

# AUSTRALIA



**IN 2024, THE LIVE PERFORMANCE INDUSTRY EXPERIENCED ITS HIGHEST-EVER LEVELS OF REVENUE AND ATTENDANCE. 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.**



**AUSTRALIA SPENT \$122 PER PERSON ON LIVE PERFORMANCE EVENTS**

REVENUE UP



**7%**  
FROM 2023

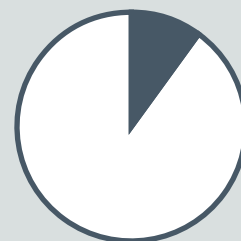


**8%** GENERATED FROM  
REGIONAL AUSTRALIA

ATTENDANCE UP



**5%**  
FROM 2023



**10%** GENERATED FROM  
REGIONAL AUSTRALIA



TOTAL REVENUE (TICKET SALES)

**\$3.4 BILLION**



TOTAL ATTENDANCE (TICKETS ISSUED)

**31.4 MILLION**



# LIVE PERFORMANCE INDUSTRY IN 2024 AUSTRALIA



## TOP 3 REVENUE

1. CONTEMPORARY MUSIC

**\$1.8 BILLION**

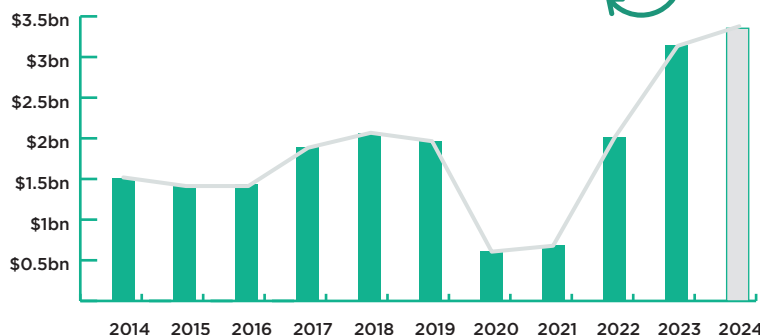
2. MUSICAL THEATRE

**\$531.6 MILLION**

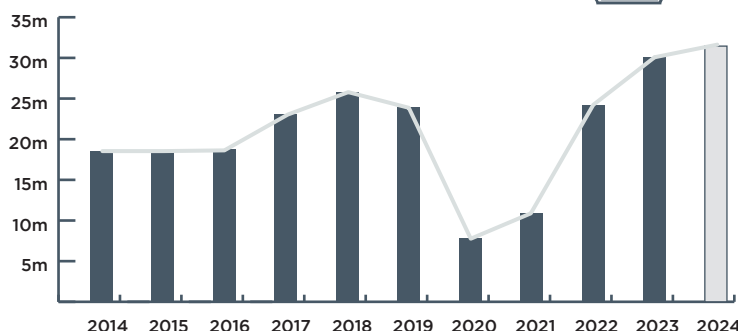
3. FESTIVALS (CONTEMPORARY MUSIC)

**\$331.3 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

**14.1 MILLION**

2. MUSICAL THEATRE

**4.4 MILLION**

3. COMEDY

**2.4 MILLION**



KEY EVENTS IN 2024 INCLUDED *TAYLOR SWIFT*, *COLDPLAY*, *PINK*, *WICKED*, AND *BEAUTY AND THE BEAST*



CONTEMPORARY MUSIC COMMANDS THE LARGEST MARKET SHARE OF NATIONWIDE REVENUE (54%) AND ATTENDANCE (45%)



SPECIAL EVENTS RECORDED THE HIGHEST CATEGORY INCREASE IN REVENUE (216%) AND ATTENDANCE (35%) BETWEEN 2023 AND 2024



NSW HELD THE LARGEST SHARE OF NATIONWIDE REVENUE (36%), AND ATTENDANCE (32%)



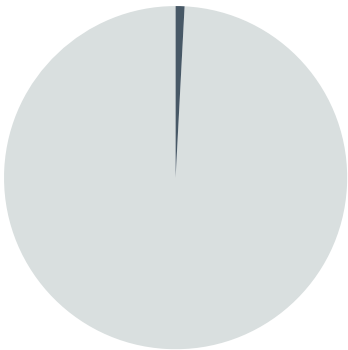
AVERAGE TICKET PRICES (\$122) INCREASED 3.3% BETWEEN 2023 AND 2024. THIS IS THE HIGHEST EVER RECORDED FOR THE INDUSTRY



LIVE  
PERFORMANCE  
AUSTRALIA

Find more information on live performance attendance and revenue at [reports.liveperformance.com.au](https://reports.liveperformance.com.au)

AUSTRALIAN CAPITAL TERRITORY



ACT GENERATED  
**1%**  
OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION  
**2%**



ACT SPENT **\$63 PER PERSON**  
ON LIVE PERFORMANCE EVENTS  
NATIONAL SPEND PER PERSON **\$122**

REVENUE DOWN



**18%**  
FROM 2023

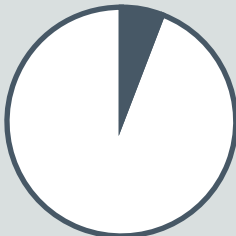


**4%** GENERATED FROM  
REGIONAL ACT

ATTENDANCE DOWN



**2%**  
FROM 2023



**6%** GENERATED FROM  
REGIONAL ACT



TOTAL REVENUE (TICKET SALES)  
**\$30.2 MILLION**



TOTAL ATTENDANCE (TICKETS ISSUED)  
**379,036**



# AUSTRALIAN CAPITAL TERRITORY



## TOP 3 REVENUE

1. CONTEMPORARY MUSIC

**\$9.3 MILLION**

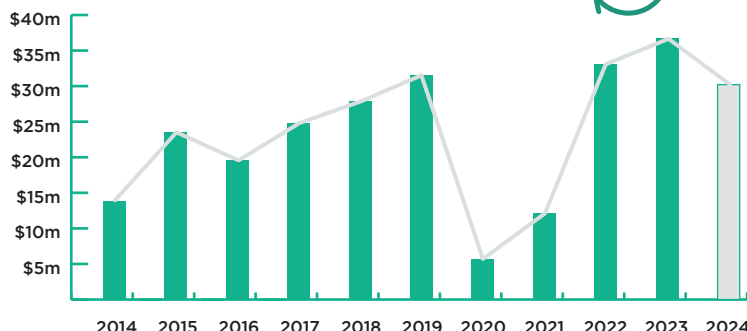
2. MUSICAL THEATRE

**\$5.1 MILLION**

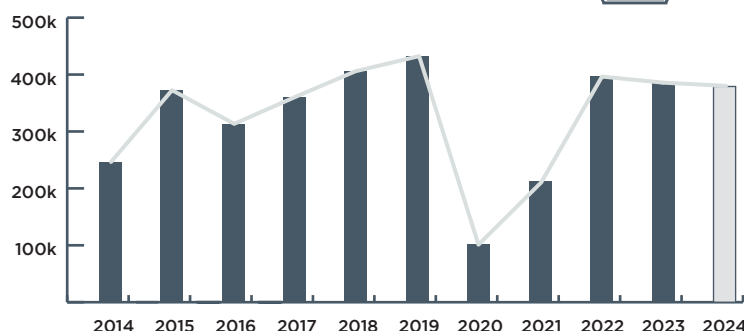
3. COMEDY

**\$4.6 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

**106,424**

2. COMEDY

**59,631**

3. THEATRE

**50,847**



**KEY EVENTS IN 2024 INCLUDED  
MATCHBOX TWENTY, CHICAGO -  
THE MUSICAL AND RENT:  
THE MUSICAL**



**CONTEMPORARY MUSIC  
CONTRIBUTED THE MOST TO  
ACT'S OVERALL REVENUE (31%)  
AND ATTENDANCE (28%)**



**CIRCUS AND PHYSICAL THEATRE  
EXPERIENCED THE HIGHEST  
YEAR-OVER-YEAR GROWTH  
IN REVENUE (154%) AND  
ATTENDANCE (161%)**



# NEW SOUTH WALES



NSW GENERATED

**34%**

OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION

**31%**



NSW SPENT **\$142 PER PERSON**  
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$122**

REVENUE UP



**16%**

FROM 2023

ATTENDANCE UP

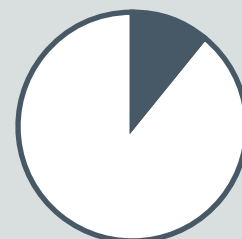


**11%**

FROM 2023



**7%** GENERATED FROM  
REGIONAL NSW



**11%** GENERATED FROM  
REGIONAL NSW



TOTAL REVENUE (TICKET SALES)

**\$1.2 BILLION**



TOTAL ATTENDANCE (TICKETS ISSUED)

**10.2 MILLION**



# NEW SOUTH WALES



## TOP 3 REVENUE

1. CONTEMPORARY MUSIC

**\$694 MILLION**

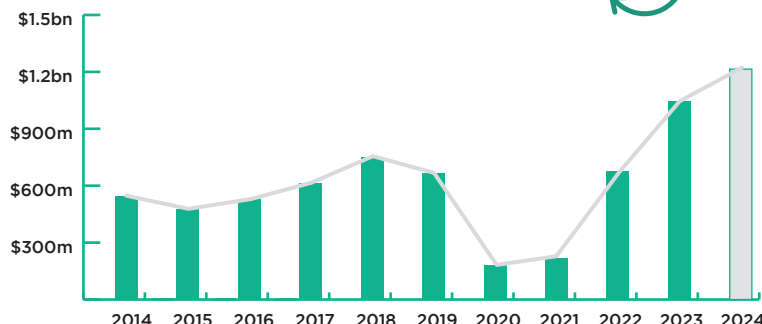
2. MUSICAL THEATRE

**\$176 MILLION**

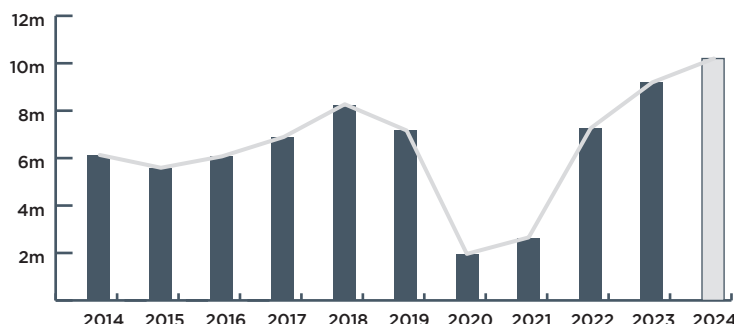
3. FESTIVALS (CONTEMPORARY MUSIC)

**\$108 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

**5.0 MILLION**

2. MUSICAL THEATRE

**1.5 MILLION**

3. FESTIVALS (CONTEMPORARY MUSIC)

**669,708**



NSW WAS THE LARGEST CONTRIBUTOR TO NATIONWIDE REVENUE (36%) AND ATTENDANCE (32%)



KEY EVENTS IN 2024 INCLUDED TAYLOR SWIFT, COLDPLAY, P!NK, HAMILTON, AND JULIET



NSW SAW THE HIGHEST INCREASE IN REVENUE (16%) AND ATTENDANCE (11%) ACROSS AUSTRALIA BETWEEN 2023 TO 2024



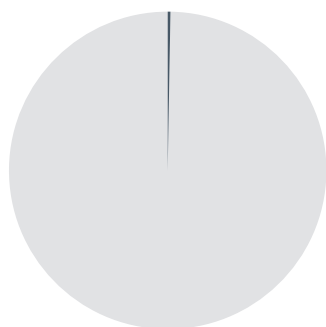
NSW WAS THE TOP CONTRIBUTOR FOR OPERA IN AUSTRALIA (76% REVENUE AND 66% ATTENDANCE)



BETWEEN 2023 AND 2024, SPECIAL EVENTS EXPERIENCED THE LARGEST CATEGORY GROWTH IN REVENUE AND ATTENDANCE. THIS WAS FOLLOWED BY CONTEMPORARY MUSIC



# NORTHERN TERRITORY



NT GENERATED

**0.5%**

OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION

**1%**



NT SPENT **\$32 PER PERSON**  
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$122**

REVENUE DOWN



**4%**

FROM 2023



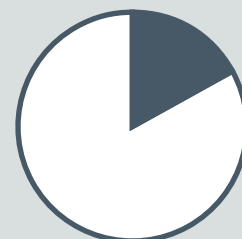
**7%** GENERATED FROM  
REGIONAL NT

ATTENDANCE UP



**48%**

FROM 2023



**17%** GENERATED FROM  
REGIONAL NT



TOTAL REVENUE (TICKET SALES)

**\$8.4 MILLION**



TOTAL ATTENDANCE (TICKETS ISSUED)

**214,956**



# NORTHERN TERRITORY



## TOP 3 REVENUE

### 1. FESTIVALS (MULTI-CATEGORY)

**\$3.1 MILLION**

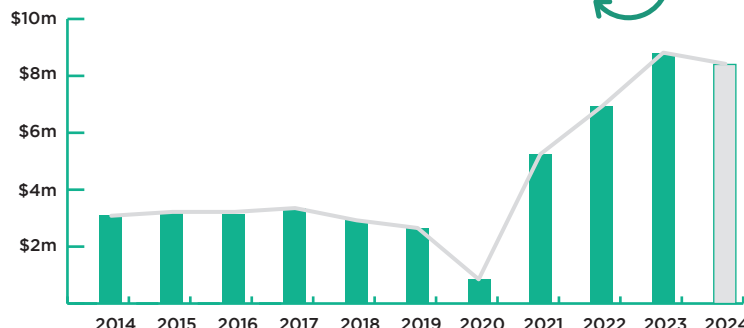
### 2. FESTIVALS (CONTEMPORARY MUSIC)

**\$2.5 MILLION**

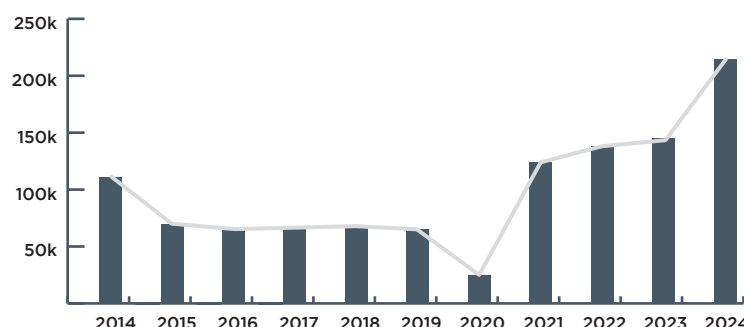
### 3. CONTEMPORARY MUSIC

**\$817,294**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

### 1. FESTIVALS (MULTI CATEGORY)

**92,424**

### 2. SPECIAL EVENTS

**27,530**

### 3. FESTIVALS (CONTEMPORARY MUSIC)

**23,077**



KEY EVENTS IN 2024 INCLUDED *DARWIN FESTIVAL*, *BASSIN THE GRASS MUSIC FESTIVAL* AND *THE ELECTRIC STORM HALLOWEEN MUSIC FESTIVAL*



FESTIVALS (MULTI-CATEGORY) CONTRIBUTED THE MOST TO NT'S OVERALL REVENUE (36%) AND ATTENDANCE (43%)



BETWEEN 2023 TO 2024, NT EXPERIENCED THE HIGHEST REVENUE (145%) AND ATTENDANCE (296%) GROWTH IN BALLET AND DANCE





# QUEENSLAND



QLD GENERATED

**16%**

OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION

**21%**



QLD SPENT \$92 PER PERSON  
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$122

REVENUE DOWN



**5%**

FROM 2023

ATTENDANCE UP

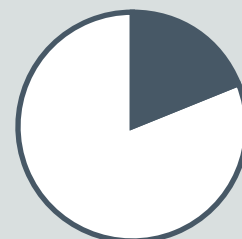


**0.1%**

FROM 2023



**14%** GENERATED FROM  
REGIONAL QLD



**19%** GENERATED FROM  
REGIONAL QLD



TOTAL REVENUE (TICKET SALES)

**\$514.0 MILLION**



TOTAL ATTENDANCE (TICKETS ISSUED)

**4.9 MILLION**



# QUEENSLAND



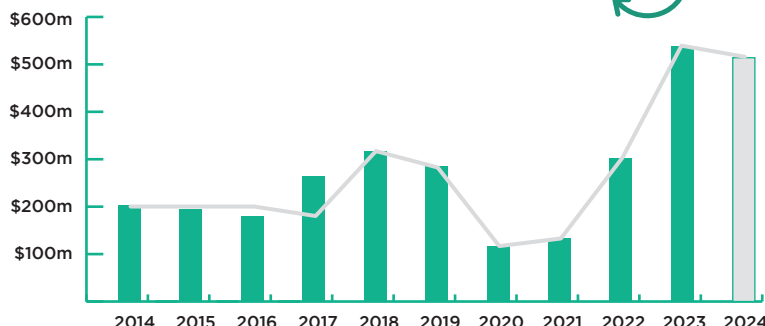
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$266.0 MILLION**

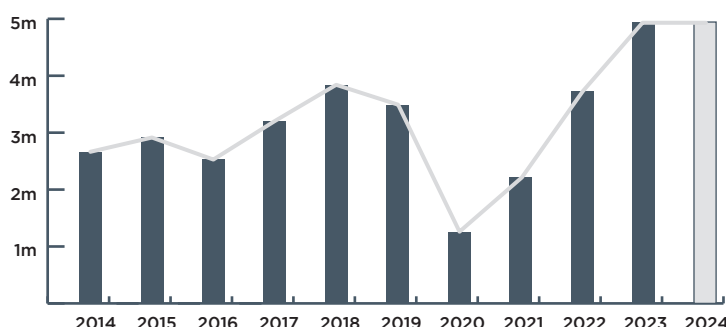
2. MUSICAL THEATRE  
**\$82.8 MILLION**

3. FESTIVALS (CONTEMPORARY MUSIC)  
**\$74.8 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC  
**2.3 MILLION**

2. MUSICAL THEATRE  
**668,002**

3. FESTIVALS (CONTEMPORARY MUSIC)  
**446,373**



IN 2024, QLD RECORDED ITS HIGHEST EVER ATTENDANCE



QLD WAS THE THIRD HIGHEST CONTRIBUTOR TO NATIONWIDE REVENUE (15%) AND ATTENDANCE (16%)



KEY EVENTS IN 2024 INCLUDED *P!NK*, *TRAVIS SCOTT*, *BEAUTY AND THE BEAST*, *WICKED* AND *THE TINA TURNER MUSICAL*



BETWEEN 2023 AND 2024, QLD EXPERIENCED A 74% INCREASE IN REVENUE AND A 14% INCREASE IN ATTENDANCE FOR FESTIVALS (MULTI-CATEGORY). MAJOR FESTIVALS INCLUDED *BRISBANE FESTIVAL* AND *MEATSTOCK TOOWOOMBA*



# SOUTH AUSTRALIA



SA GENERATED

7%

OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION

7%



SA SPENT \$93 PER PERSON  
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$122

REVENUE DOWN



3%

FROM 2023

ATTENDANCE UP

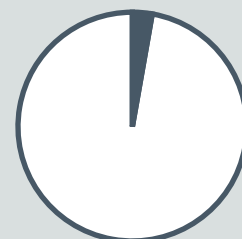


2%

FROM 2023



4% GENERATED FROM  
REGIONAL SA



3% GENERATED FROM  
REGIONAL SA



TOTAL REVENUE (TICKET SALES)

\$175.6 MILLION



TOTAL ATTENDANCE (TICKETS ISSUED)

2.5 MILLION



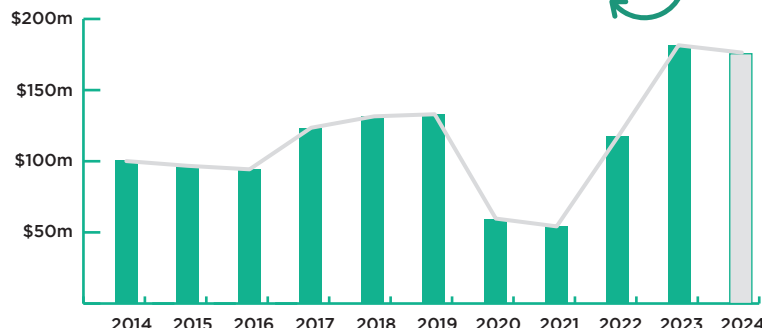
# SOUTH AUSTRALIA



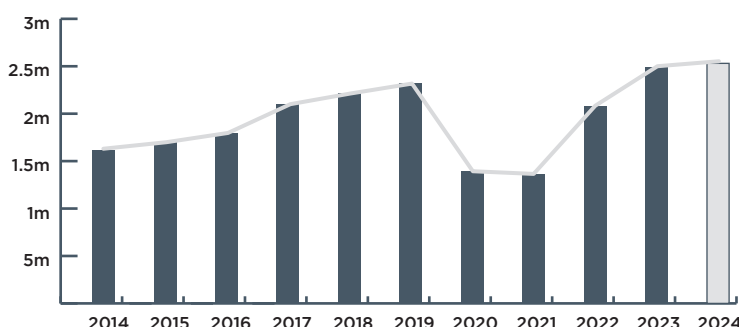
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$66.6 MILLION**
2. FESTIVALS (MULTI CATEGORY)  
**\$31.3 MILLION**
3. MUSICAL THEATRE  
**\$28.1 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)  
**1.1 MILLION**
2. CONTEMPORARY MUSIC  
**642,763**
3. MUSICAL THEATRE  
**240,393**



IN 2024, SA RECORDED ITS HIGHEST EVER ATTENDANCE



KEY EVENTS IN 2024 INCLUDED ADELAIDE FRINGE, P!NK, THE TINA TURNER MUSICAL, CHICAGO - THE MUSICAL AND WOMADELAIDE



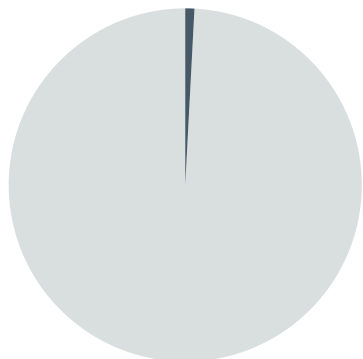
SA WAS THE LARGEST CONTRIBUTOR TO NATIONWIDE FESTIVALS (MULTI-CATEGORY) REVENUE (37%) AND ATTENDANCE (49%)



BETWEEN 2023 AND 2024, SPECIAL EVENTS RECORDED A 114% INCREASE IN REVENUE AND A 175 % INCREASE IN ATTENDANCE. MAJOR EVENTS INCLUDED HERE'S ROCKWIZ LIVE! AND CHRISTMAS SPECTACULAR



# TASMANIA



TAS GENERATED

1%

OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION

2%



TAS SPENT \$53 PER PERSON  
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$122

REVENUE UP



4%

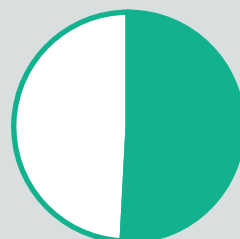
FROM 2023

ATTENDANCE DOWN

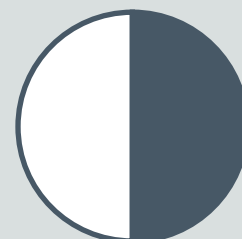


19%

FROM 2023



51% GENERATED FROM  
REGIONAL TAS



50% GENERATED FROM  
REGIONAL TAS



TOTAL REVENUE (TICKET SALES)

\$30.3 MILLION



TOTAL ATTENDANCE (TICKETS ISSUED)

402,036



# TASMANIA



## TOP 3 REVENUE

1. CONTEMPORARY MUSIC

**\$12.6 MILLION**

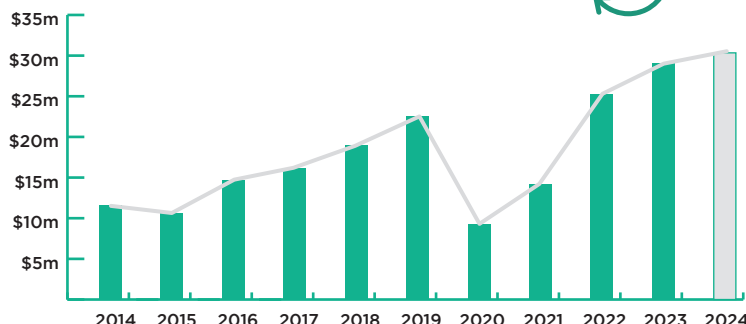
2. FESTIVALS (CONTEMPORARY MUSIC)

**\$7.8 MILLION**

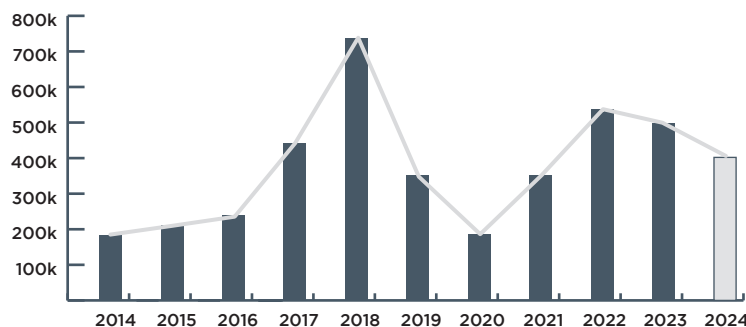
3. COMEDY

**\$3.3 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

**176,920**

2. FESTIVALS (CONTEMPORARY MUSIC)

**69,273**

3. COMEDY

**41,480**



KEY EVENTS IN 2024 INCLUDED *PARTY IN THE Paddock*, *RED HOT SUMMER TOUR* AND *BLANC DE BLANC ENCORE*



CONTEMPORARY MUSIC CONTRIBUTED THE MOST TO OVERALL REVENUE (41%), AND ATTENDANCE (44%)



CIRCUS & PHYSICAL THEATRE, AND THEATRE EXPERIENCED SIGNIFICANT YEAR-OVER-YEAR INCREASES IN REVENUE AND ATTENDANCE



# VICTORIA



VIC GENERATED

**33%**

OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION

**26%**



VIC SPENT **\$161 PER PERSON**  
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$122**

REVENUE UP



**15%**

FROM 2024

ATTENDANCE UP

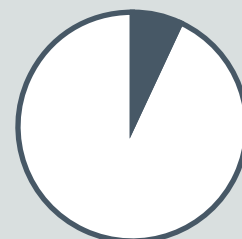


**7%**

FROM 2023



**7%** GENERATED FROM  
REGIONAL VIC



**7%** GENERATED FROM  
REGIONAL VIC



TOTAL REVENUE (TICKET SALES)

**\$1.1 BILLION**



TOTAL ATTENDANCE (TICKETS ISSUED)

**9.9 MILLION**



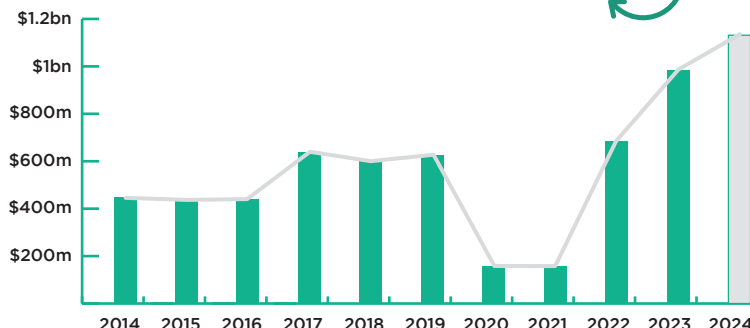
# VICTORIA



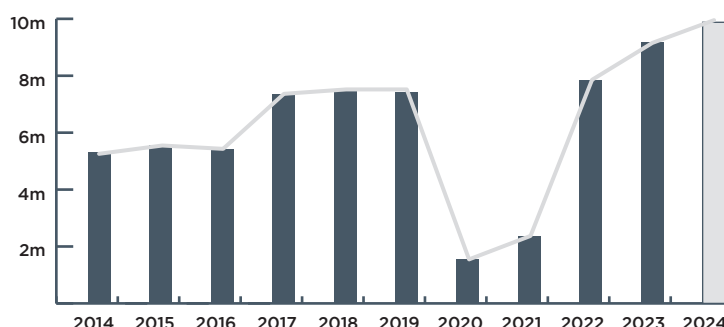
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$642.5 MILLION**
2. MUSICAL THEATRE  
**\$204.7 MILLION**
3. FESTIVALS (CONTEMPORARY MUSIC)  
**\$93.2 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC  
**4.7 MILLION**
2. MUSICAL THEATRE  
**1.6 MILLION**
3. COMEDY  
**1.3 MILLION**



**VIC WAS THE SECOND HIGHEST CONTRIBUTOR TO NATIONWIDE REVENUE (34%) AND ATTENDANCE (31%)**



**KEY EVENTS IN 2024 INCLUDED TAYLOR SWIFT, COLDPLAY, P!NK, WICKED, AND BEAUTY AND THE BEAST**



**VIC WAS THE TOP CONTRIBUTOR OF NATIONWIDE REVENUE AND ATTENDANCE FOR MUSICAL THEATRE AND COMEDY**



**VIC HAD THE HIGHEST SPEND PER PERSON (\$161) ACROSS AUSTRALIA**





# WESTERN AUSTRALIA



WA GENERATED

8%

OF NATIONWIDE  
REVENUE AND ATTENDANCE



SHARE OF NATIONAL  
POPULATION

11%



WA SPENT \$83 PER PERSON  
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$122

REVENUE DOWN



20%

FROM 2023

ATTENDANCE DOWN

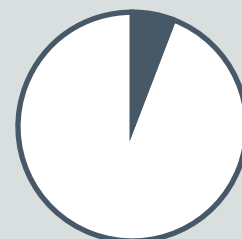


10%

FROM 2023



5% GENERATED FROM  
REGIONAL WA



6% GENERATED FROM  
REGIONAL WA



TOTAL REVENUE (TICKET SALES)

\$249.6 MILLION



TOTAL ATTENDANCE (TICKETS ISSUED)

2.9 MILLION



# WESTERN AUSTRALIA



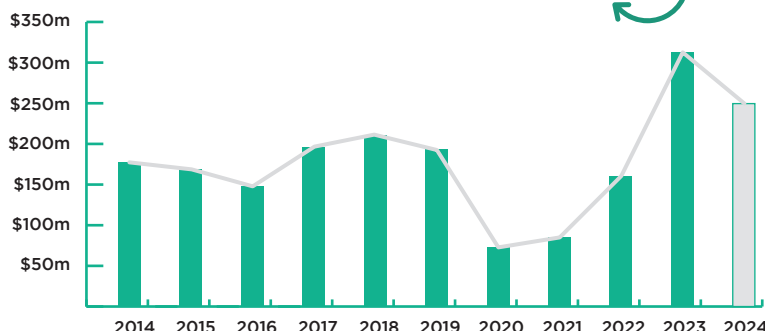
## TOP 3 REVENUE

1. CONTEMPORARY MUSIC  
**\$249.6 MILLION**

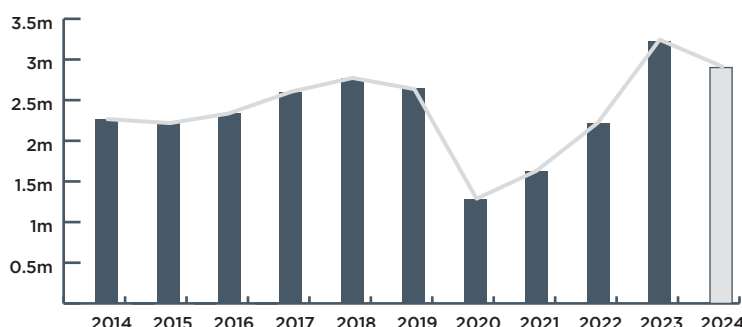
2. MUSICAL THEATRE  
**\$34.4 MILLION**

3. FESTIVALS (CONTEMPORARY MUSIC)  
**\$24.2 MILLION**

TOTAL REVENUE (2014-2024)



TOTAL ATTENDANCE (2014-2024)



## TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC  
**1.2 MILLION**

2. FESTIVALS (MULTI CATEGORY)  
**395,667**

3. MUSICAL THEATRE  
**321,880**



WA WAS THE FOURTH LARGEST CONTRIBUTOR TO NATIONWIDE REVENUE (7%) AND ATTENDANCE (9%)



KEY EVENTS IN 2024 INCLUDED *P!NK*, *BLINK-182*, *THE TINA TURNER MUSICAL*, *GREASE - THE MUSICAL*, AND *WILDLANDS*



BETWEEN 2023 AND 2024, THEATRE RECORDED A 112% INCREASE IN REVENUE AND A 70% INCREASE IN ATTENDANCE. TOP EVENTS INCLUDED *DEATH OF A SALESMAN*, *THE WOMAN IN BLACK* AND *PRIMA FACIE*



WA WAS THE SECOND LARGEST CONTRIBUTOR TO NATIONWIDE FESTIVALS (MULTI-CATEGORY) REVENUE (17%) AND ATTENDANCE (18%). TOP EVENTS INCLUDED *FRINGE WORLD FESTIVAL*, *PERTH FESTIVAL* AND *OKTOBERFEST IN THE GARDENS*

