

# Statistical summary:

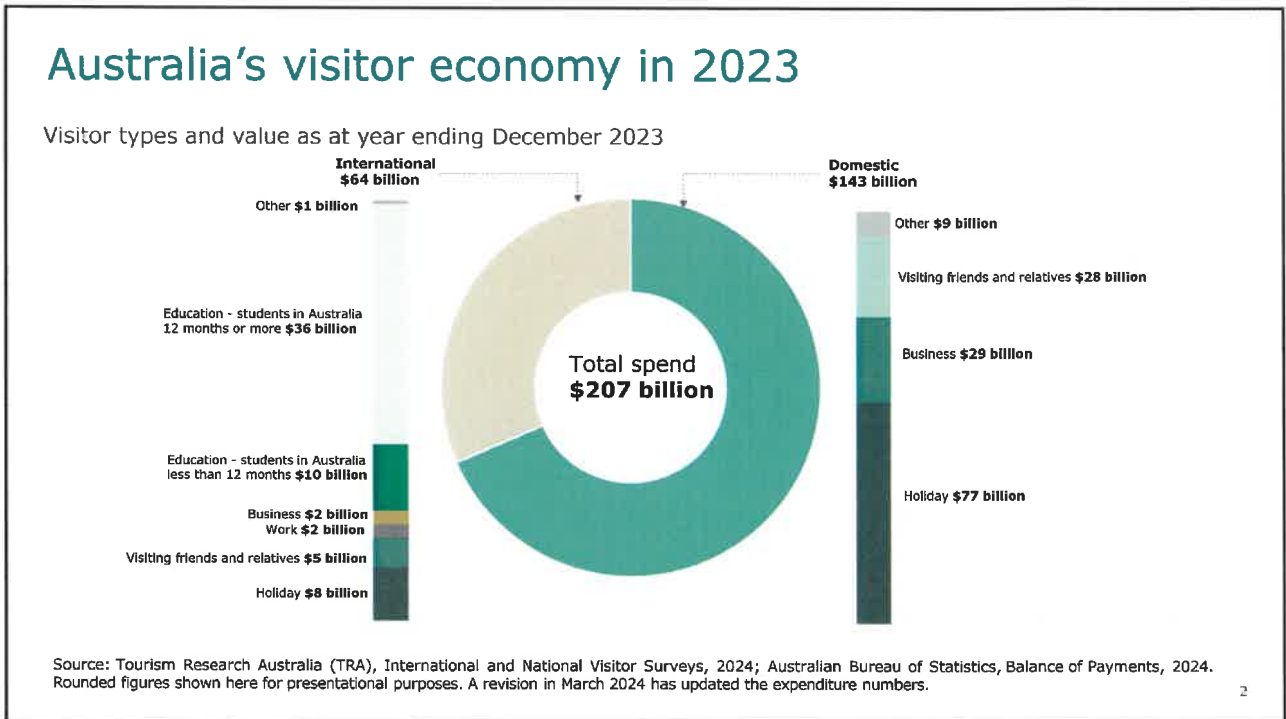
## Travellers who attend theatre, concert or performing arts in Australia

Prepared June 2024 by  
Tourism Research Australia, Austrade



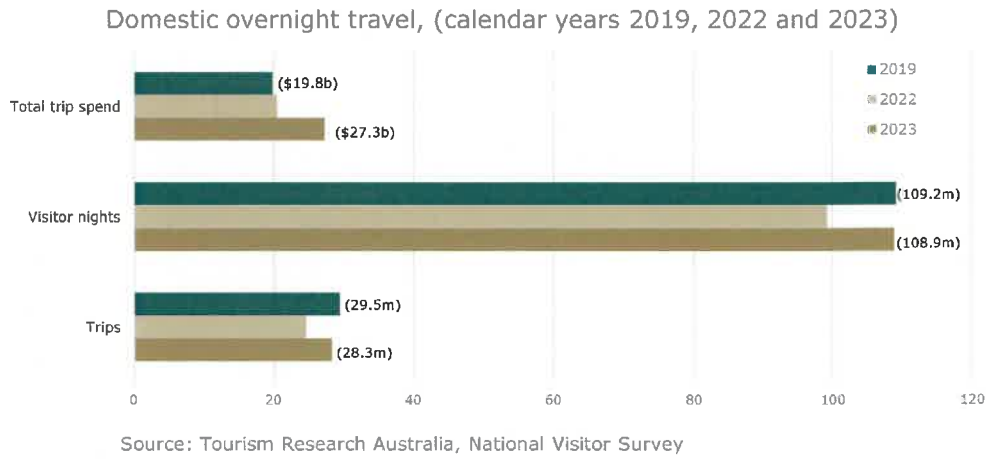
AUSTRALIA

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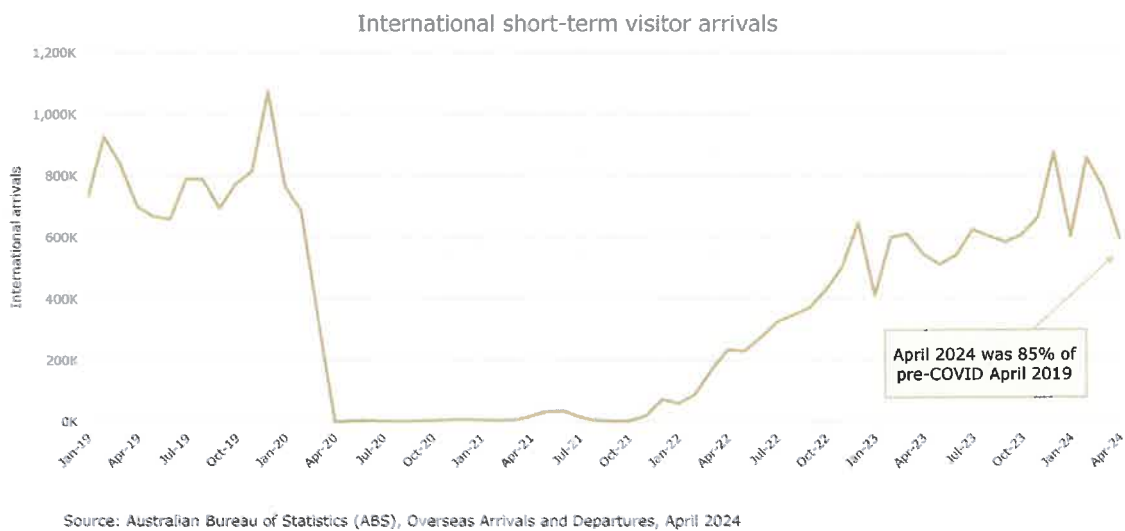
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## Domestic visitor economy has largely recovered...



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## ... and international visitors are returning.



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## Top 30 visitor markets – calendar year to date April 2024

Rank	Country of origin	Calendar YTD April 2024	Change on last year	Change on pre-pandemic	Rank	Country of origin	Calendar YTD April 2024	Change on last year	Change on pre-pandemic
1	New Zealand	431,557	23%	4%	16	Philippines	52,284	17%	8%
2	China	337,203	196%	-41%	17	France	44,340	22%	-10%
3	United States of America	279,151	22%	-8%	18	Thailand	33,910	4%	2%
4	United Kingdom	258,199	6%	-12%	19	Ireland	31,538	19%	28%
5	India	139,960	12%	15%	20	Italy	20,511	17%	-11%
6	South Korea	128,031	64%	24%	21	Netherlands	18,037	3%	-17%
7	Japan	127,492	70%	-21%	22	Nepal	17,197	19%	77%
8	Singapore	99,224	14%	-17%	23	Brazil	17,161	2%	-19%
9	Hong Kong	72,107	39%	-32%	24	New Caledonia	16,399	9%	-16%
10	Canada	69,464	15%	-14%	25	Fiji	16,165	5%	16%
11	Indonesia	66,852	19%	22%	26	Switzerland	16,097	9%	-21%
12	Germany	65,345	16%	-19%	27	Sri Lanka	16,056	26%	11%
13	Malaysia	59,505	23%	-39%	28	Spain	15,121	15%	5%
14	Viet Nam	58,403	25%	54%	29	South Africa	14,099	-6%	-24%
15	Taiwan	55,092	61%	-16%	30	Papua New Guinea	12,984	23%	-11%

Source: Australian Bureau of Statistics: Overseas Arrivals and Departures

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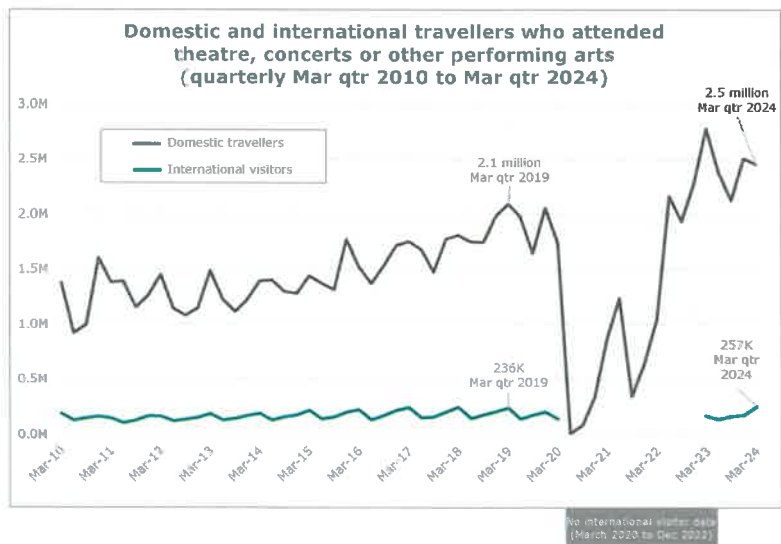
## Domestic and international trends over time

The number of domestic travellers attending theatre, concerts or other performing arts follows a seasonal pattern with peaks generally in summer months and troughs in the winter. Attendance dropped off significantly through the COVID period but began to recover from early 2022.

The number of **domestic travellers** attending theatre, concerts or other performing arts in **March quarter 2024 (2.5 million)** was **17%** higher than the number in March quarter 2019 (pre-COVID).

In 2023, **652,000 international visitors** attended theatre, concerts or other performing arts. This was 87% of the number in 2019 (pre-pandemic) and **10% of all international trips** in 2023.

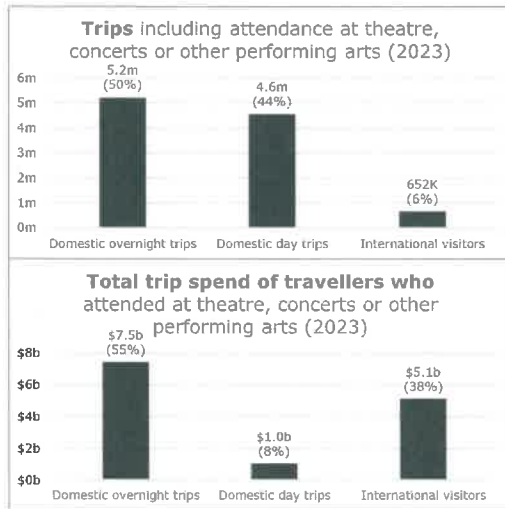
No. of international visitors in **March quarter 2024 (257K)** was **8%** higher than the number in **March quarter 2019**.



Source: Tourism Research Australia, National & International Visitors Surveys

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## The value of the performing arts industry to the visitor economy (calendar year 2023)



1. Attendance at theatre, concerts or other performing arts may not have been the only reason for travel.

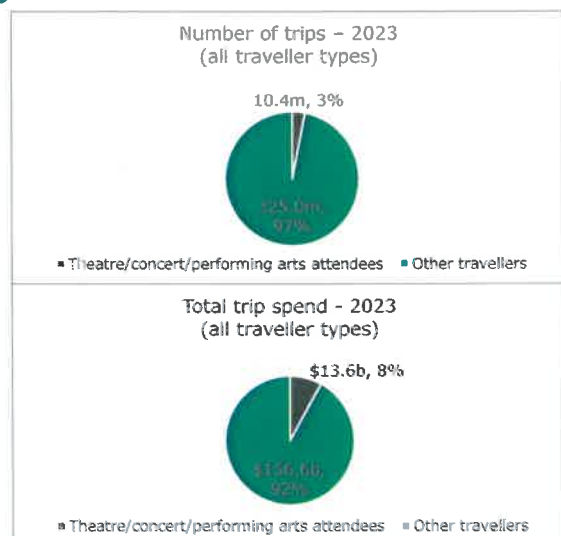
- There were a total of **10.4 million** trips (domestic and international) involving attendance at theatre, concerts or other performing arts in calendar year **2023**.
- **94%** of these trips were by **domestic** travellers (50% overnight and 44% day trip). **6%** were by **international visitors**.
- Total trip expenditure of visitors (domestic and international) attending theatre, concerts or other performing arts in calendar year **2023** was **\$13.6 billion**.
- **62%** of this **trip spend** was by **domestic** travellers (55% for overnight and 8% for day trip). **38%** was by **international visitors**.

Source: Tourism Research Australia, National & International Visitors Surveys

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## International and domestic travellers attending theatre, concerts or other performing arts

- A total of **10.4 million trips** (international and domestic) involved attendance of a theatre, concerts or other performing arts event in calendar year 2023 (**3.1%** of all trips).
- Total trip **expenditure** on these trips was **\$13.6 billion** (**8.0%** of all travel spend).



Source: Tourism Research Australia, National Visitors Survey

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## Proportions of travellers who attended theatre, concerts or other performing arts in 2023

- Overall, 3% of all travellers attended theatre, concerts or other performing arts in 2023.
- However, this proportion varied by type of traveller as follows:
  - 2% of domestic day trips (4.6 million out of 216.2 million)
  - 3% of domestic overnight trips (9.8 million out of 112.6 million)
  - 10% of international visits (0.7 million out of 6.6 million)

Proportions of travellers who attended theatre, concerts or other performing arts in 2023 (by type of traveller)



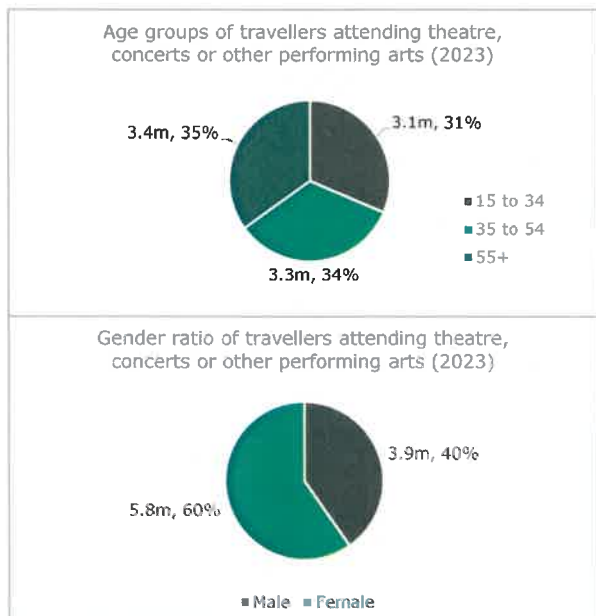
Source: Tourism Research Australia, National Visitors Survey

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## Demographics of travellers attending theatre, concerts or other performing arts (domestic travellers)

- 31% of domestic travellers attending theatre, concerts or other performing arts were between 15 and 34 years
- 34% were between 35 and 54
- 35% were 55 years and over
- 60% were female
- 40% male



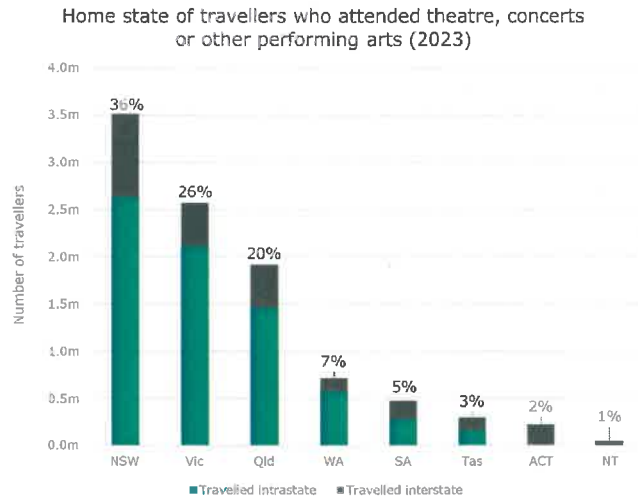
Source: Tourism Research Australia, National Visitors Survey

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## Home state of travellers (domestic)

- NSW (36%), Vic (26%) and Qld (20%) were the three states with the largest number of travellers who attended theatre, concerts or other performing arts in 2023.
- These 3 states accounted for 82% of the total.  
*(n.b. these were the home states of travellers, not necessarily the state of the event's location).*



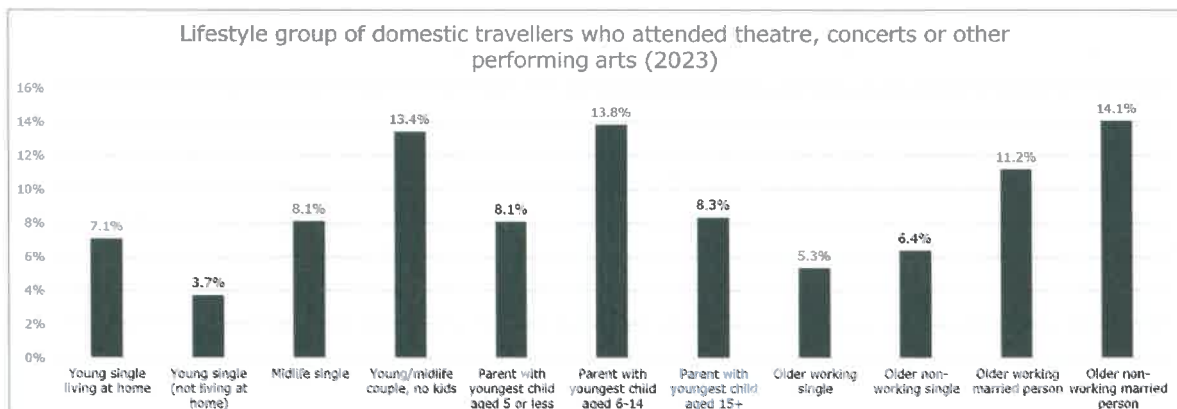
Source: Tourism Research Australia, National Visitors Survey

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## Lifestyle groups of travellers who attended theatre, concerts or other performing arts (2023)

The largest lifestyle group of domestic travellers who attended theatre, concerts or other performing arts in 2023 was older non-working married people (14.1%). This was followed by parents with youngest child aged 6-14 (13.8%) and young/midlife couples with no kids (13.4%).



Source: Tourism Research Australia, National Visitors Survey

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