

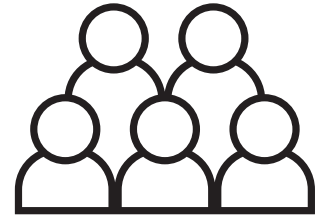


The 2022 Adelaide Festival by numbers

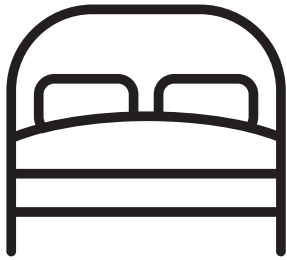


\$51.8 million
gross expenditure
generated for SA

\$26.4 million
net impact on the
Gross State Product



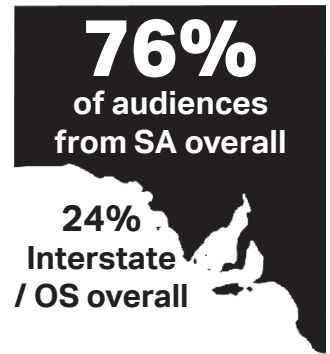
11,728
visitors to the state



103,335
visitor bed nights



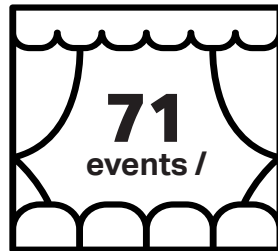
Up to **40%**
of audiences
from interstate
across the opening week.



76%
of audiences
from SA overall
24%
Interstate
/ OS overall



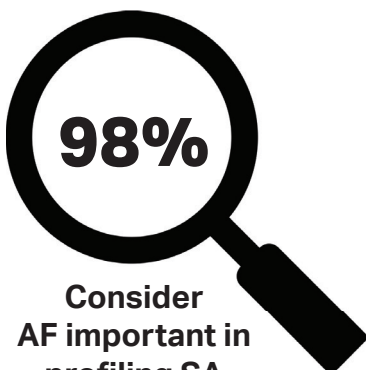
250 jobs
(full time equivalent)



71
events /
823
performances*



863 artists
from **22** countries



98%
Consider
AF important in
profiling SA



97%
Satisfied with their
AF experience

ADELAIDE FESTIVAL AF

*Includes 108 Writers' Week sessions + Kids' Day + YA day and 140 WOMAdelaide performances

Sources:

The Economic Evaluation of the 2022 Adelaide Festival by Barry Burgan on behalf of Economic Research Consultants, commissioned by Adelaide Festival

2022 Adelaide Festival Audience Survey