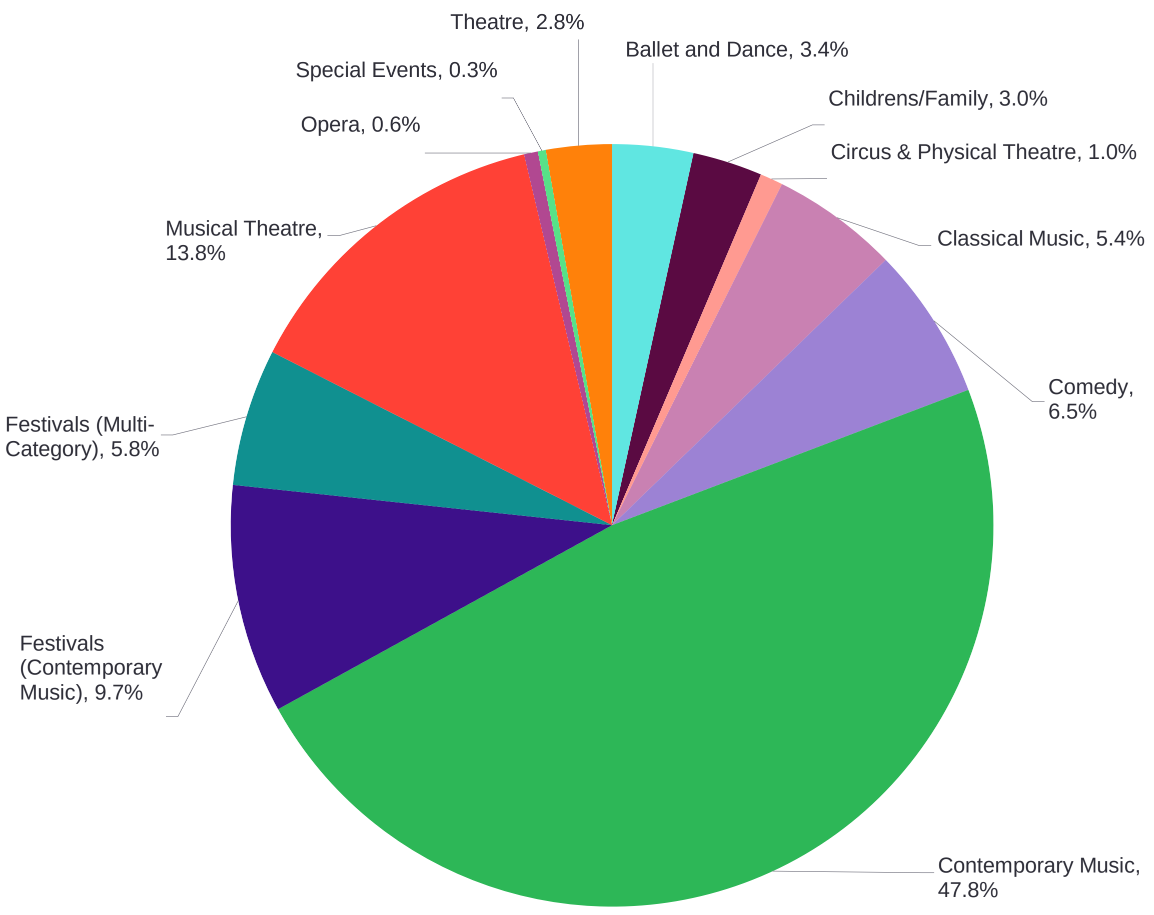
Attendance – WA

2010 → 2024

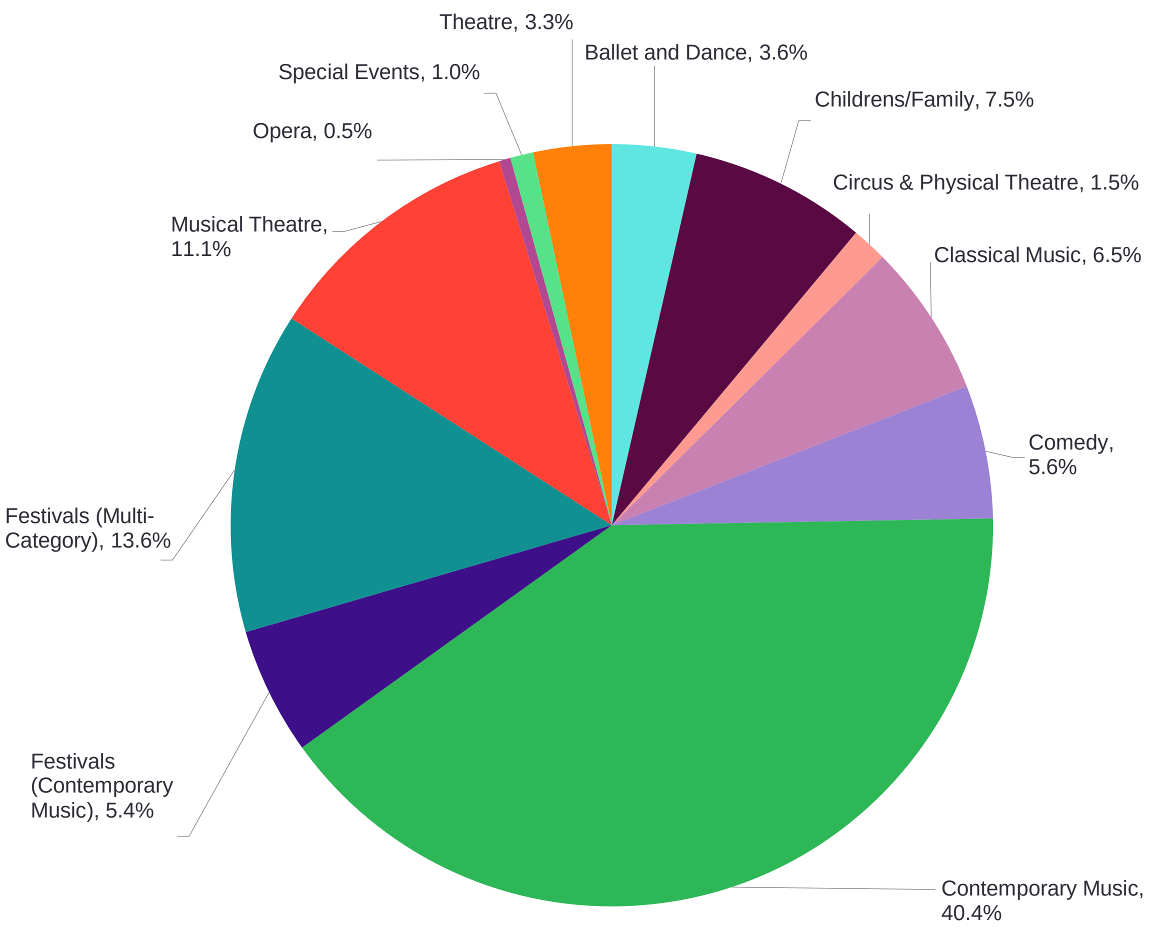


WA Analysis

WA Revenue by Category 2024



WA Attendance by Category 2024



SA Analysis

SA Revenue and Attendance

- In 2024, SA generated $175.6m in revenue and recorded 2.5m in attendance. This is the second highest ever recorded revenue (with 2023 being the highest) and the highest recorded attendance for the state.
- Performances in regional SA contributed 3.9% to revenue and 2.8% to attendance.
- SA accounted for 5.2% of the industry's total revenue share and 8.0% of the industry's total attendance share in 2024.
- In 2024, SA spend per capita was $92.80. This was 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 total revenue (37.9%). Festivals (Multi-Category) contributed the highest share of SA’s total attendance (43.4%).
- In 2024, SA experienced a slight decline in revenue by 3.3%, despite a slight increase in attendance by 1.5%.
  - These results were primarily driven by the declines in revenue in Circus and Physical Theatre (78.6%)*, Opera (47.4%), Theatre (33.2%), Festivals (Contemporary Music) (28.7%), Ballet and Dance (23.8%) and Comedy (7.8%). The decline in revenue in these categories were primarily due to the decline in attendance in 2024.
- The decline in revenue was partially offset by the growth in the following categories:
  - Special Events recorded a 114.2% increase in revenue and a 174.7% increase in attendance. Major events included *Here's RocKwiz Live!* and *Christmas Spectacular*.
  - Classical Music recorded a 30.2% increase in revenue driven by a 25.2% increase in attendance and an increase in the average ticket price. Top events included *The Man from Snowy River in Concert*, *The Princess Bride in Concert* and *Harry Potter and the Half Blood Prince in Concert*.
  - Children's/Family recorded a 24.2% increase in revenue and a 14.8% increase in attendance. Top events included *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!* and The Wiggles.
  - Musical Theatre recorded a 12.3% increase in revenue and a 9.1% increase in attendance. Top events included *The Tina Turner Musical*, *Chicago - The Musical* and *Miss Saigon*.
  - Festivals (Multi-Category) recorded a 5.7% increase in revenue and a 3.4% increase in attendance. Major festivals included Adelaide Fringe and Adelaide Festival.
  - Contemporary Music recorded a 3.6% increase in revenue and a 12.2% increase in attendance. Top events included performances by P!nk, Blink-182 and Iron Maiden.

*Cirque du Soleil's Luzia was presented in SA in 2024, however data for this event are not included in this report.

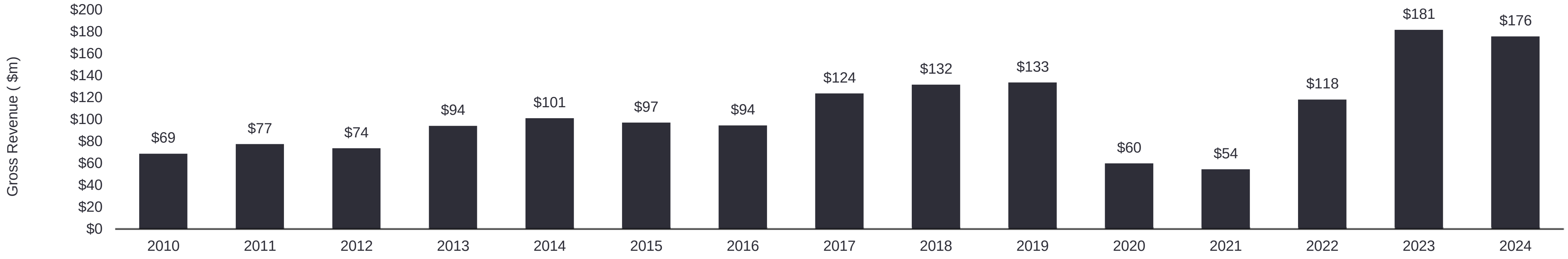
	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2010	$68,538,320	(16.7%)	1,035,243	(28.6%)
2011	$77,215,957	12.7%	1,237,386	19.5%
2012	$73,536,693	(4.8%)	1,053,997	(14.8%)
2013	$93,864,893	27.6%	1,497,204	42.1%
2014	$100,944,048	7.5%	1,614,267	7.8%
2015	$96,804,782	(4.1%)	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%

	Metro	Regional	Unknown
Revenue	96.1%	3.9%	0.0%
Attendance	97.0%	2.8%	0.2%

SA Analysis

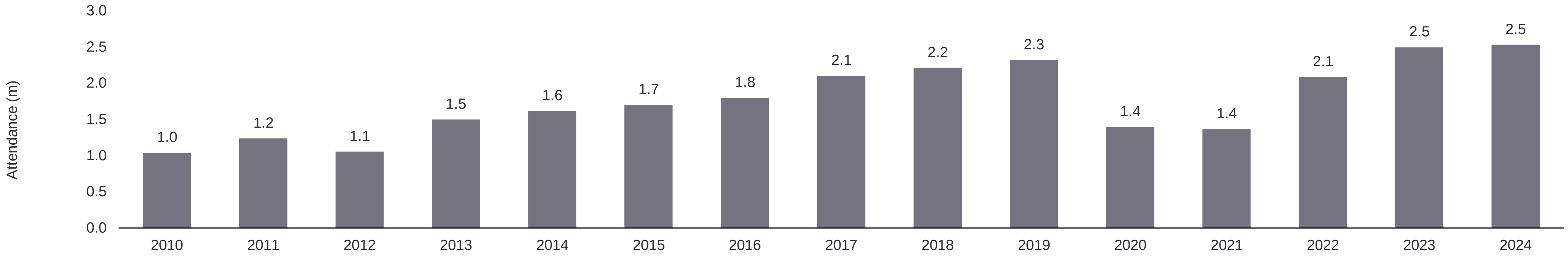
Revenue – SA

2010 → 2024



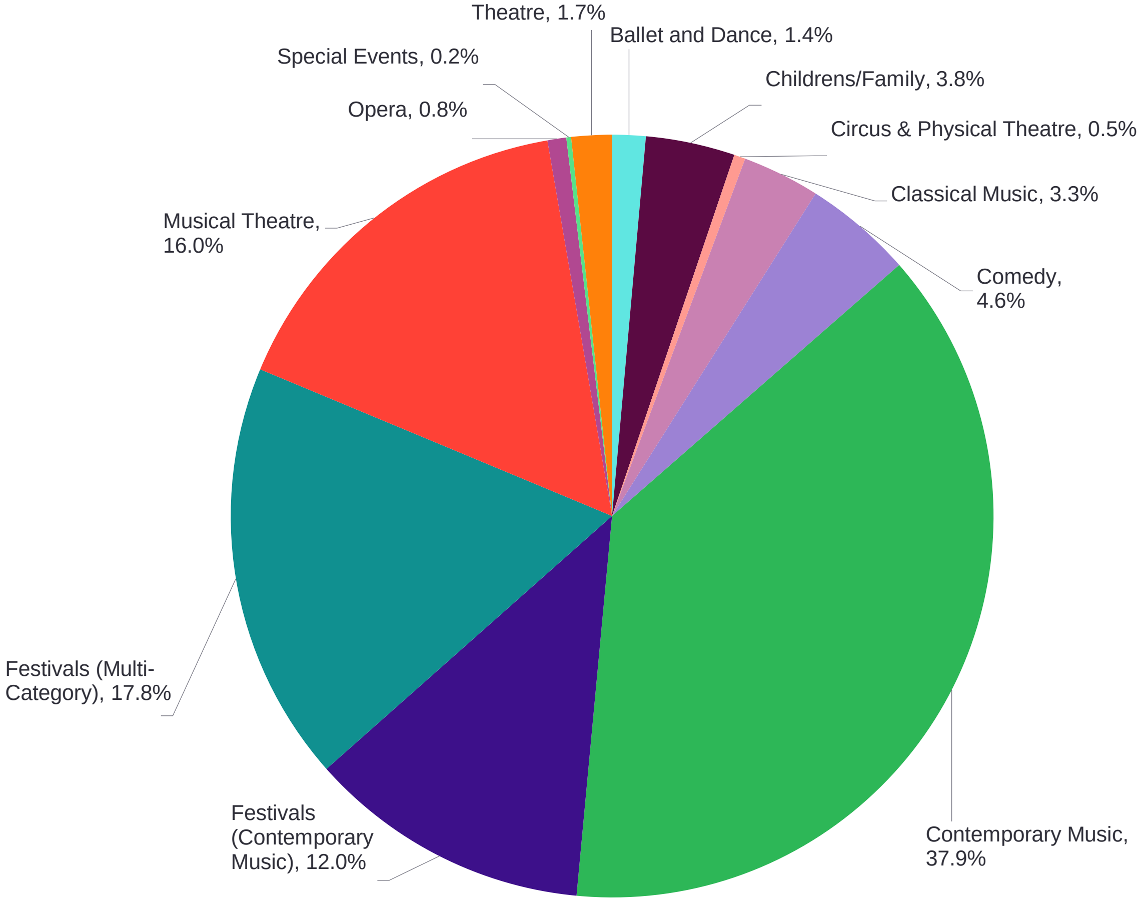
Attendance – SA

2010 → 2024

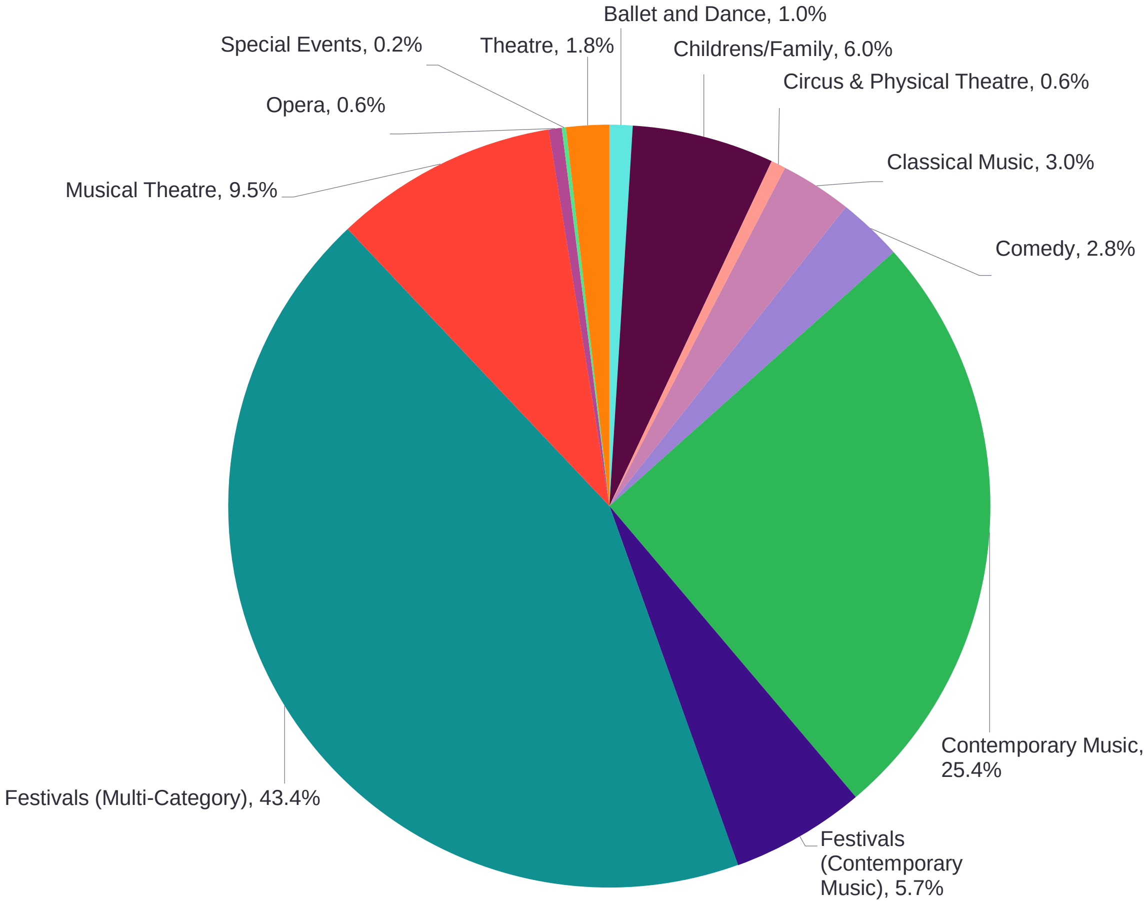


SA Analysis

SA Revenue by Category 2024



SA Attendance by Category 2024



TAS/ACT/NT Analysis

TAS/ACT/NT Revenue and Attendance

- In 2024, TAS/ACT/NT recorded a combined decline in revenue of 7.6% to $68.9m and a combined decrease in attendance of 3.2% to 1.0m.
- Combined, performances in regional TAS, ACT and NT contributed 24.9% to revenue and 26.1% to attendance.
- Together, TAS/ACT/NT contributed 2.1% of industry share of revenue and 3.2% of industry share of attendance in 2024. Contemporary Music contributed the highest share of total revenue (32.9%) and total attendance (30.4%) in 2024.
- In 2024, ACT recorded the second highest y-o-y decline of 17.7% in revenue to $30.2m and the third highest y-o-y decline of 1.8% in attendance to 0.4m, with spend per capita of $62.71.
  - The decline in revenue was primarily driven by y-o-y declines in Opera, Festivals (Contemporary Music), Classical Music and Festivals (Multi-Category).
  - Top events included *Chicago - The Musical*, *Matchbox Twenty* and *Rent: The Musical*.
- TAS recorded the fourth highest y-o-y growth of 4.1% in revenue to $30.3m and the highest y-o-y decline of 19.2% in attendance to 0.4m, with per capita spend of $52.69 in 2024.
  - The growth in revenue was primarily driven by a y-o-y growth in Special Events, Theatre, Circus and Physical Theatre, Contemporary Music, Festivals (Contemporary Music) and Classical Music.
  - The decline in attendance was primarily driven by Festivals (Multi-Category), Musical Theatre, Special Events, Children's/Family and Ballet and Dance.
  - Top events included Party in the Paddock, Red Hot Summer Tour and *Blanc de Blanc Encore*.
- NT recorded a 4.4% y-o-y decline in revenue (to $8.4m) and the highest y-o-y growth of 48.3% in attendance (to 0.2m) in 2024.
  - NT had the lowest per capita spend of $32.04 in 2024.
  - The decline in revenue was primarily driven by Opera, Musical Theatre, Classical Music, Comedy, Children's/Family, and Festivals (Contemporary Music). The growth in attendance was primarily driven by Special Events, Theatre, Ballet and Dance, Classical Music, Contemporary Music, Festivals (Multi-Category), Circus and Physical Theatre and Children's/Family.
  - Top events included Darwin Festival, BASSINTHEGRASS Music Festival and the Electric Storm Halloween Music Festival 2024.

	Revenue		Attendance	
Year	Total Revenue	Growth (%)	Total Attendance	Growth (%)
2010	$22,345,107	23.4%	460,793	31.2%
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%)

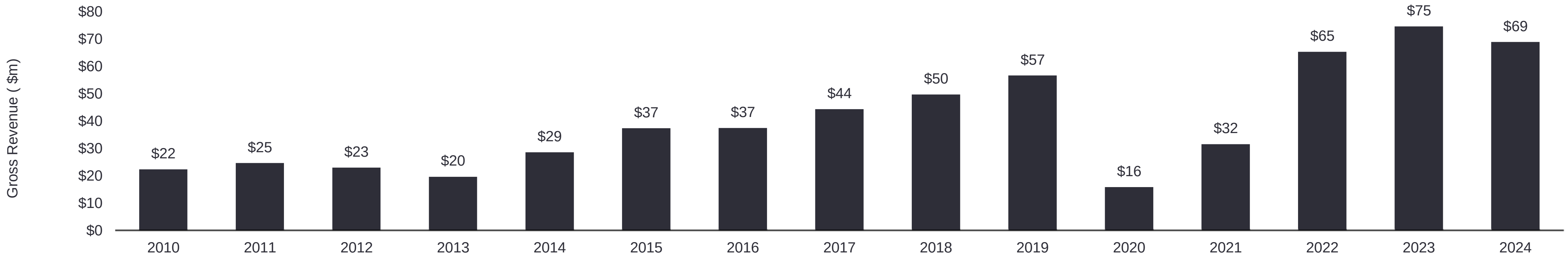
	Metro	Regional	Unknown
Revenue	75.1%	24.9%	0.0%
Attendance	73.8%	26.1%	0.1%

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

TAS/ACT/NT Analysis

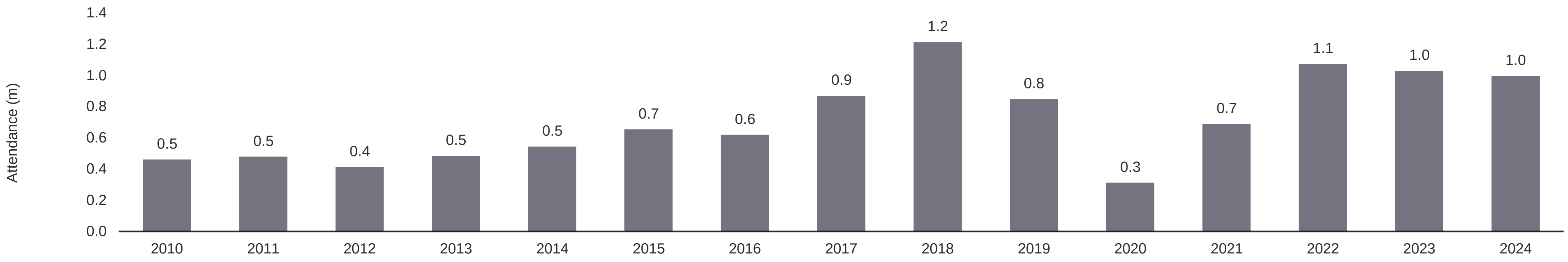
Revenue – TAS/ACT/NT

2010 → 2024



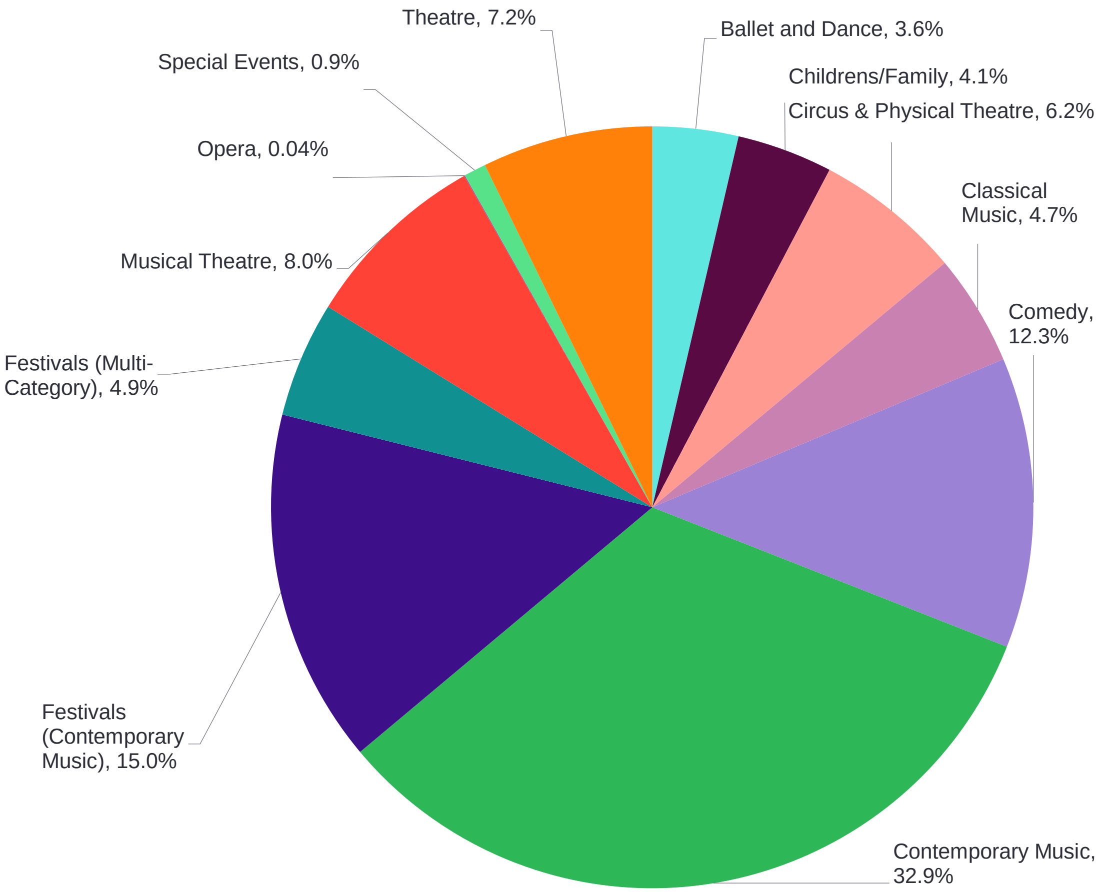
Attendance – TAS/ACT/NT

2010 → 2024

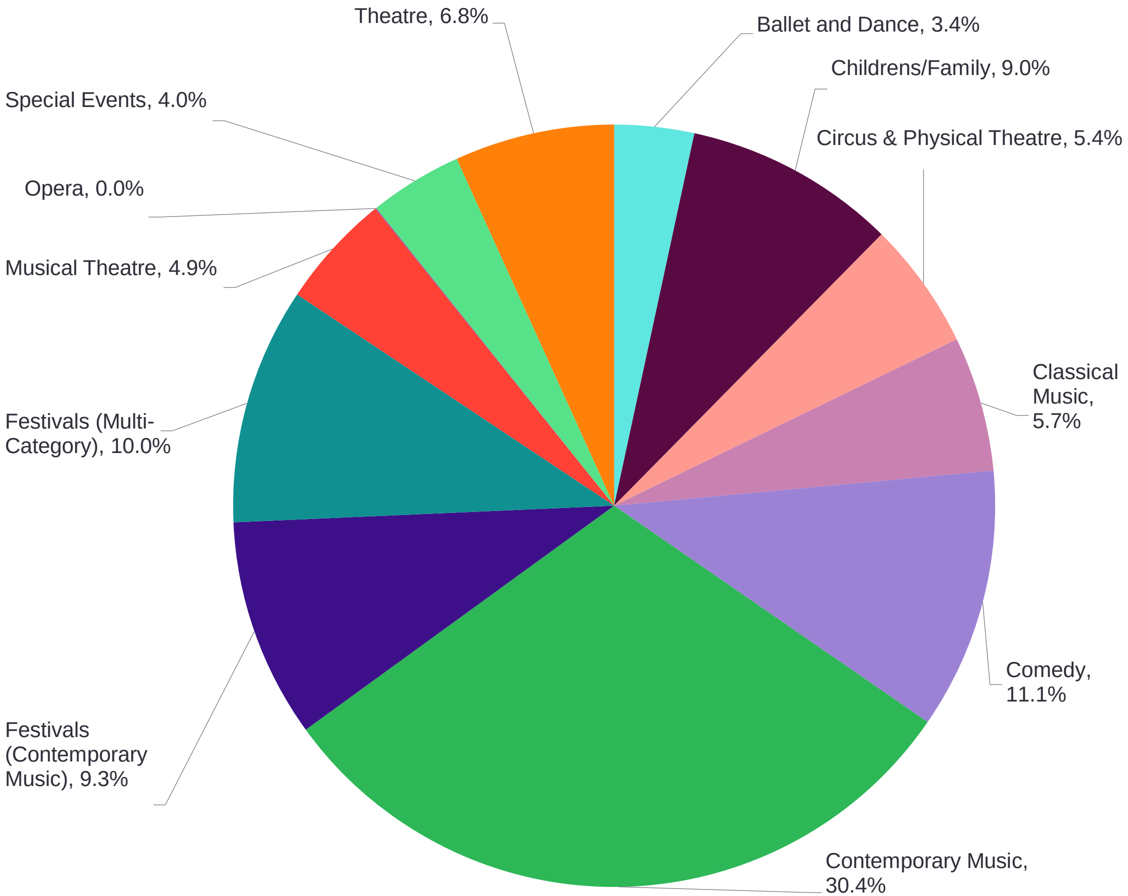


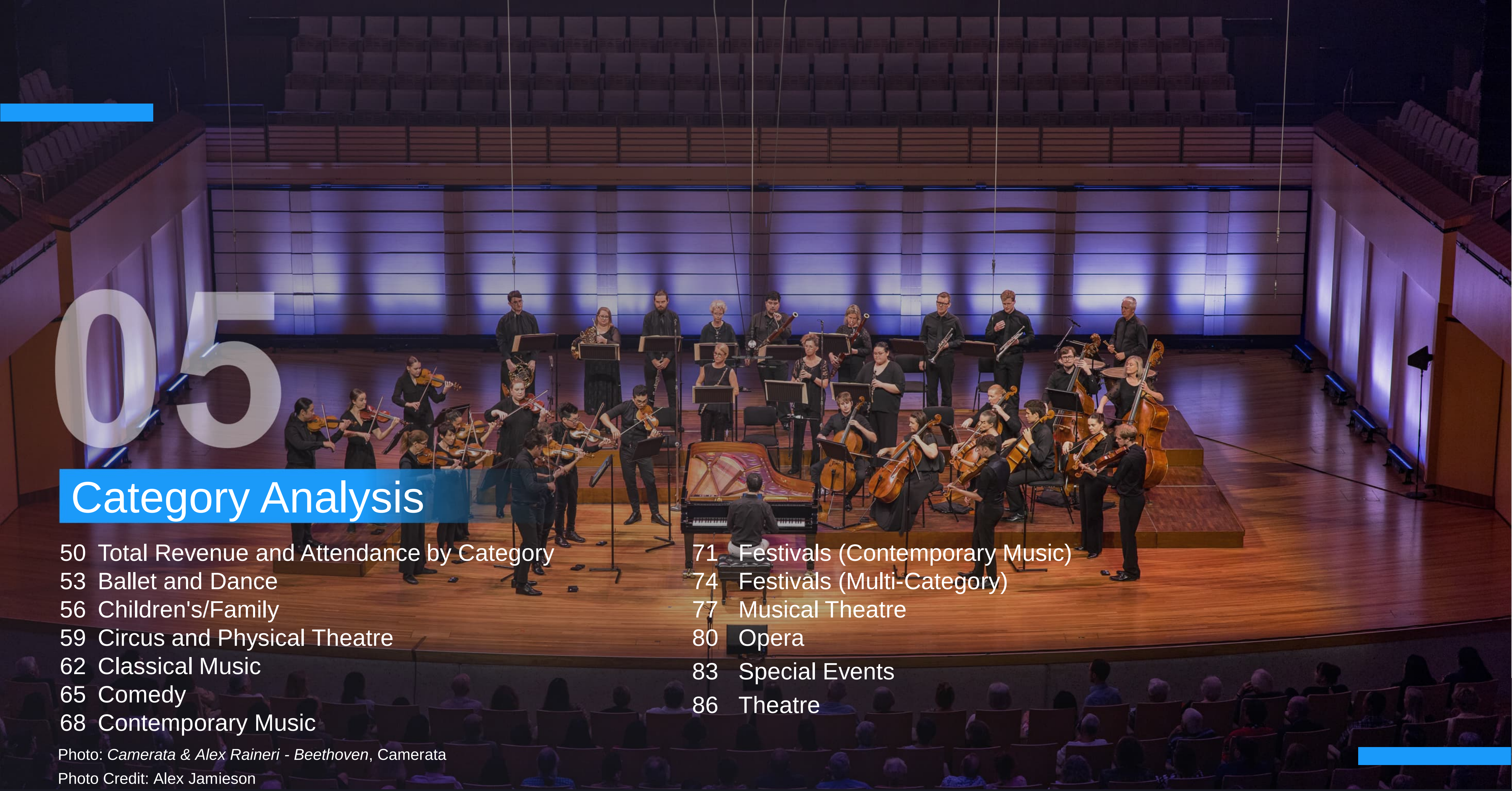
TAS/ACT/NT Analysis

TAS/ACT/NT Revenue by Category 2024



TAS/ACT/NT Attendance by Category 2024





05

Category Analysis

Photo: *Camerata & Alex Raineri - Beethoven*, Camerata

Photo Credit: Alex Jamieson

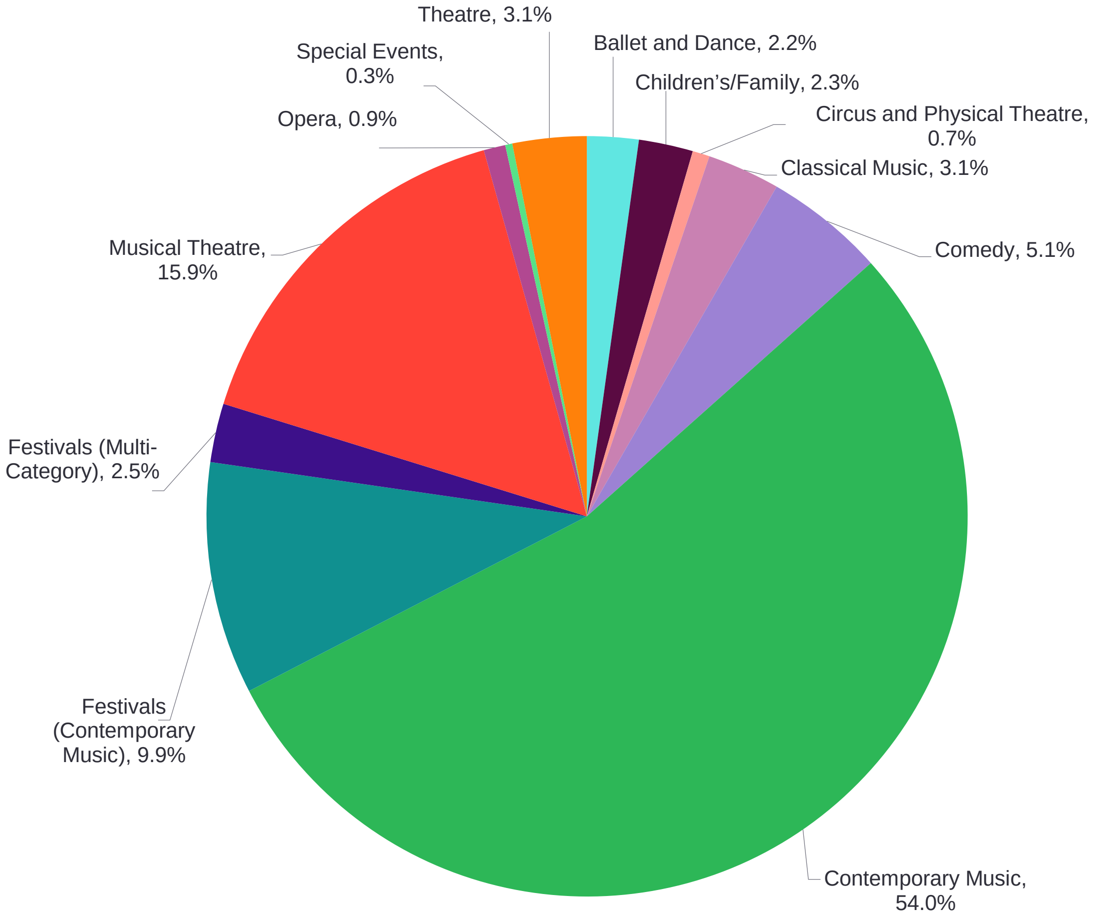
Total Revenue and Attendance by Category

Revenue and Attendance by Category — 2024

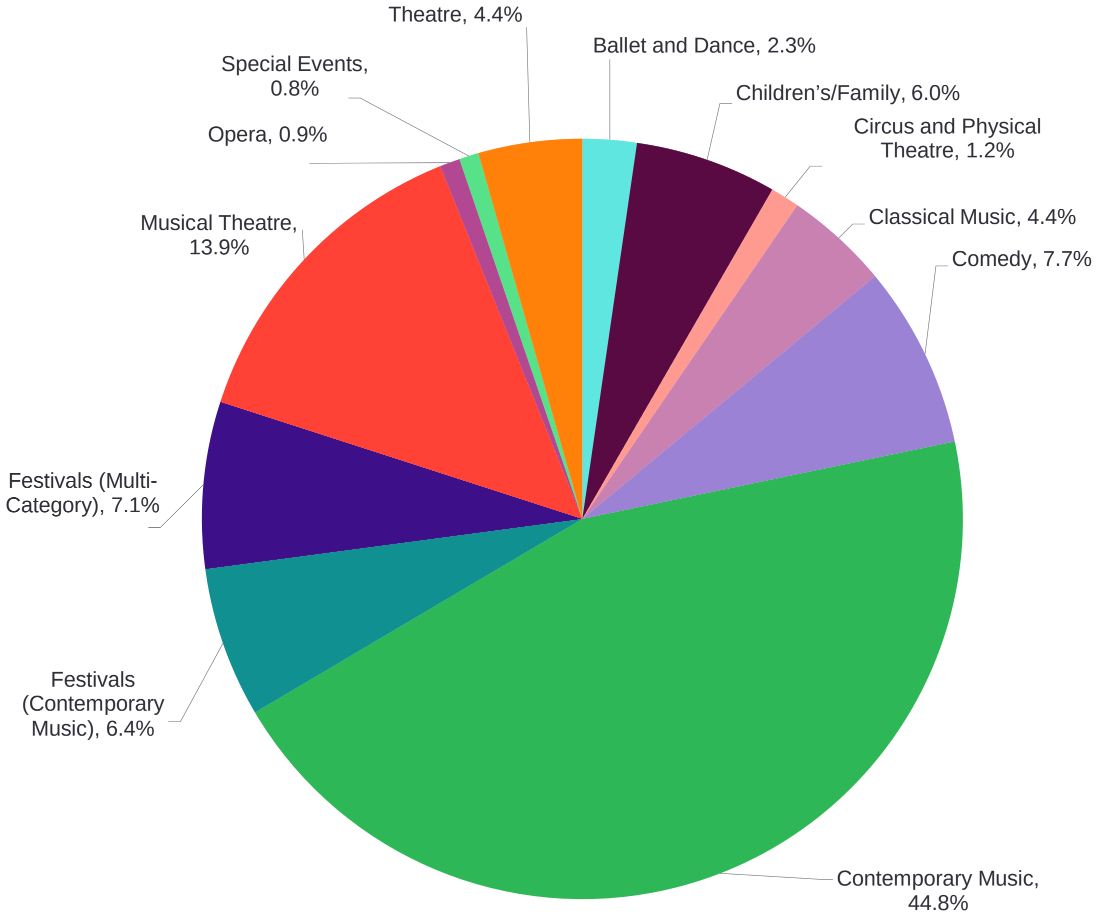
	Revenue			Attendance		
Category	Revenue	% Change in Revenue (from 2023)	Share of Industry	Tickets	% Change in Attendance (from 2023)	Share of Industry
Ballet and Dance	$73,023,380	3.8%	2.2%	724,129	(10.4%)	2.3%
Children's/Family	$77,148,571	13.8%	2.3%	1,896,269	10.9%	6.0%
Circus and Physical Theatre	$24,913,125	(63.5%)	0.7%	386,769	(44.6%)	1.2%
Classical Music	$103,494,720	14.5%	3.1%	1,391,026	7.6%	4.4%
Comedy	$170,862,657	(14.0%)	5.1%	2,436,661	(15.4%)	7.7%
Contemporary Music	$1,810,928,434	21.8%	54.0%	14,078,287	17.3%	44.8%
Festivals (Contemporary Music)	$331,291,692	(6.7%)	9.9%	2,011,084	(0.9%)	6.4%
Festivals (Multi-Category)	$84,094,423	(9.0%)	2.5%	2,230,801	(7.5%)	7.1%
Musical Theatre	$531,587,740	(2.0%)	15.9%	4,379,315	2.1%	13.9%
Opera	$31,079,042	(22.2%)	0.9%	267,493	(16.8%)	0.9%
Special Events	$9,964,821	215.5%	0.3%	262,156	34.6%	0.8%
Theatre	$105,445,605	(13.4%)	3.1%	1,385,989	(3.6%)	4.4%
Total	**$3,353,834,211**	**6.9%**	**100.0%**	**31,449,979**	**4.6%**	**100.0%**

Total Revenue and Attendance by Category

Revenue by Category 2024

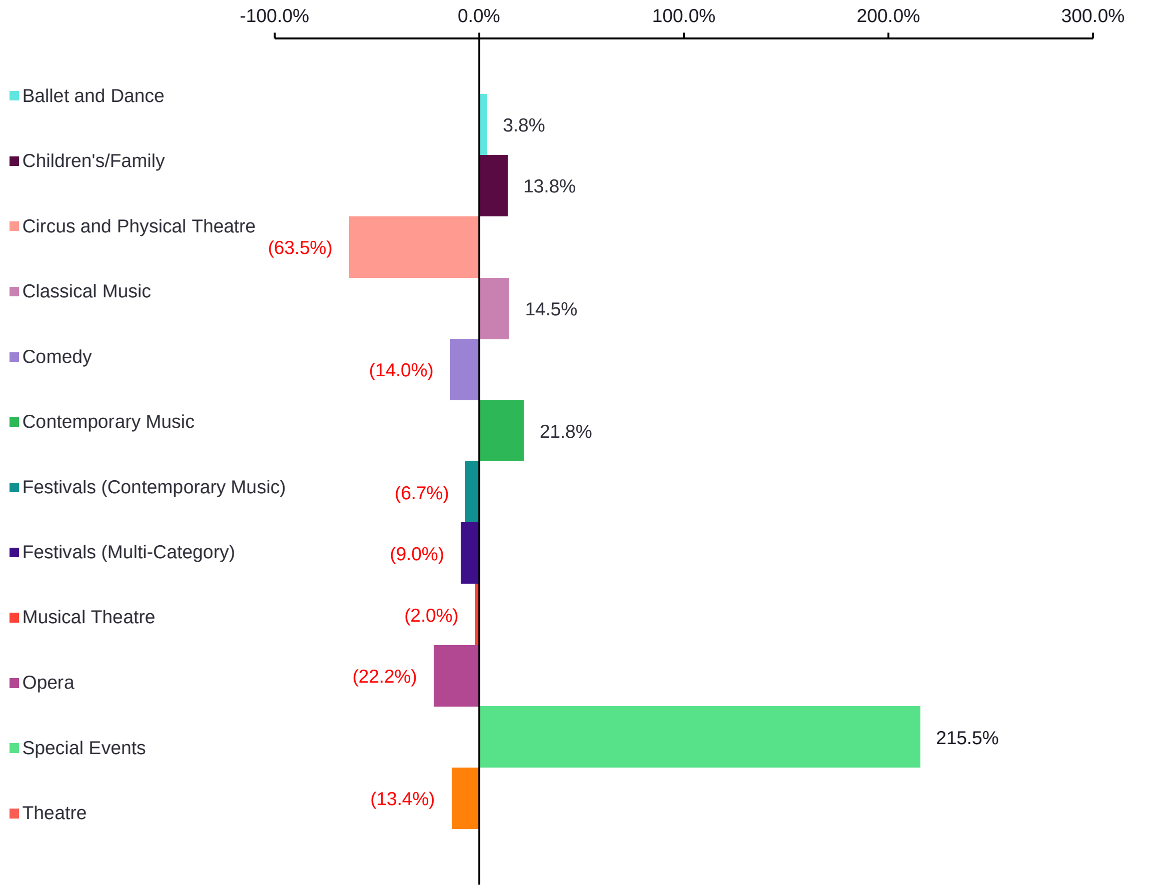


Attendance by Category 2024

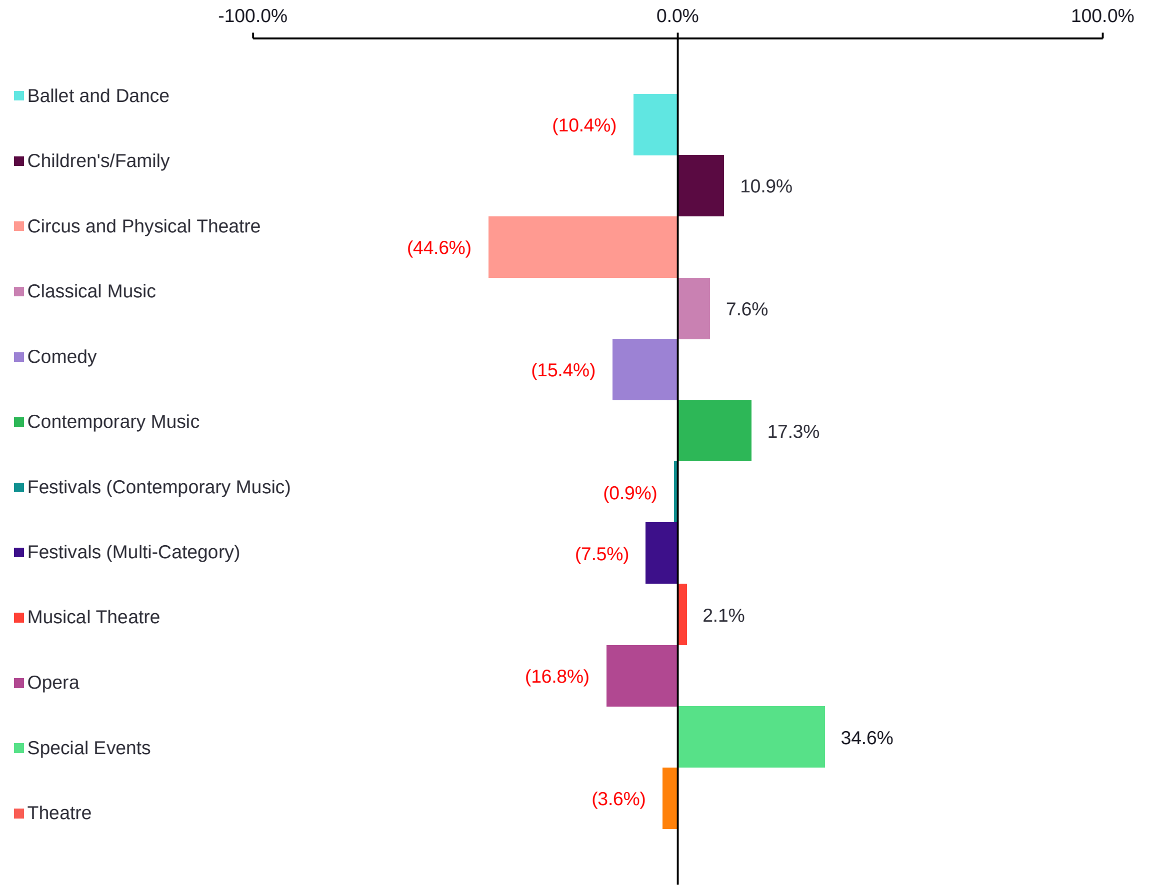


Total Revenue and Attendance by Category

Percentage Movement in Revenue by Category 2023 → 24



Percentage Movement in Attendance by Category 2023 → 24



Ballet and Dance

National Overview

- In 2024, Ballet and Dance recorded $73.0m in revenue and over 0.7m attendances. This was the second-highest revenue recorded for this category (with the highest revenue recorded in 2007).
- Ballet and Dance recorded a y-o-y growth in revenue by 3.8% (from $70.4m in 2023 to $73.0m in 2024) and a y-o-y decline in attendance by 10.4% (from 0.8m in 2023 to 0.7m in 2024). An increase in the average ticket price by 11.6% y-o-y (from $101.03 in 2023 to $112.80 in 2024) contributed to the growth in revenue.
- The revenue in Ballet and Dance was primarily driven by major performances such as *The Nutcracker*, *Carmen*, *Alice's Adventures in Wonderland*, *Oscar*, *Études / Circle Electric, Shen Yun* and *Riverdance.*
- In 2024, 62.6% of revenue and 56.5% of attendance in Ballet and Dance was 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 category companies recorded a decline in revenue by 4.6% and attendance by 14.6% in 2024 compared to 2023. The closure of the State Theatre in Melbourne for refurbishment partially explains the results.
- In 2024, NSW and VIC generated the most revenue and attendance in this category. NSW and VIC held a national market share of approximately 43.8% and 21.0% respectively in revenue and 38.9% and 20.4% respectively in attendance. These two states together generated 64.8% of national Ballet and Dance revenue and 59.3% attendance in 2024.
- In 2024, all states and territories except VIC and SA showed a y-o-y growth in revenue. However, only WA, ACT and NT showed a y-o-y growth in attendance.
- NT recorded the highest y-o-y growth in revenue (145.3%) and in attendance (296.0%) in Ballet and Dance, driven by performances such as *The Nutcracker*, *A Taste of Ireland* and *SLIDE Youth Dance - Beam Me Up Kate*.
- WA recorded the second-highest y-o-y growth in revenue (67.6%) and attendance (17.6%). The growth in revenue was driven by major performances including *The Sleeping Beauty, Riverdance* and *Shen Yun*.
- NSW recorded the third-highest y-o-y growth in revenue (13.8%), despite a slight y-o-y decline in attendance (0.8%). The growth in revenue was driven by performances such as *The Nutcracker*, *Carmen* and *Alice's Adventures in Wonderland*.

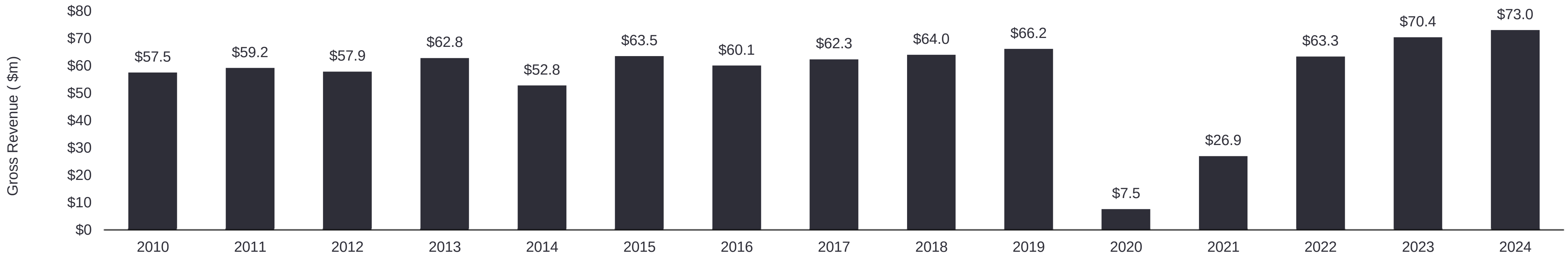
Revenue and Attendance — 2010 → 2024

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$57,509,401	(1.8%)	1,023,077	(2.6%)	$64.86	2.4%
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%

Ballet and Dance

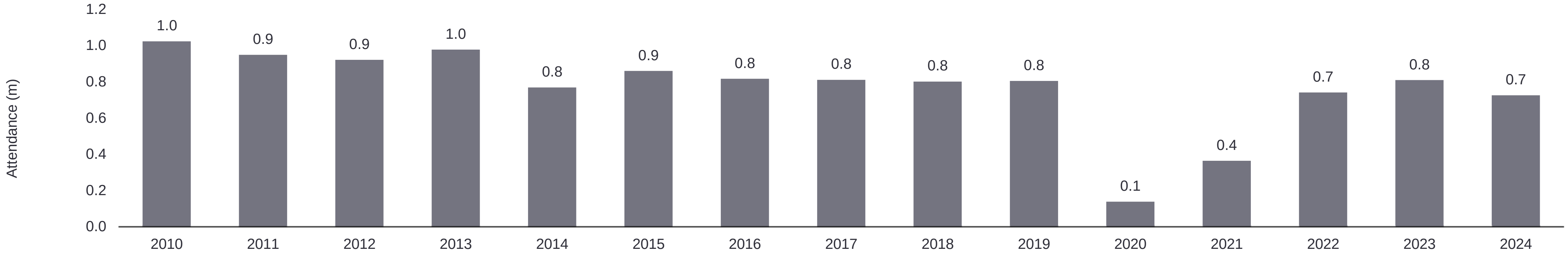
Ballet and Dance – Revenue

2010 → 2024



Ballet and Dance – Attendance

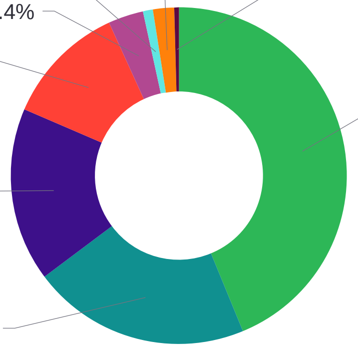
2010 → 2024



Ballet and Dance

Revenue by State/Territory

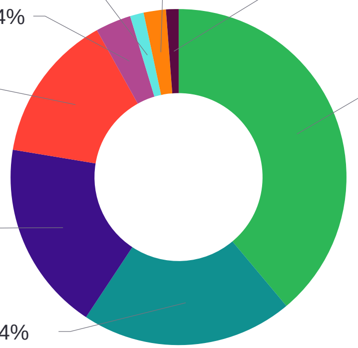
2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$31,970,461	43.8%	3.9%
VIC	$15,298,612	21.0%	(7.4%)
QLD	$12,206,035	16.7%	(0.05%)
WA	$8,558,837	11.7%	4.5%
SA	$2,475,966	3.4%	(1.2%)
TAS	$707,280	1.0%	(0.03%)
ACT	$1,482,265	2.0%	0.2%
NT	$323,923	0.4%	0.3%
Total	**$73,023,380**	**100.0%**	

Attendance by State/Territory

2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	281,675	38.9%	3.8%
VIC	147,660	20.4%	(6.7%)
QLD	132,536	18.3%	(1.1%)
WA	103,786	14.3%	3.4%
SA	24,797	3.4%	(0.7%)
TAS	9,590	1.3%	0.02%
ACT	15,436	2.1%	0.4%
NT	8,649	1.2%	0.9%
Total	**724,129**	**100.0%**	

Children's/Family

National Overview

- In 2024, Children's/Family recorded $77.1m in revenue and close to 1.9m attendances. These results are the highest ever recorded for this category.
- Children's/Family recorded a y-o-y growth in revenue by 13.8% (from $67.8m in 2023 to $77.1m in 2024) and a y-o-y growth in attendance by 10.9% (from 1.7m in 2023 to 1.9m in 2024).
- An increase in the average ticket price by 7.8% y-o-y (from $42.79 in 2023 to $46.12 in 2024) also contributed to the growth in revenue.
- The revenue in this category was primarily driven by events such as *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!*, *Paw Patrol Live!* and The Wiggles.
- In 2024, NSW and VIC together generated the most revenue and attendance in this category, with a national market share of approximately 34.9% and 24.5% respectively in revenue and 34.4% and 23.3% respectively in attendance. These two states combined generated 59.4% of national Children's/Family category revenue and 57.7% of attendance in 2024.
- In 2024, all states and territories except WA, TAS and NT showed a y-o-y growth in revenue and all states and territories except WA and TAS showed a y-o-y growth in attendance.
- QLD recorded the highest y-o-y growth in revenue (49.4%) and attendance (29.5%). The growth in revenue was driven by major performances such as *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!* and *Bluey's Big Play*.
- NSW recorded the second-highest y-o-y growth in revenue (27.9%) and attendance (16.0%), driven by major performances such as *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!* and *Paw Patrol Live!.*
- SA recorded the third-highest y-o-y growth in revenue (24.2%) and attendance (14.8%). The growth in revenue was driven by major performances such as *Disney on Ice: Road Trip Adventures*, *Marvel Universe Live!* and The Wiggles.

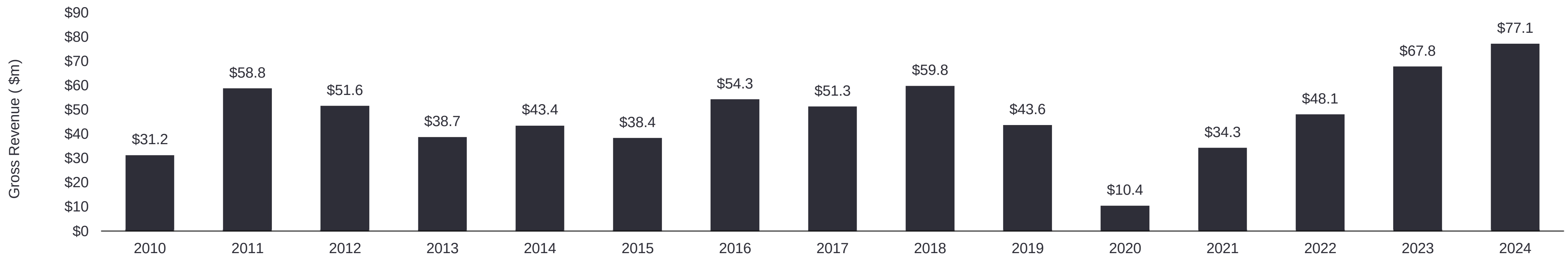
Revenue and Attendance — 2010 → 2024

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$31,247,780	(2.1%)	974,624	(9.4%)	$34.23	5.7%
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%

Children's/Family

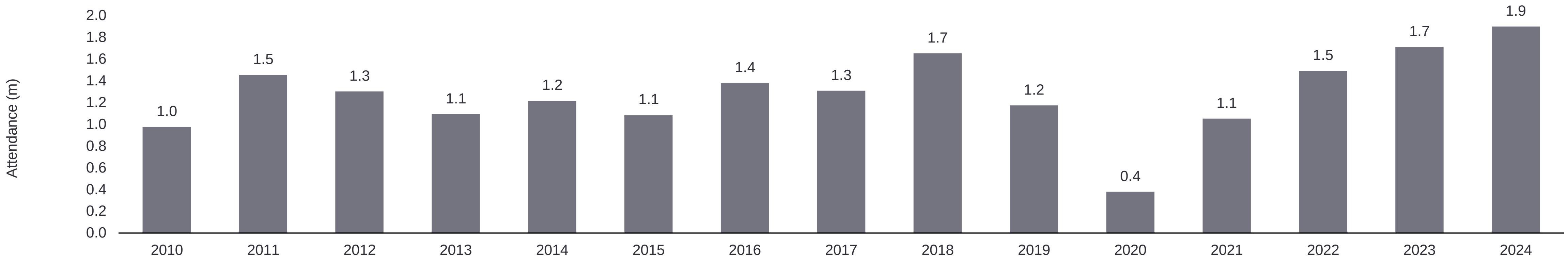
Children's/Family – Revenue

2010 → 2024



Children's/Family – Attendance

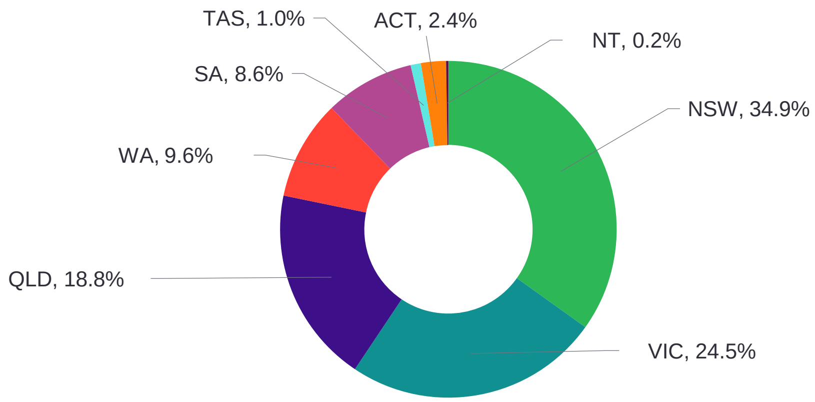
2010 → 2024



Children's/Family

Revenue by State/Territory

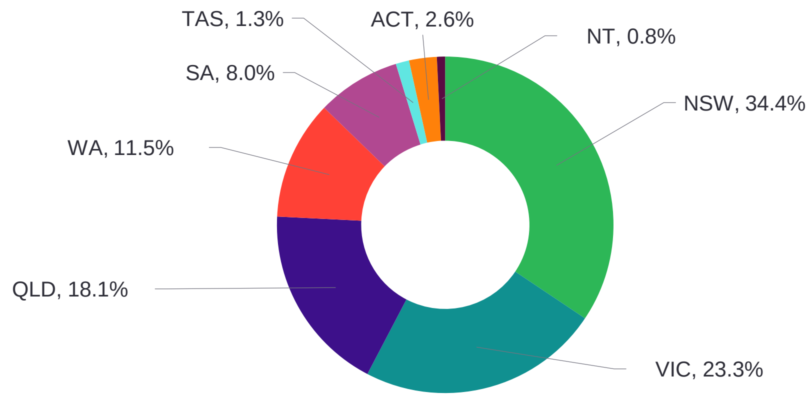
2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$26,911,254	34.9%	3.9%
VIC	$18,914,381	24.5%	(2.0%)
QLD	$14,521,685	18.8%	4.5%
WA	$7,370,020	9.6%	(6.3%)
SA	$6,632,658	8.6%	0.7%
TAS	$779,639	1.0%	(0.5%)
ACT	$1,848,861	2.4%	(0.1%)
NT	$170,072	0.2%	(0.1%)
Total	**$77,148,571**	**100.0%**	

Attendance by State/Territory

2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	651,927	34.4%	1.5%
VIC	441,243	23.3%	(0.4%)
QLD	343,830	18.1%	2.6%
WA	217,159	11.5%	(2.5%)
SA	152,455	8.0%	0.3%
TAS	24,353	1.3%	(1.5%)
ACT	50,206	2.6%	0.1%
NT	15,096	0.8%	-
Total	**1,896,269**	**100.0%**	

Circus and Physical Theatre

National Overview

- In 2024, Circus and Physical Theatre recorded $24.9m in revenue and close to 0.4m attendances.
- In 2024, compared to other categories, Circus and Physical Theatre recorded the highest y-o-y decline in revenue by 63.5% (from $68.3m in 2023 to $24.9m in 2024) and attendance by 44.6% (from 0.7m in 2023 to 0.4m in 2024).
- The y-o-y decline in average ticket price by 33.6% (from $102.34 in 2023 to $67.93 in 2024) also contributed to the decline in revenue.
- Circus and Physical Theatre contributed just 0.7% to the total industry share of revenue and 1.2% of total attendance in 2024, down from 2.2% and 2.3% respectively in 2023.
- 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 decline in this category was primarily driven by the non-inclusion of data from *Cirque du Soleil's* national tour in 2024. Top events in 2024 included *Circus 1903*, *La Clique, Blanc de Blanc Encore* and *Infamous The Show.*
- In 2024, VIC and NSW generated the most revenue and attendance in this category. They represented a national market share of approximately 29.3% and 29.2% in revenue, and 29.5% and 29.7% in attendance respectively. These two states combined generated 58.5% of national Circus and Physical Theatre category revenue and 59.2% of attendance in 2024.
- In 2024, all states and territories except ACT, TAS and NT showed a y-o-y decline in revenue and in attendance.
- TAS and ACT recorded the highest and second-highest y-o-y increases in revenue and attendance respectively. Top events in TAS and ACT included *Blanc de Blanc Encore*, *Infamous The Show* and *Dracula's: Sanctuary* and *Cirque Bon Bon*.
- NT recorded the third-highest y-o-y increase in both revenue and attendance, driven by performances such as *Dracula's: Sanctuary*, *Cirque Africa* and *The Big Tease - Burlesque*.

Note: Cirque du Soleil's *Luzia* was presented in Australia in 2024, however data for this event are not included in this report.

Revenue and Attendance — **2010 → 2024**

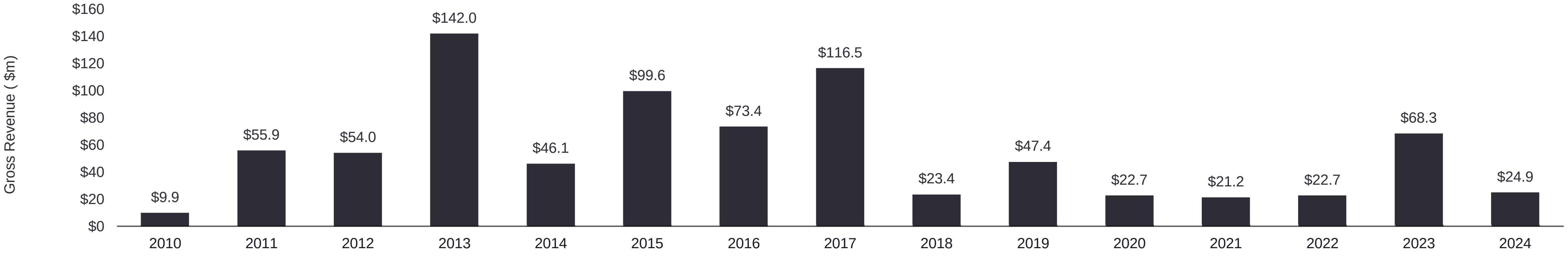
	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$9,900,116	15.1%	265,837	34.1%	$43.03	(10.3%)
2011	$55,865,945	464.3%	728,799	174.2%	$86.81	101.8%
2012	$54,042,789	(3.3%)	555,506	(23.8%)	$103.67	19.4%
2013	$142,033,217	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%)

*Excludes data for *Cirque du Soleil's* tour

Circus and Physical Theatre

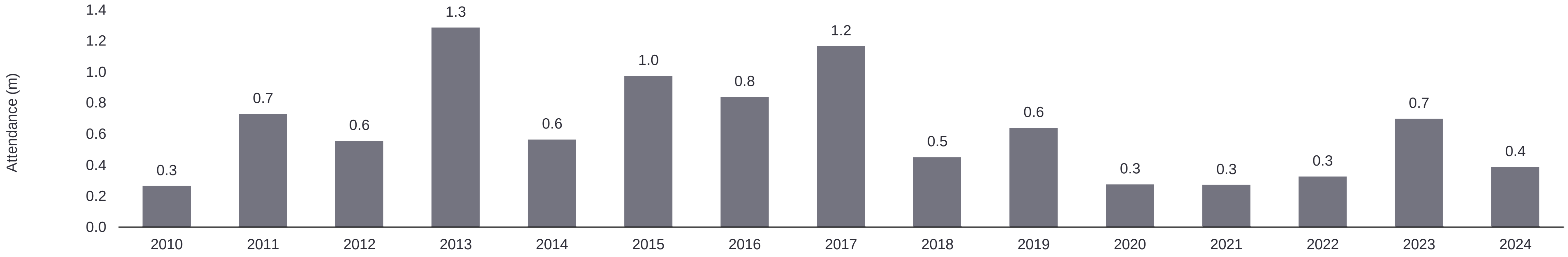
Circus and Physical Theatre – Revenue

2010 → 2024



Circus and Physical Theatre – Attendance

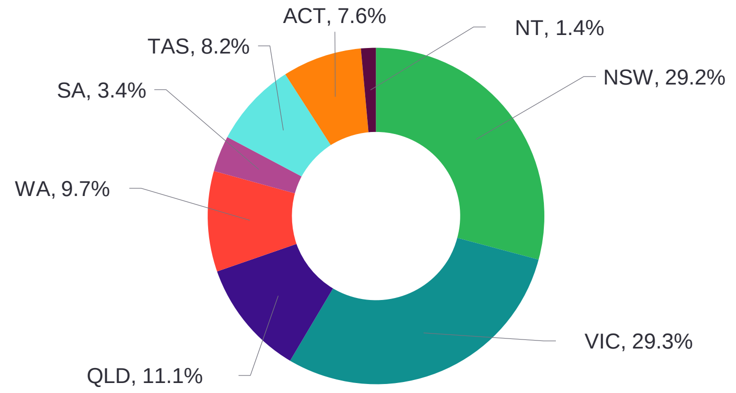
2010 → 2024



Circus and Physical Theatre

Revenue by State/Territory

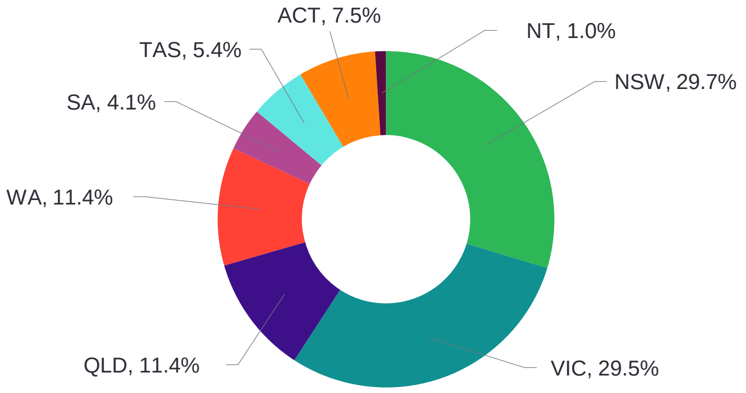
2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$7,270,972	29.2%	(2.9%)
VIC	$7,309,670	29.3%	7.4%
QLD	$2,770,223	11.1%	(10.4%)
WA	$2,410,887	9.7%	(6.8%)
SA	$859,160	3.4%	(2.4%)
TAS	$2,038,366	8.2%	7.5%
ACT	$1,898,777	7.6%	6.5%
NT	$355,070	1.4%	1.2%
Total	**$24,913,125**	**100.0%**	

Attendance by State/Territory

2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	114,811	29.7%	(2.9%)
VIC	113,983	29.5%	4.2%
QLD	44,170	11.4%	(11.8%)
WA	43,904	11.4%	(0.5%)
SA	15,967	4.1%	(0.1%)
TAS	21,028	5.4%	4.4%
ACT	28,869	7.5%	5.9%
NT	4,037	1.0%	0.6%
Total	**386,769**	**100.0%**	

Classical Music

National Overview

- In 2024, Classical Music generated $103.5m in revenue and almost 1.4m attendances. This is the second-highest ever recorded revenue (with 2008 being the highest) and the third-highest ever recorded attendance (behind 2006 and 2008) for this category.
- Classical Music recorded a y-o-y increase in revenue by 14.5% (from $90.4m in 2023 to $103.5m in 2024) and a y-o-y increase in attendance by 7.6% (from 1.3m in 2023 to 1.4m in 2024). An increase in the average ticket price by 5.0% y-o-y (from $84.79 in 2023 to $89.03 in 2024) also contributed to the growth in revenue.
- The revenue in this category was primarily driven by events such as *Star Wars: Return of the Jedi in Concert*, *How to Train Your Dragon in Concert*, *Pirates of the Caribbean in Concert, The Man from Snowy River in Concert* and performances by Ludovico Einaudi.
- Similar to previous years, performances by NPAP companies contributed significantly to the revenue (60.9%) and attendance (61.8%) in this category in 2024. 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.
- In 2024, NSW and VIC generated the most revenue and attendance in this category, with a national market share of approximately 40.2% and 26.5% respectively in revenue and 34.9% and 30.2% respectively in attendance. These two states combined generated 66.7% of the overall revenue and 65.1% of the overall attendance in this category.
- Top events in NSW and VIC included performances by Ludovico Einaudi and events such as *Star Wars: Return of the Jedi in Concert*, *How to Train Your Dragon in Concert*, *Pirates of the Caribbean in Concert* and *Harry Potter and the Prisoner of Azkaban in Concert*.
- In 2024, all states and territories except for VIC, ACT and NT recorded y-o-y growth in revenue. Further, all states and territories except for VIC and ACT recorded y-o-y growth in attendance in this category.
- WA recorded the highest y-o-y growth in revenue (58.9%) and NT recorded the highest y-o-y growth in attendance (102.9%) in 2024. QLD recorded the second-highest y-o-y growth in both revenue (32.5%) and attendance (40.2%) in 2024.

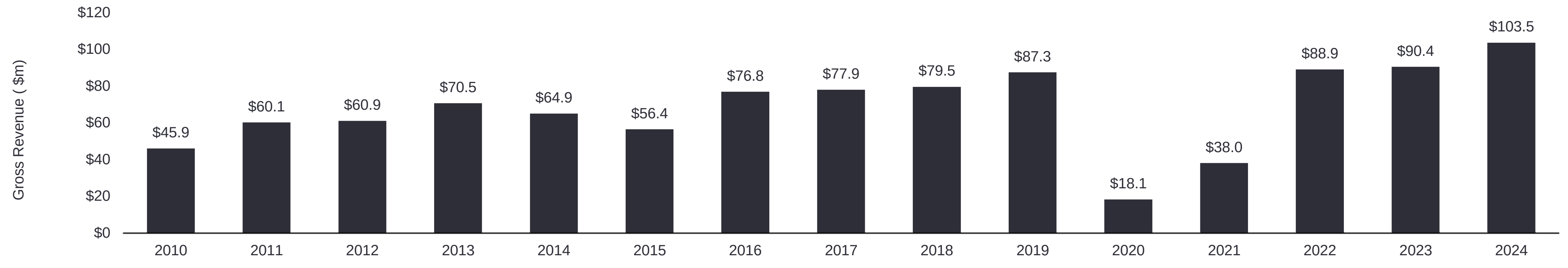
Revenue and Attendance 2010 → 2024

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$45,882,050	(35.6%)	962,132	(14.1%)	$60.43	(18.3%)
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%

Classical Music

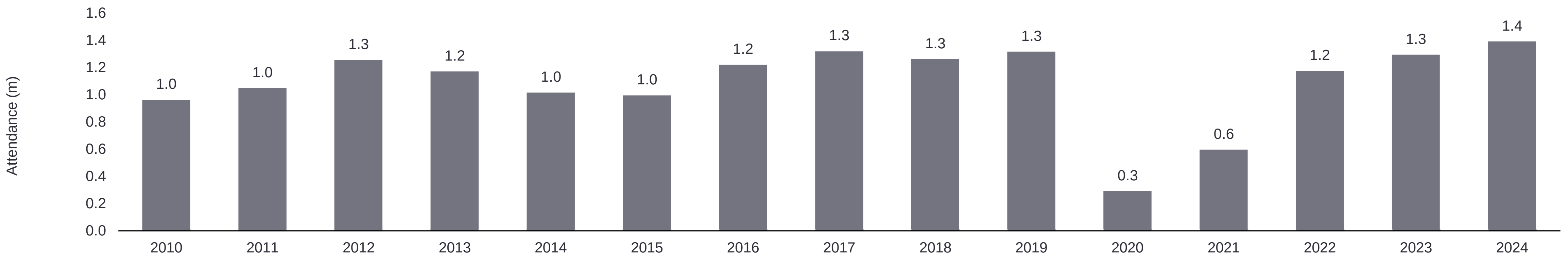
Classical Music – Revenue

2010 → 2024



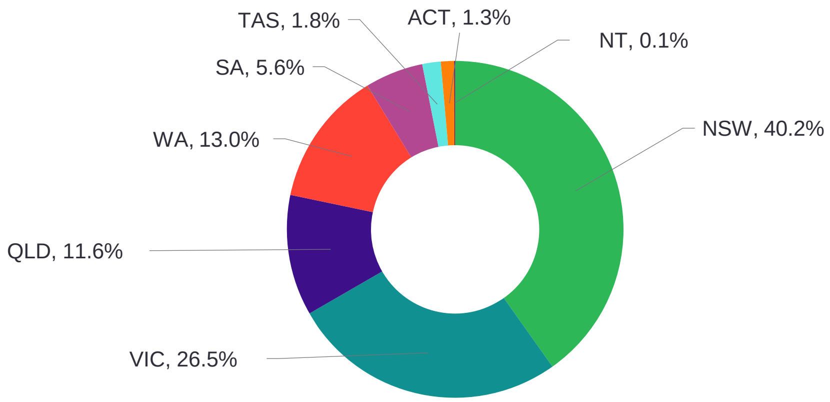
Classical Music – Attendance

2010 → 2024



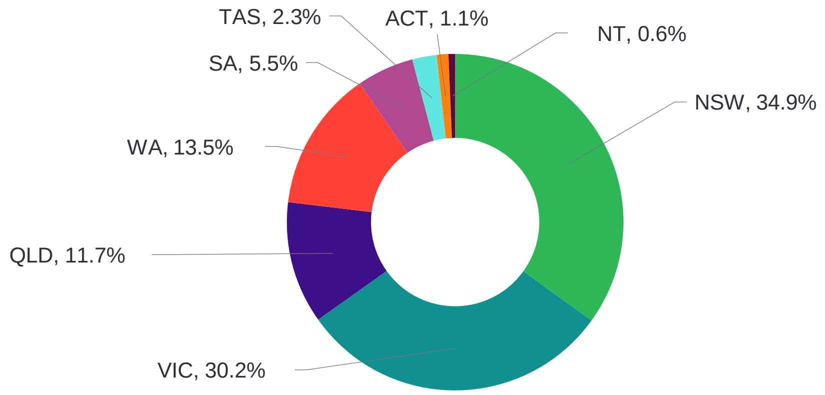
Classical Music

Revenue by State/Territory 2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$41,582,243	40.2%	(1.2%)
VIC	$27,424,463	26.5%	(3.9%)
QLD	$12,015,738	11.6%	1.6%
WA	$13,458,682	13.0%	3.6%
SA	$5,759,555	5.6%	0.7%
TAS	$1,841,330	1.8%	0.1%
ACT	$1,303,586	1.3%	(0.8%)
NT	$109,125	0.1%	(0.1%)
Total	**$103,494,720**	**100.0%**	

Attendance by State/Territory 2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	486,111	34.9%	(1.2%)
VIC	420,045	30.2%	(4.6%)
QLD	163,403	11.7%	2.7%
WA	188,191	13.5%	2.4%
SA	76,280	5.5%	0.8%
TAS	32,327	2.3%	0.1%
ACT	15,977	1.1%	(0.5%)
NT	8,692	0.6%	0.3%
Total	**1,391,026**	**100.0%**	

Comedy

National Overview

- In 2024, Comedy recorded $170.9m in revenue and over 2.4m attendances. This is the second-highest ever recorded revenue (with 2023 being the highest) and the third-highest ever recorded attendance (behind 2023 and 2018) for this category.
- The growth was primarily driven by the Melbourne International Comedy Festival, Brisbane Comedy Festival and performances by Sooshi Mango and renowned international comedians such as Jerry Seinfeld, Trevor Noah, Theo Von and Ali Wong.
- Comedy recorded y-o-y decline in revenue of 14.0% (from $198.8m in 2023 to $170.9m in 2024) and y-o-y decline in attendance of 15.4% (from 2.9m in 2023 to 2.4m in 2024).
- The average ticket price increased by 2.3% (from $72.51 in 2023 to $74.17 in 2024) which partially offset the y-o-y decline in revenue.
- Comedy generated 5.1% of the overall live performance revenue and 7.7% of the overall live performance attendance in 2024.
- In 2024, VIC and NSW generated the most revenue and attendance in this category, with a national market share of approximately 39.7% and 24.7% respectively in revenue and 51.5% and 17.8% respectively in attendance. These two states combined generated 64.4% of the overall revenue and 69.3% of the overall attendance in this category.
- In 2024, all states and territories except ACT recorded y-o-y decline in revenue and all states and territories except TAS recorded y-o-y decline in attendance in this category.
- ACT recorded a y-o-y growth in revenue (4.4%) despite a y-o-y decline in attendance (8.7%) in 2024. Major events that led to the growth in ACT revenue were performances by Jim Jefferies, Bill Bailey, Dawn French and Sooshi Mango. However, its impact is minimal as it represented only 2.7% in revenue and 2.4% in attendance of the overall market share in the Comedy category.

Revenue and Attendance 2010 → 2024

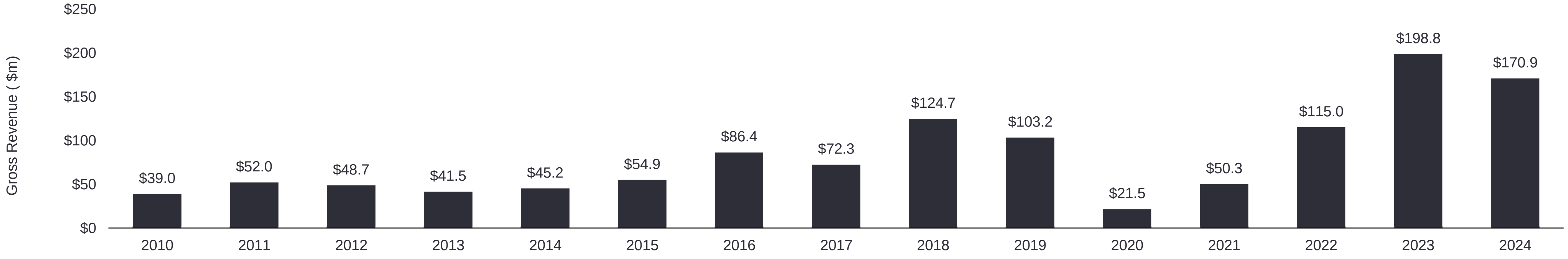
	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$39,048,164	(1.3%)	792,713	3.1%	$51.53	16.9%
2011	$51,999,602	33.2%	1,011,342	27.6%	$55.07	6.9%
2012	$48,694,665	(6.4%)	981,035	(3.0%)	$53.55	(2.8%)
2013	$41,473,321	(14.8%)	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%

Note: Comedy category was only introduced in the 2009 Survey. Prior to 2009, such events were included in the Theatre or former Festivals (Single-Category) genre.

Comedy

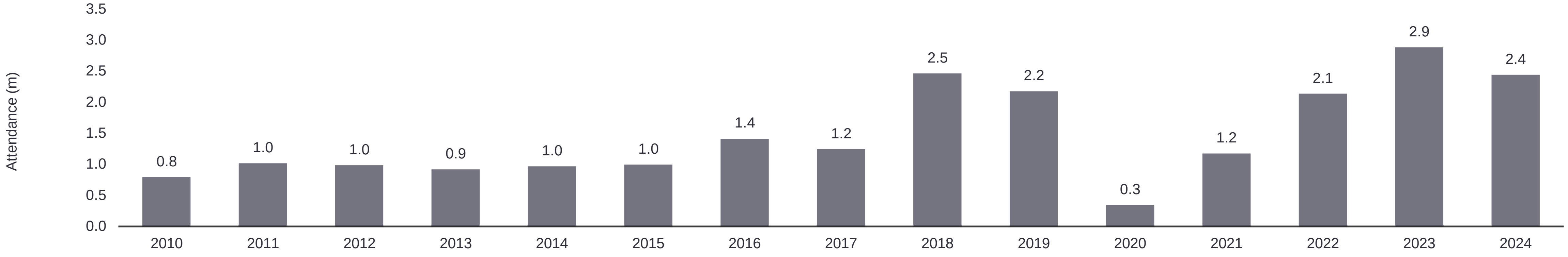
Comedy – Revenue

2010 → 2024



Comedy – Attendance

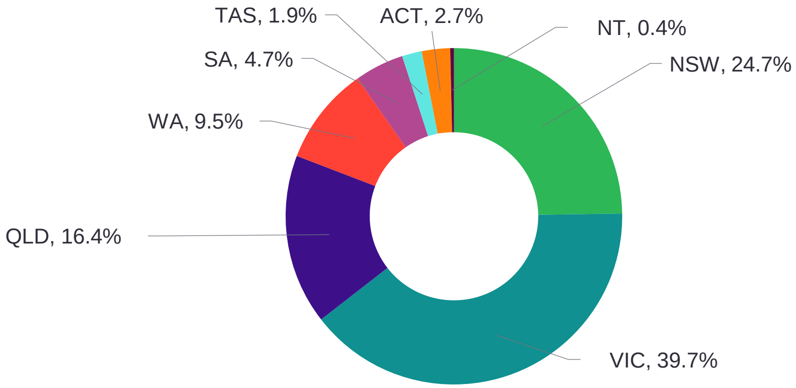
2010 → 2024



Comedy

Revenue by State/Territory

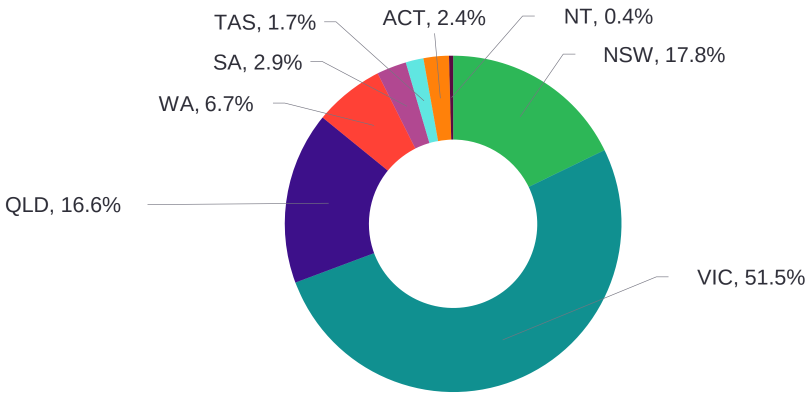
2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$42,266,508	24.7%	(2.2%)
VIC	$67,917,778	39.7%	5.1%
QLD	$27,943,382	16.4%	(0.2%)
WA	$16,151,381	9.5%	(3.6%)
SA	$8,086,525	4.7%	0.3%
TAS	$3,248,462	1.9%	0.2%
ACT	$4,630,003	2.7%	0.5%
NT	$618,617	0.4%	(0.2%)
Total	**$170,862,657**	**100.0%**	

Attendance by State/Territory

2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	433,629	17.8%	(1.9%)
VIC	1,255,733	51.5%	4.6%
QLD	403,323	16.6%	0.5%
WA	163,873	6.7%	(2.9%)
SA	69,715	2.9%	(0.6%)
TAS	41,480	1.7%	0.3%
ACT	59,631	2.4%	0.2%
NT	9,277	0.4%	(0.2%)
Total	**2,436,661**	**100.0%**	

Contemporary Music

National Overview

- Contemporary Music recorded $1.8b in revenue and 14.1m attendances in 2024. These results are the highest recorded for this category. These results are attributable to a full year of international tours, including Taylor Swift, Coldplay, P!nk, Pearl Jam, The Weeknd and Travis Scott.
- Contemporary Music accounted for the largest market share in both revenue (54.0%) and attendance (44.8%) within the live performance industry in 2024.
- Contemporary Music recorded the second-highest y-o-y increase in revenue by 21.8% (from $1.5b in 2023 to $1.8b in 2024) and in attendance by 17.3% (from 12.0m in 2023 to 14.1m in 2024) among all the categories in 2024.
- The average ticket price has increased by 5.6% (from $128.21 in 2023 to $135.39 in 2024), which further contributed to the growth in revenue.
- In 2024, NSW and VIC generated the most revenue and attendance in this category, with a national market share of approximately 38.3% and 35.5% respectively in revenue and 35.2% and 33.1% respectively in attendance. These two states generated 73.8% of overall revenue and 68.3% of attendance in this category in 2024. Some internationals acts only toured to NSW and VIC, which partially explains the strong results from these two states.
- In 2024, all states and territories except WA recorded y-o-y growth in revenue and attendance in this category.
- In 2024, TAS and ACT recorded the highest and second-highest y-o-y increases in revenue, while NT and TAS recorded the highest and second-highest y-o-y increases in attendance respectively. Despite these y-o-y increases, these markets contribute the least to the Contemporary Music category both in revenue and attendance.
- In 2024, NSW recorded the third highest y-o-y growth in revenue (34.2%) and in attendance (26.1%), driven by performances by major artists such as Taylor Swift, Coldplay, The Weeknd, Travis Scott and P!nk.
- 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 large audiences.

Revenue and Attendance — 2010 → 2024

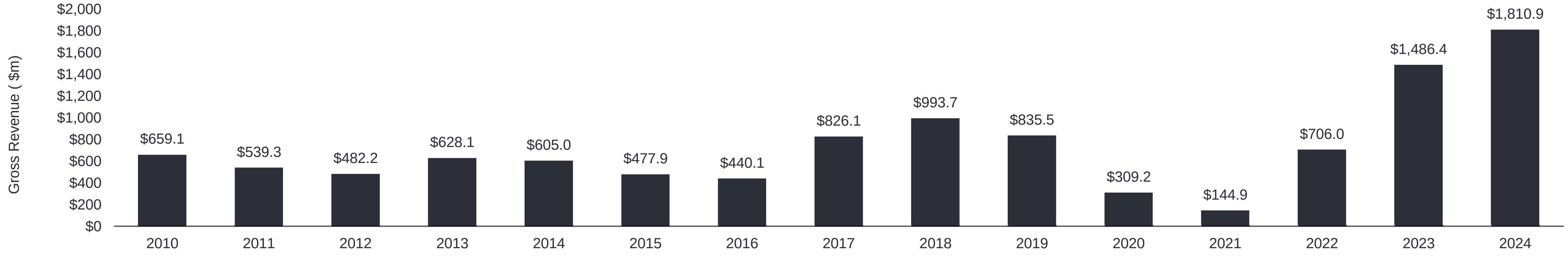
	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$659,102,048	43.1%	7,028,235	50.1%	$102.78	(5.4%)
2011	$539,274,481	(18.2%)	5,939,618	(15.5%)	$103.45	0.6%
2012	$482,180,550	(10.6%)	5,484,257	(7.7%)	$100.27	(3.1%)
2013	$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%

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

Contemporary Music

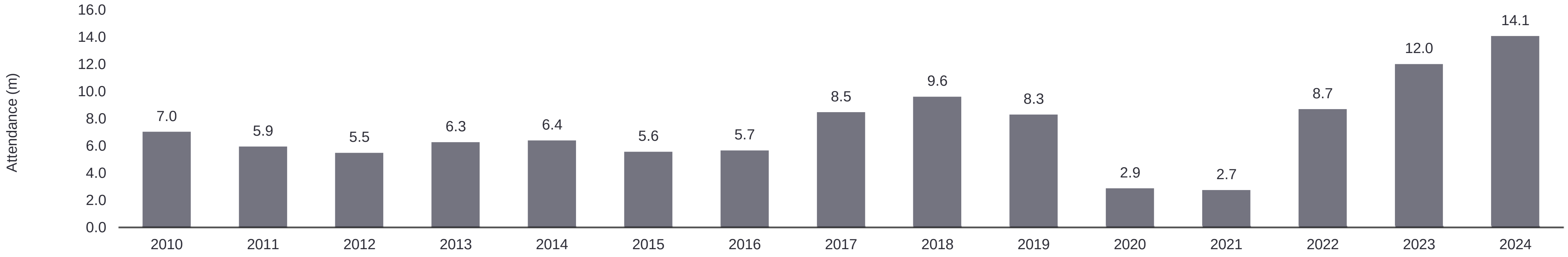
Contemporary Music – Revenue

2010 → 2024



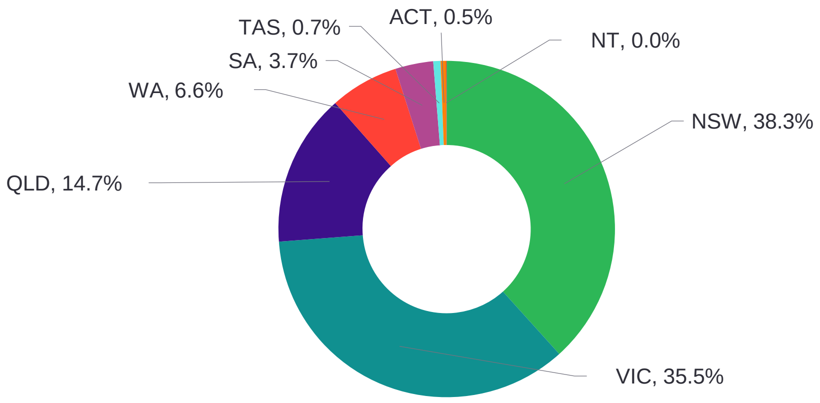
Contemporary Music – Attendance

2010 → 2024



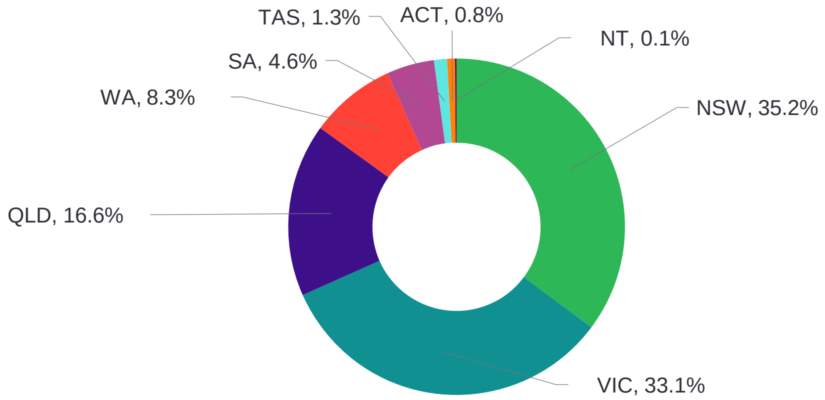
Contemporary Music

Revenue by State/Territory — 2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$693,947,853	38.3%	3.5%
VIC	$642,466,864	35.5%	2.9%
QLD	$266,004,181	14.7%	(2.9%)
WA	$119,229,289	6.6%	(3.1%)
SA	$66,577,141	3.7%	(0.6%)
TAS	$12,564,448	0.7%	0.2%
ACT	$9,321,365	0.5%	0.1%
NT	$817,294	0.05%	(0.01%)
Total	**$1,810,928,434**	**100.0%**	

Attendance by State/Territory — 2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	4,958,291	35.2%	2.5%
VIC	4,665,123	33.1%	1.1%
QLD	2,338,205	16.6%	(1.9%)
WA	1,171,122	8.3%	(1.8%)
SA	642,763	4.6%	(0.2%)
TAS	176,920	1.3%	0.3%
ACT	106,424	0.8%	0.02%
NT	19,439	0.1%	0.03%
Total	**14,078,287**	**100.0%**	

Festivals (Contemporary Music)

National Overview

- Festivals (Contemporary Music) recorded $331.3m in revenue and over 2.0m attendances. These results are the second highest ever recorded for this category (with 2023 being the highest).
- Festivals (Contemporary Music) recorded a y-o-y decline in revenue by 6.7% (from $355.1m in 2023 to $331.3m in 2024) and a slight y-o-y decline in attendance by 0.9%. In 2024, several music festivals did not proceed (e.g. Splendour in the Grass, Groovin' the Moo, Spilt Milk, and Harvest Rock) partially explaining the decline. However the scale of the decline was also offset by the addition of a new data provider that tickets many music festivals.
- The average ticket price has decreased by 5.1% (from $190.54 in 2023 to $180.75 in 2024), which further contributed to the decline in revenue.
- Festivals (Contemporary Music) contributed 9.9% to the total industry share of revenue and 6.4% to the total attendance in 2024. The revenue was primarily driven by festivals such as Laneway Festival, Listen Out, Beyond The Valley, Knockout Outdoor 2024: Games of Destiny, Pitch Music & Arts Festival, CMC Rocks, Bluesfest, Wildlands, WOMADelaide, Good Things Festival and Red Hot Summer Tour.
- In 2024, NSW, VIC and QLD generated the most revenue and attendance in this category, with a national market share of approximately 32.5%, 28.1% and 22.6% respectively in revenue and 33.3%, 24.9% and 22.2% respectively in attendance. These three states generated 83.2% of overall revenue and 80.4% of attendance in this category in 2024.
- Major festivals that took place in NSW were Knockout Outdoor 2024: Games of Destiny, Bluesfest and Broken Hill Mundi Mundi Bash. Major festivals that took place in VIC were Beyond The Valley, Pitch Music and Arts Festival and Good Things Festival. Major festivals that took place in QLD were CMC Rocks, Wildlands Brisbane and Good Things Festival.
- All states and territories except NSW and TAS recorded a y-o-y decline in revenue and all states and territories except NSW, VIC and TAS recorded a y-o-y decline in attendance in 2024.
- TAS recorded a y-o-y increase in revenue (28.1%) and in attendance (61.5%) in 2024. NSW recorded a y-o-y increase in revenue (21.0%) and in attendance (25.5%) in 2024.
- Major festivals that took place in TAS were Party In The Paddock, Red Hot Summer Tour and Great Escape 24/25 NYE Edition.

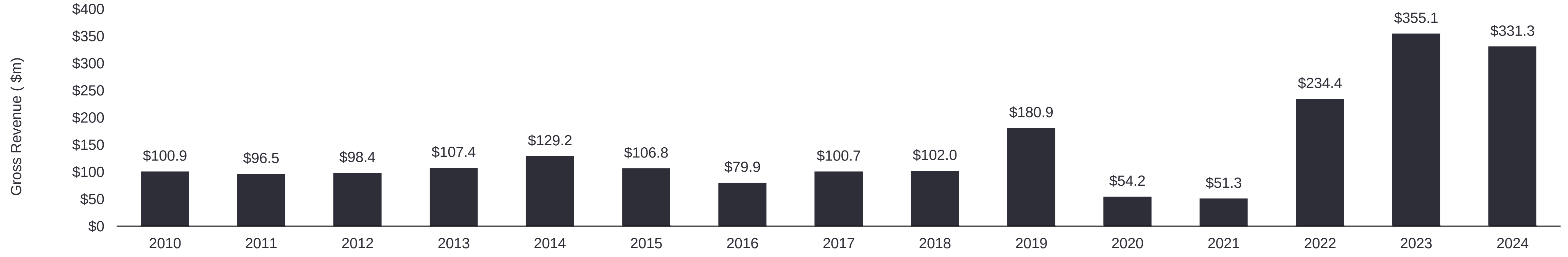
Revenue and Attendance 2010 → 2024

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$100,918,020	82.6%	1,028,170	28.5%	$119.39	47.1%
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%)

Festivals (Contemporary Music)

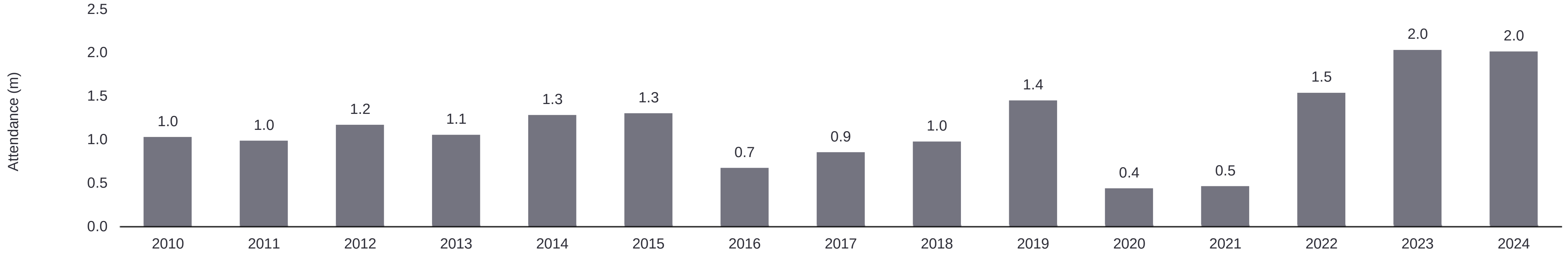
Festivals (Contemporary Music) – Revenue

2010 → 2024



Festivals (Contemporary Music) – Attendance

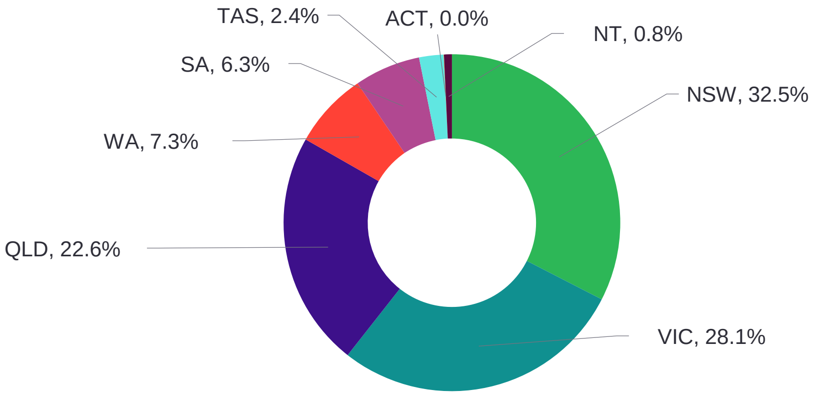
2010 → 2024



Festivals (Contemporary Music)

Revenue by State/Territory

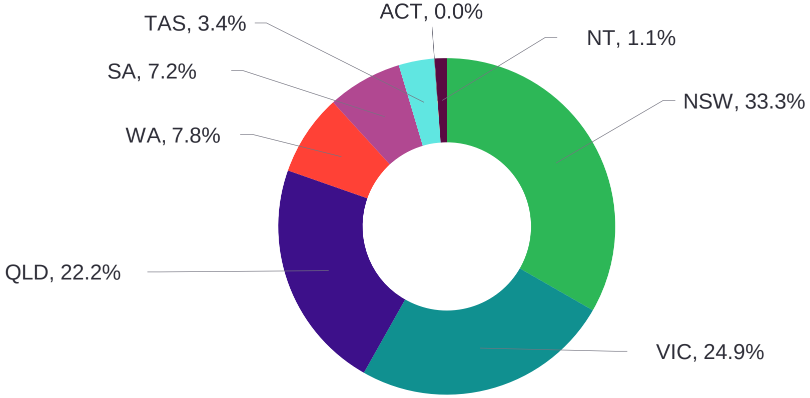
2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$107,691,022	32.5%	7.4%
VIC	$93,170,095	28.1%	0.4%
QLD	$74,815,443	22.6%	(1.3%)
WA	$24,230,446	7.3%	(2.0%)
SA	$21,031,596	6.3%	(2.0%)
TAS	$7,806,480	2.4%	0.6%
ACT	$20,341	0.01%	(3.2%)
NT	$2,526,269	0.8%	(0.0004%)
Total	**$331,291,692**	**100.0%**	

Attendance by State/Territory

2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	669,708	33.3%	7.0%
VIC	500,931	24.9%	0.5%
QLD	446,373	22.2%	(2.1%)
WA	156,737	7.8%	(1.5%)
SA	144,618	7.2%	(2.1%)
TAS	69,273	3.4%	1.3%
ACT	367	0.02%	(3.2%)
NT	23,077	1.1%	0.005%
Total	**2,011,084**	**100.0%**	

Festivals (Multi-Category)

National Overview

- In 2024, Festivals (Multi-Category) recorded $84.1m in revenue and over 2.2m attendances. These results have surpassed pre-pandemic levels. The revenue result is the second-highest recorded (with 2023 being the highest) and the attendance result is the third-highest recorded for this category (behind 2018 and 2023).
- Festivals (Multi-Category) recorded a y-o-y decline in revenue by 9.0% (from $92.4m in 2023 to $84.1m in 2024) and a y-o-y decline in attendance by 7.5% (from 2.4m in 2023 to 2.2m in 2024).
- The average ticket price has decreased by 1.9% (from $44.23 in 2023 to $43.39 in 2024), which further contributed to the decline in revenue.
- In 2024, the major contributing events in this category were Adelaide Fringe, Fringe World Festival (Perth), RISING, Brisbane Festival, Deni Ute Muster and Darwin Festival.
- Festivals (Multi-Category) contributed 2.5% of the total share in revenue and 7.1% of the total share in attendance in 2024.
- In 2024, SA, WA and NSW generated the most revenue and attendance in this category, with a national market share of approximately 37.2%, 17.3% and 16.5% respectively in revenue and 49.3%, 17.7% and 10.2% respectively in attendance. These three states generated 71.0% of overall revenue and 77.2% of attendance in this category in 2024.
- Major festivals in SA, WA and NSW included Adelaide Fringe, Adelaide Festival, Fringe World Festival (Perth), Deni Ute Muster, Sydney Fringe Festival and Oktoberfest in the Gardens.
- QLD recorded the highest y-o-y increase in revenue (73.5%) and the second-highest y-o-y increase in attendance (14.2%) in 2024. Major festivals in QLD included Brisbane Festival and Meatstock Toowoomba - The Music, Barbecue and Camping Festival.
- SA recorded the second-highest y-o-y increase in revenue (5.7%) and the third-highest y-o-y increase in attendance (3.4%).
- In 2024, all states and territories except QLD and SA recorded y-o-y declines in revenue, while all states and territories except QLD, SA and NT recorded y-o-y declines in attendance.

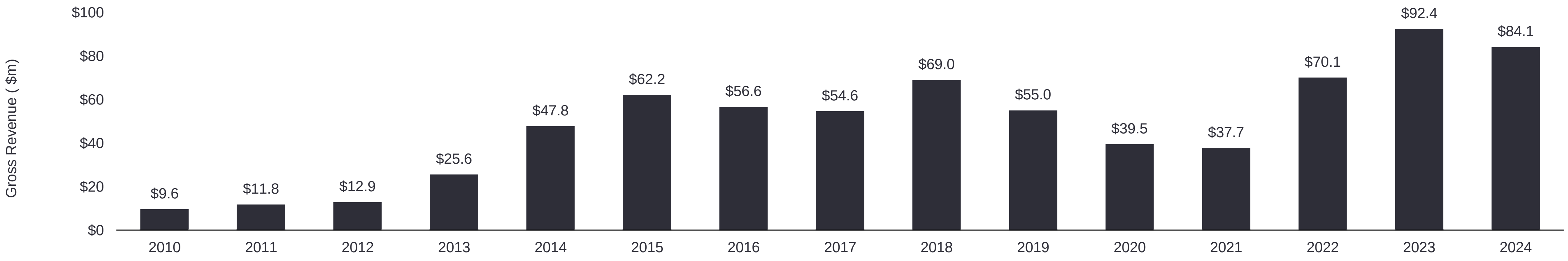
Revenue and Attendance 2010 → 2024

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$9,570,915	(10.1%)	263,464	(38.9%)	$43.12	28.3%
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%)

Festivals (Multi-Category)

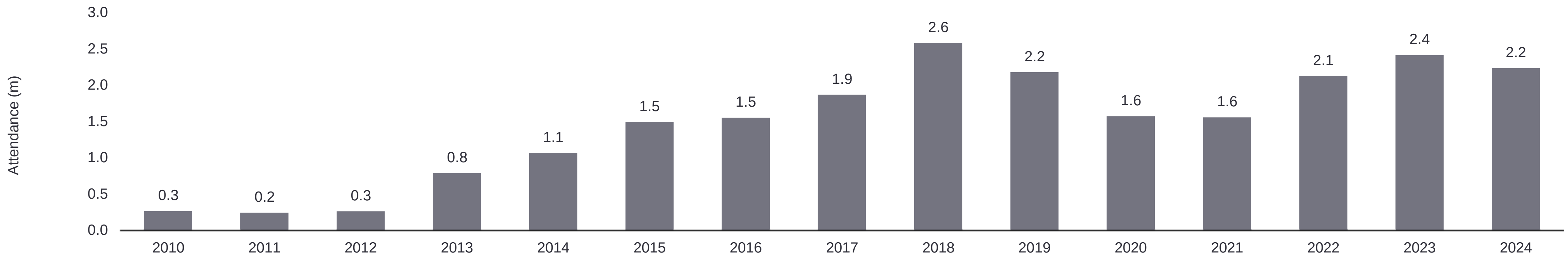
Festivals (Multi-Category) – Revenue

2010 → 2024



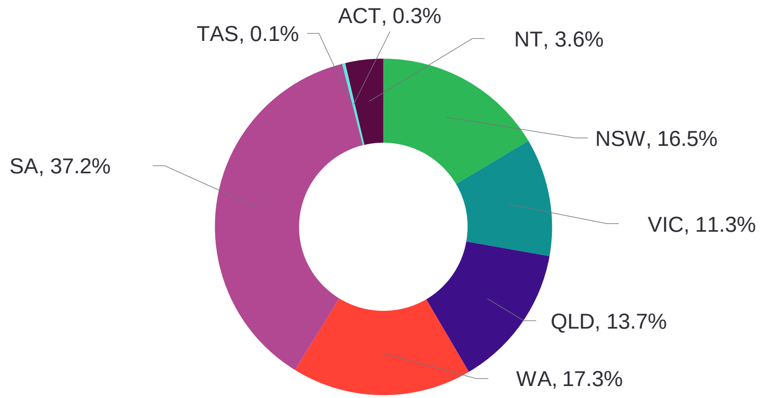
Festivals (Multi-Category) – Attendance

2010 → 2024



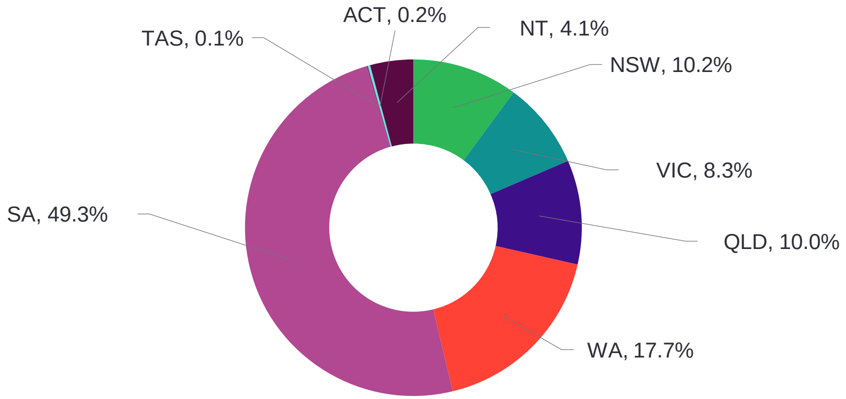
Festivals (Multi-Category)

Revenue by State/Territory 2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$13,853,471	16.5%	(2.1%)
VIC	$9,519,203	11.3%	(0.2%)
QLD	$11,547,202	13.7%	6.5%
WA	$14,523,202	17.3%	(1.8%)
SA	$31,268,392	37.2%	5.2%
TAS	$59,678	0.1%	(7.9%)
ACT	$259,557	0.3%	(0.05%)
NT	$3,063,718	3.6%	0.3%
Total	**$84,094,423**	**100.0%**	

Attendance by State/Territory 2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	226,525	10.2%	(2.0%)
VIC	185,971	8.3%	(0.2%)
QLD	223,476	10.0%	1.9%
WA	395,667	17.7%	0.5%
SA	1,099,086	49.3%	5.2%
TAS	2,496	0.1%	(6.8%)
ACT	5,156	0.2%	(0.02%)
NT	92,424	4.1%	1.5%
Total	**2,230,801**	**100.0%**	

Musical Theatre

National Overview

- Musical Theatre recorded $531.6m in revenue and nearly 4.4m attendances. This is the second-highest ever recorded revenue (with 2023 being the highest) and the highest ever recorded attendance for this category.
- Musical Theatre recorded a marginal y-o-y decline in revenue by 2.0% (from $542.2m in 2023 to $531.6m in 2024), despite a marginal y-o-y growth in attendance by 2.1% (from 4.3m in 2023 to 4.4m in 2024). The average ticket price decreased by 2.8% (from $131.10 in 2023 to $127.43 in 2024), which contributed to the decline in revenue.
- Musical Theatre accounted for the second-largest market share in both revenue (15.9%) and attendance (13.9%) within the live performance industry in 2024. Top events in this category in 2024 were *Wicked*, *Beauty and the Beast*, *Grease, Chicago, Hamilton*, *& Juliet* and *The Tina Turner Musical*.
- VIC and NSW accounted for the major revenue and attendance in this category, commanding a market share of 38.5% and 33.1% in revenue and 36.2% and 34.6% in attendance respectively. Combined they generated 71.6% market share of revenue and a 70.8% market share of attendance in 2024.
- Major events in VIC included *Wicked*, *Beauty and the Beast*, *The Tina Turner Musical* and *Chicago - The Musical*. Major events in NSW included *Hamilton*, *& Juliet*, *Grease* and *Sister Act*.
- In 2024, VIC recorded the highest y-o-y increase in revenue (15.3%) and second-highest y-o-y increase in attendance (14.8%).
- ACT recorded the second-highest y-o-y increase in revenue (12.8%) and the highest y-o-y increase in attendance (25.1%). However, its overall impact remains minimal, contributing only 1.0% to the total revenue and 1.0% to the total attendance in this category.
- SA recorded a y-o-y increase in revenue (12.3%) and in attendance (9.1%). Major events in SA included *The Tina Turner Musical* and *Chicago - The Musical*.
- All states and territories except VIC, SA and ACT recorded a y-o-y decline in revenue and all states and territories except VIC, QLD, SA and ACT recorded a y-o-y decline in attendance in 2024.

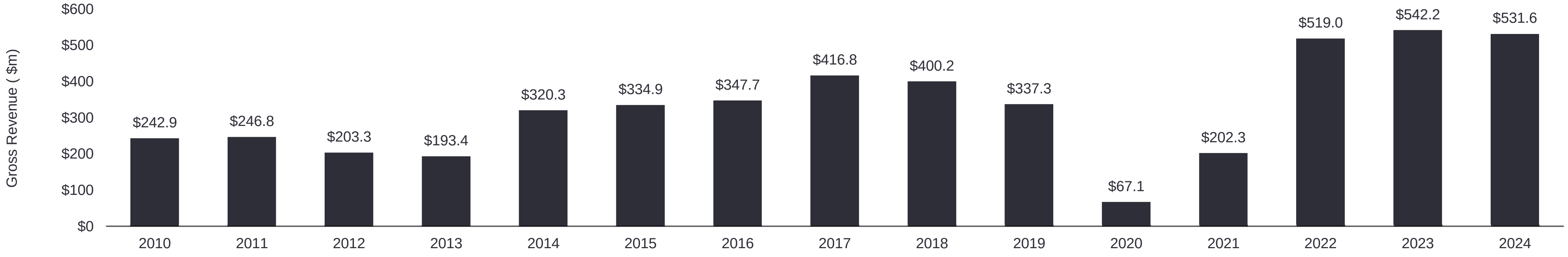
Revenue and Attendance **2010 → 2024**

	Revenue		Attendance		Ticket Price	
2010	$242,897,364	13.0%	2,612,507	6.3%	$98.84	5.7%
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%)

Musical Theatre

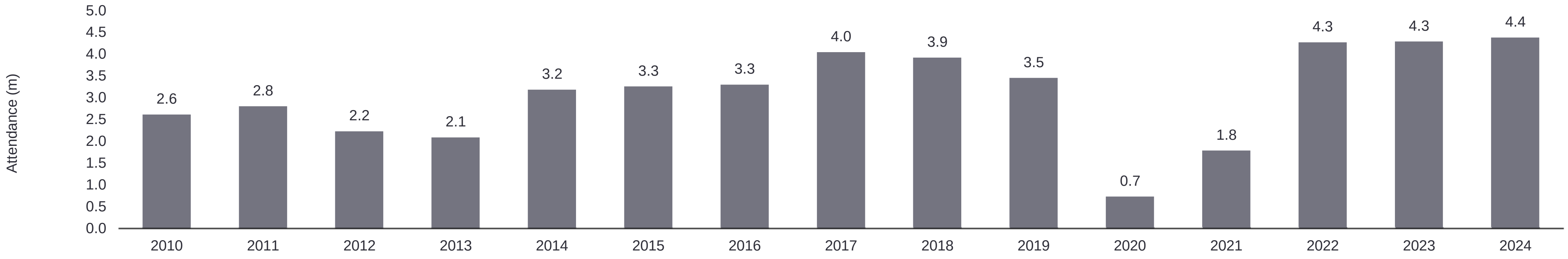
Musical Theatre – Revenue

2010 → 2024



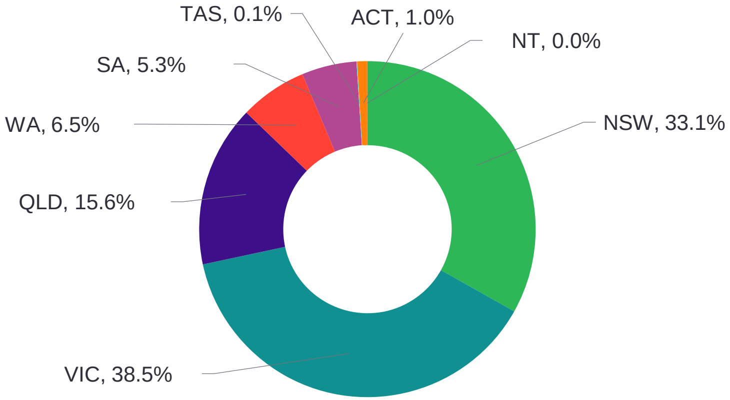
Musical Theatre – Attendance

2010 → 2024



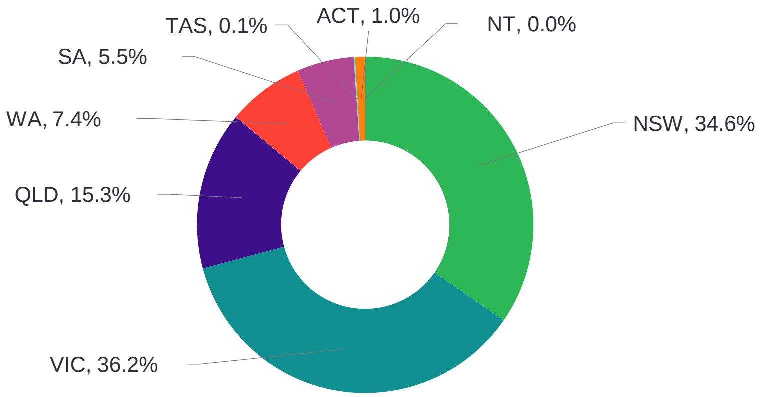
Musical Theatre

Revenue by State/Territory — 2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$176,127,148	33.1%	(2.1%)
VIC	$204,655,652	38.5%	5.8%
QLD	$82,822,260	15.6%	(1.3%)
WA	$34,397,877	6.5%	(3.0%)
SA	$28,096,510	5.3%	0.7%
TAS	$280,142	0.1%	(0.1%)
ACT	$5,093,392	1.0%	0.1%
NT	$114,760	0.02%	(0.04%)
Total	**$531,587,740**	**100.0%**	

Attendance by State/Territory — 2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	1,516,385	34.6%	(2.0%)
VIC	1,584,262	36.2%	4.0%
QLD	668,002	15.3%	0.01%
WA	321,880	7.4%	(2.3%)
SA	240,393	5.5%	0.3%
TAS	5,133	0.1%	(0.1%)
ACT	41,650	1.0%	0.2%
NT	1,610	0.04%	(0.1%)
Total	**4,379,315**	**100.0%**	

Opera

National Overview

- Opera recorded a y-o-y decline in revenue by 22.2% (from $39.9m in 2023 to $31.1m in 2024) and a y-o-y decline in attendance by 16.8% (to 0.3m in 2024).
- Opera revenue and attendance have not quite returned to pre-pandemic levels.
- The average ticket price decreased y-o-y by 7.8% (from $141.27 in 2023 to $130.28 in 2024), which further contributed to the decline in revenue.
- Major Opera performances in 2024 included *La Traviata*, *The Magic Flute*, *Tosca* and *Great Opera Hits - Concert*.
- 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 (88.5%) and attendance (84.2%) in this category in 2024.
- In 2024, NSW and VIC generated the most revenue and attendance in this category, with a national market share of approximately 75.6% and 12.5% respectively in revenue and 66.4% and 17.7% respectively in attendance. These two states generated 88.1% of overall revenue and 84.1% of attendance in this category in 2024.
- All states and territories except VIC and WA recorded a y-o-y decline in revenue and all states and territories except VIC recorded a y-o-y decline in attendance in 2024.
- In 2024, WA recorded a y-o-y growth in revenue (13.4%) despite a y-o-y decline in attendance (14.7%). Major Opera performances in WA included *Orpheus & Eurydice*, *Rusalka* and Matteo Bocelli.
- In 2024, VIC recorded a y-o-y growth in revenue (4.4%) and attendance (15.1%). Major Opera performances in VIC included *Tosca*, *The Puccini Gala Concert, Candide, The Magic Flute, La Bohème* and Matteo Bocelli.

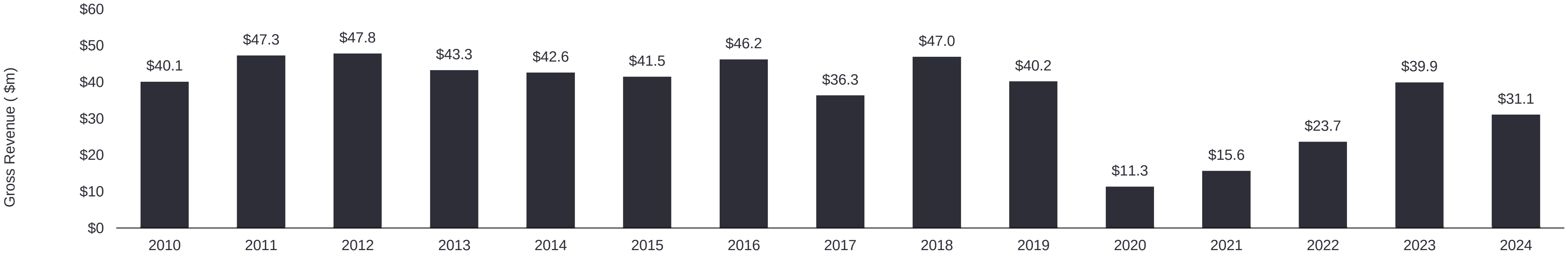
Revenue and Attendance 2010 → 2024

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$40,128,943	(8.9%)	409,541	(8.6%)	$112.86	1.1%
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%)

Opera

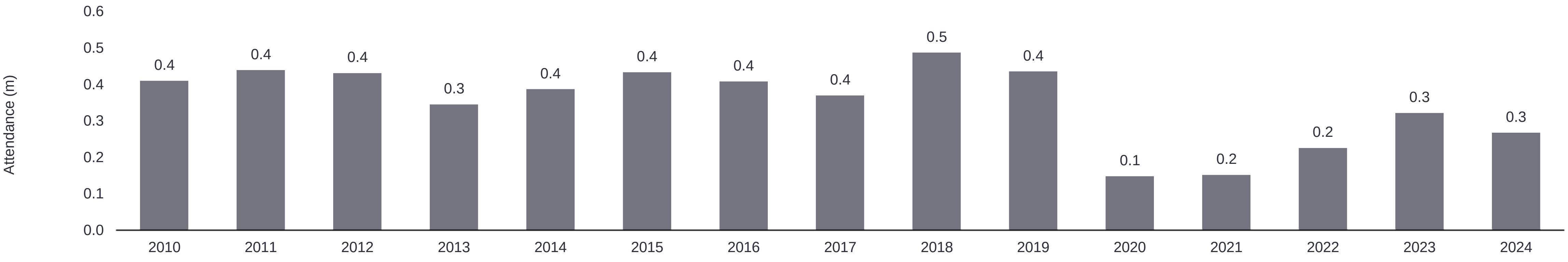
Opera – Revenue

2010 → 2024



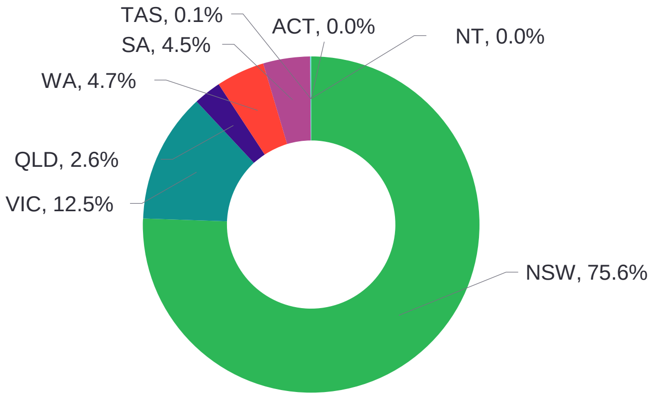
Opera – Attendance

2010 → 2024



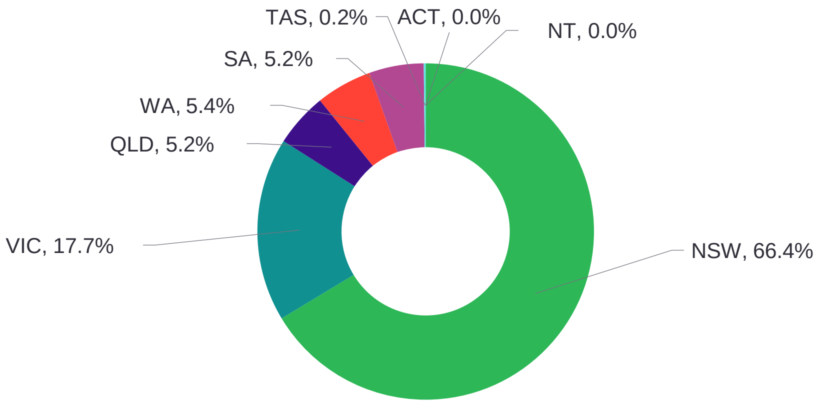
Opera

Revenue by State/Territory 2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	23,493,870	75.6%	16.7%
VIC	$3,885,891	12.5%	3.2%
QLD	$816,492	2.6%	(18.8%)
WA	$1,447,339	4.7%	1.5%
SA	$1,408,798	4.5%	(2.2%)
TAS	$26,652	0.1%	0.01%
ACT	$0	0.0%	(0.2%)
NT	$0	0.0%	(0.1%)
Total	**$31,079,042**	**100.0%**	

Attendance by State/Territory 2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	177,497	66.4%	7.7%
VIC	47,220	17.7%	4.9%
QLD	13,922	5.2%	(9.3%)
WA	14,351	5.4%	0.1%
SA	14,026	5.2%	(3.1%)
TAS	477	0.2%	0.03%
ACT	0	-	(0.2%)
NT	0	-	(0.2%)
Total	**267,493**	**100.0%**	

Special Events

National Overview

- Special Events recorded a significant y-o-y growth in revenue by 215.5% (from $3.2m in 2023 to $10.0m in 2024) and a y-o-y increase in attendance by 34.6% (from 0.2m in 2023 to 0.3m in 2024).
- The average ticket price has increased by 49.0% (from $40.03 in 2023 to $59.62 in 2024), which further contributed to the growth in revenue.
- The top events in this category in 2024 were *Woolworths Carols in the Domain*, *Carols by Candlelight*, *Christmas Spectacular* and *RocKwiz Live & The Whitlams*.
- In 2024, VIC, NSW and QLD generated the most revenue and attendance in this category, with a national market share of approximately 31.3%, 30.2% and 19.7% respectively in revenue and 23.7%, 23.2% and 25.6% respectively in attendance. These three states generated 81.2% of overall revenue and 72.5% of attendance in this category in 2024.
- In 2024, all states and territories recorded a y-o-y growth in revenue and all states and territories except WA and TAS recorded a y-o-y growth in attendance in this category.
- In 2024, QLD recorded the highest y-o-y growth in revenue (6054.9%) and a y-o-y growth in attendance (32.1%). Top events in QLD included *Christmas Spectacular* and *RocKwiz*.
- TAS recorded the second-highest y-o-y growth in revenue (545.1%), despite a y-o-y decline in attendance (65.0%).
- NSW recorded the third-highest y-o-y growth in revenue (179.7%) and the second-highest y-o-y growth in attendance (200.1%). Top events in NSW included *Woolworths Carols in the Domain*, *Christmas Spectacular* and *RocKwiz Live*.
- VIC recorded the fourth-highest y-o-y growth in revenue (141.2%) and the highest y-o-y growth in attendance (337.8%). Top events in VIC included *Carols by Candlelight* and *RocKwiz's Really Really Good Friday*.
- The Special Events category was highly variable as it is dependent on whether events can be classified into other categories or not.

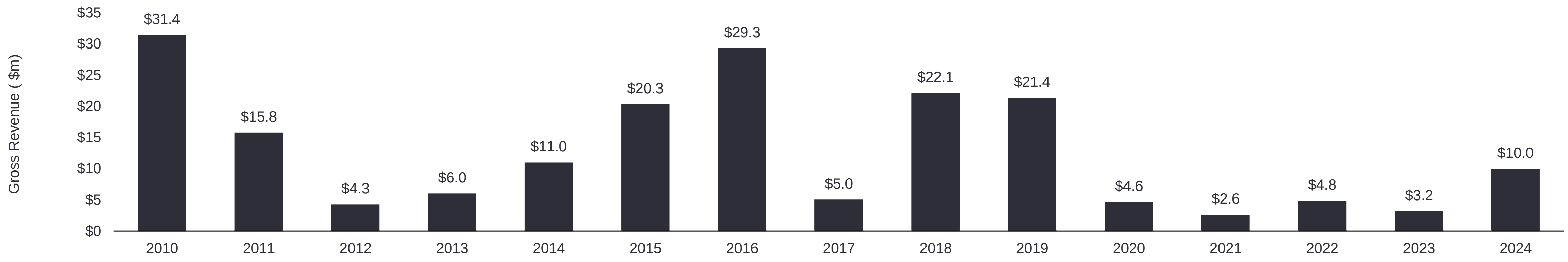
Revenue and Attendance — 2010 → 2024

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$31,449,876	33.3%	526,503	(5.9%)	$88.67	30.8%
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%

Special Events

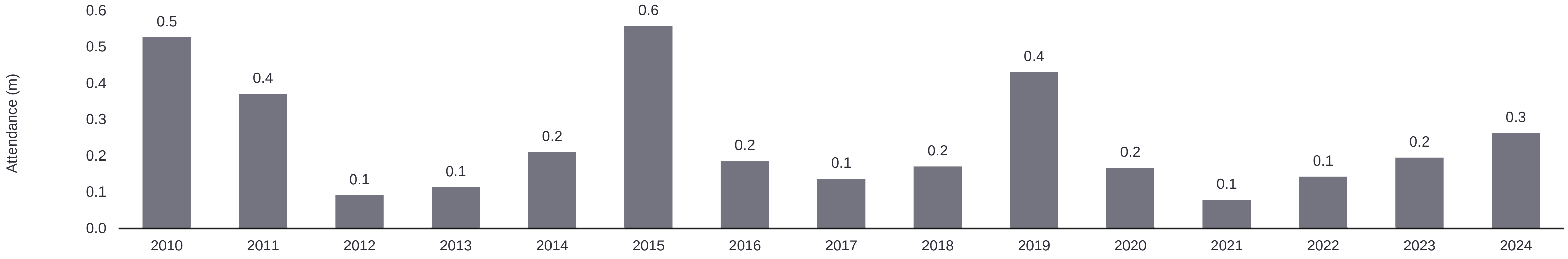
Special Events – Revenue

2009 → 2024



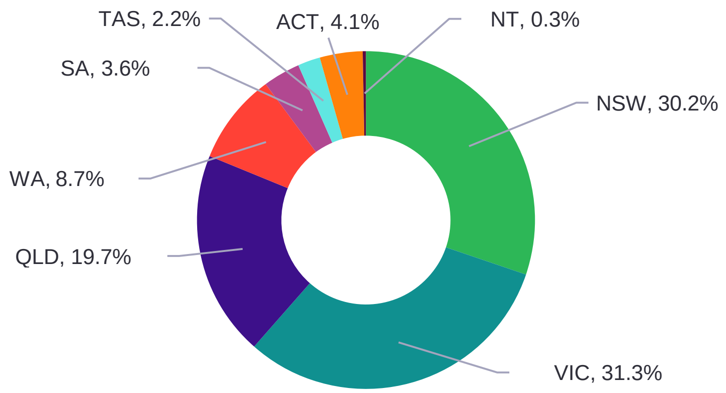
Special Events – Attendance

2009 → 2024



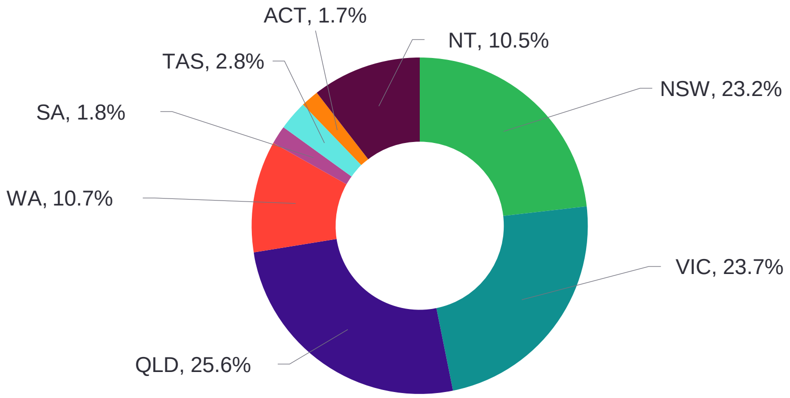
Special Events

Revenue by State/Territory — 2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$3,012,702	30.2%	(3.9%)
VIC	$3,117,246	31.3%	(9.6%)
QLD	$1,960,452	19.7%	18.7%
WA	$866,907	8.7%	(2.9%)
SA	$355,157	3.6%	(1.7%)
TAS	$214,989	2.2%	1.1%
ACT	$406,507	4.1%	(2.0%)
NT	$30,860	0.3%	0.3%
Total	**$9,964,821**	**100.0%**	

Attendance by State/Territory — 2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	60,763	23.2%	12.8%
VIC	62,030	23.7%	16.4%
QLD	67,164	25.6%	(0.5%)
WA	28,113	10.7%	(32.8%)
SA	4,651	1.8%	0.9%
TAS	7,433	2.8%	(8.1%)
ACT	4,472	1.7%	0.8%
NT	27,530	10.5%	10.5%
Total	**262,156**	**100.0%**	

Theatre

National Overview

- Theatre recorded a y-o-y decline in revenue by 13.4% (from $121.8m in 2023 to $105.4m in 2024) and attendance by 3.6%. The average ticket price has decreased by 8.0% (from $91.16 in 2023 to $83.86 in 2024), which further contributed to the decline in revenue.
- In 2024, 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.
- The revenue in this category was primarily driven by events such as *Death of a Salesman*, *A Christmas Carol*, *Gaslight, Julia* and *RBG: Of Many, One*.
- Theatre accounted for 3.1% of the overall live performance revenue and 4.4% of the total attendance in 2024.
- 51.1% of the revenue and 53.0% of the attendance in 2024 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 43.8% in revenue and 44.9% in attendance in 2024. Top events in NSW included *Death of a Salesman*, *RBG: Of Many, One* and *Dracula*.
- VIC generated the second-highest revenue and attendance in this category, with a national market share of approximately 35.7% in revenue and 32.8% in attendance. Top events in VIC included *A Christmas Carol*, *Julia* and *A Streetcar Named Desire*.
- Combined VIC and NSW generated 79.6% of overall revenue and 77.7% of attendance in this category in 2024.
- All states and territories except VIC, QLD and SA recorded a y-o-y growth in revenue and attendance in 2024.
- NT and TAS recorded the highest and second-highest y-o-y increases in revenue and attendance, respectively. However, their overall impact remains minimal, as they contributed the least to the Theatre category's market share of revenue and attendance.
- WA recorded the third-highest y-o-y growth in revenue (112.1%) and attendance (70.4%).

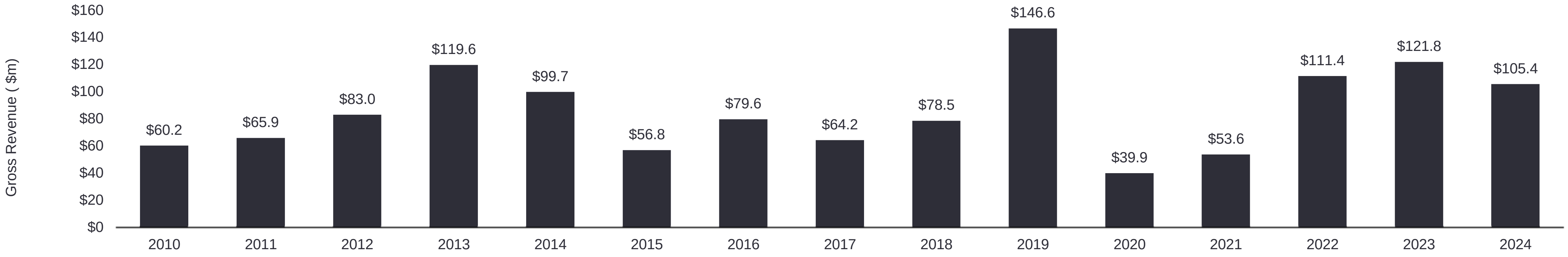
Revenue and Attendance **2010 → 2024**

	Revenue		Attendance		Ticket Price	
Year	Revenue ($)	Growth (%)	Total Attendance	Growth (%)	Average Ticket Price ($)	Growth (%)
2010	$60,151,139	(6.7%)	1,354,336	(15.5%)	$51.47	10.5%
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%)

Theatre

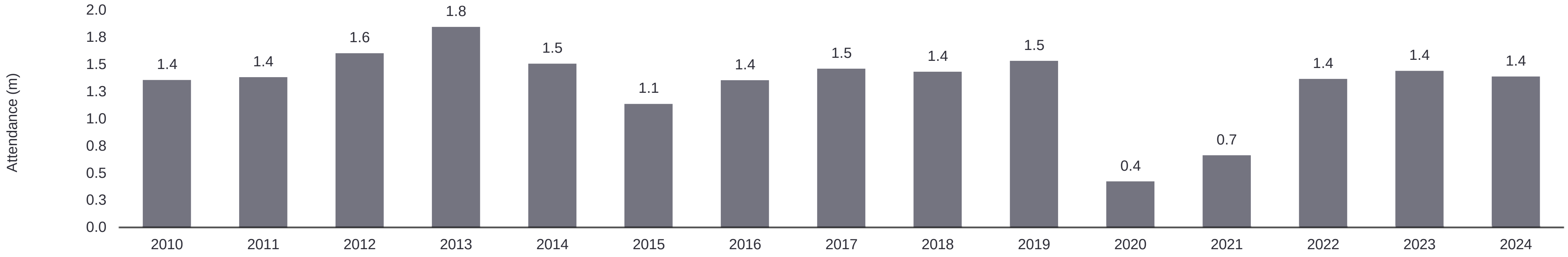
Theatre – Revenue

2010 → 2024



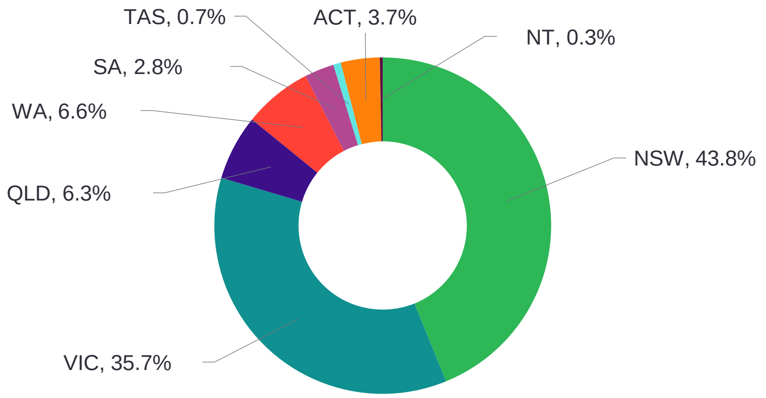
Theatre – Attendance

2010 → 2024



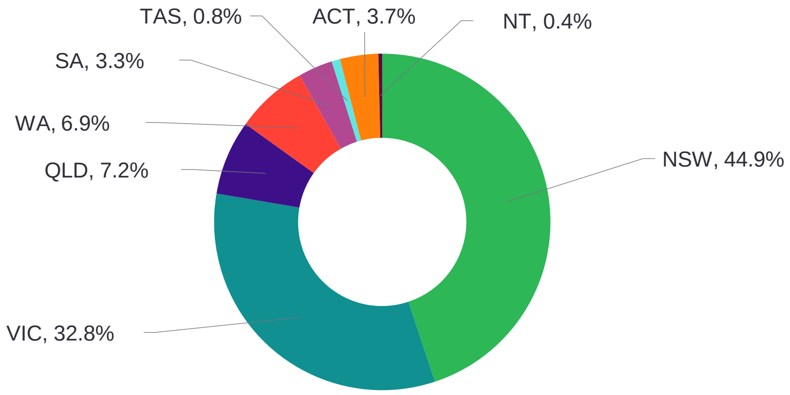
Theatre

Revenue by State/Territory — 2024



State/ Territory	Revenue	Market Share Proportion	Market Share Change from 2023 (%)
NSW	$46,226,631	43.8%	8.3%
VIC	$37,688,657	35.7%	(13.4%)
QLD	$6,598,597	6.3%	0.4%
WA	$6,939,307	6.6%	3.9%
SA	$3,004,439	2.8%	(0.8%)
TAS	$770,833	0.7%	0.6%
ACT	$3,945,063	3.7%	0.9%
NT	$272,079	0.3%	0.26%
Total	**$105,445,605**	**100.0%**	

Attendance by State/Territory — 2024



State/ Territory	Attendance	Market Share Proportion	Market Share Change from 2023 (%)
NSW	622,597	44.9%	6.9%
VIC	454,496	32.8%	(9.6%)
QLD	99,473	7.2%	(1.1%)
WA	96,115	6.9%	3.0%
SA	45,810	3.3%	(1.3%)
TAS	11,526	0.8%	0.5%
ACT	50,847	3.7%	1.2%
NT	5,125	0.4%	0.3%
Total	**1,385,989**	**100.0%**	

06

Appendices

Photo: *Spot*, CDP Theatre Producers
Photo Credit: Steve Pohlner

Appendix A - Data Providers

The following companies were identified by LPA and provided both revenue and attendance data to EY relating to the live performances and events during the 2024 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 and Regional Providers

- Adelaide Fringe
- Albury Entertainment Centre
- Araluen Arts Centre
- Artrage
- Arts and Culture Trust
- Arts Centre Melbourne
- Bathurst Memorial Entertainment Centre
- Bendigo Venues and Events
- Blue Room Theatre
- Brisbane Powerhouse
- Canberra International Music Festival
- Canberra Theatre Centre
- Cardinia Cultural Centre*
- City Recital Hall*
- Darwin Entertainment Centre
- Darwin Festival
- Dubbo Regional Theatre and Convention Centre
- Frankston Arts Centre
- Geelong Arts Centre
- Glen Street Theatre
- Hayes Theatre Co
- 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 Company
- Mildura Arts Centre
- Moshtix
- Oztix
- Perth Concert Hall
- Perth Festival
- Pilbeam Theatre - Rockhampton
- Pinchgut Opera
- Queensland Performing Arts Centre
- Riverside Theatre
- Seymour Centre
- 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
- WOMADelaide

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
- 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
- The Australian Ballet
- Victorian Opera
- West Australian Ballet Company
- West Australian Opera
- West Australian Symphony Orchestra
- Windmill Theatre Company

*New data provider in 2024

Appendix B - Event Category Description

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

Appendix C - Abbreviations & Definitions

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

EY | Building a better working world

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