

Industry Insights

MORE AUSSIES TO SPLURGE
– NOT SCRIMP – ON SPORT AND
MUSIC TICKETS IN 2025



The sustained cost-of-living crisis has impacted Aussies' hip pockets - yet one thing that hasn't changed is our passion for live sports and entertainment.

ABOUT THE STUDY

Live Performance Australia reported that in 2023, the first full year without pandemic restrictions, eventgoers were issued 30.1 million tickets – an increase of 26 per cent from 2019 .

These numbers are likely to continue to trend upwards, given our unstoppable appetite for in-person experiences. This year, music lovers are looking forward to global superstars like Luke Combs, Kylie Minogue, Drake, Green Day, Katy Perry, Metallica - and even a long-awaited Oasis reunion tour.

On the sporting front, our Aussie women cricketers continue to do us proud against the Poms, we've just had another thrilling Australian Open, and other major events such as the Formula 1 Australian Grand Prix, the legendary Ashes cricket series, and the AFL Grand Final are expected to attract throngs of fans. Rugby enthusiasts will be treated to the prestigious British and Irish Lions Tour, while Rugby League fans will flock to the NRL Grand Final and Melbourne will come alive with the high-speed drama of MotoGP.

The theatre and festival scene will also be buzzing, with the highly acclaimed musical 'Hamilton' continuing its Australian run, alongside other blockbuster productions like 'Wicked' and 'Les Misérables'. Festivals such as the Byron Bay Bluesfest, Laneway Festival, and the Sydney Festival will attract arts and music lovers alike.

Other major events to keep an eye out on this year include, but are definitely not limited to, Melbourne's International Comedy Festival, WOMADelaide in the South Australian capital, and Vivid Sydney.

Stage and Screen commissioned a survey of an independent, nationally representative panel of

1000 Australian adults to gauge whether they would splurge or scrimp on entertainment and sport tickets this year – and which types of events they plan to spend more on.

Respondents were asked to think about their favourite live sport or entertainment event from a selected lineup and whether they would spend on a premium experience to make the most of it, or stick to a budget. We also asked if respondents would splurge on a VIP experience in at least one of the following event categories:

- An international music act, e.g. Kylie Minogue
- A major sporting event
- A blockbuster musical or theatre show
- A festival experience

The Stage and Screen survey found that more than a quarter of Australians are willing to pay extra for premium tickets, a quarter plan to purchase discounted deals, and half will opt for mid-range ticket prices.

When asked which event categories they are more likely to splurge on in 2025, the results showed that sporting events lead the way, with one third of respondents planning to spend most on tickets at big sporting events such as the Formula 1, The Ashes and footy grand finals.

However, in a nation often regarded as sports mad, the results revealed just under a third of Aussies are also prepared to spend big on music – specifically, international music acts this year. This is a surprisingly small (four per cent) gap for a country where sport has traditionally reigned supreme, putting international music acts on practically an even footing with live sport. In fact, two thirds of respondents in the survey would splurge on tickets for music acts, stage musicals or music festivals.

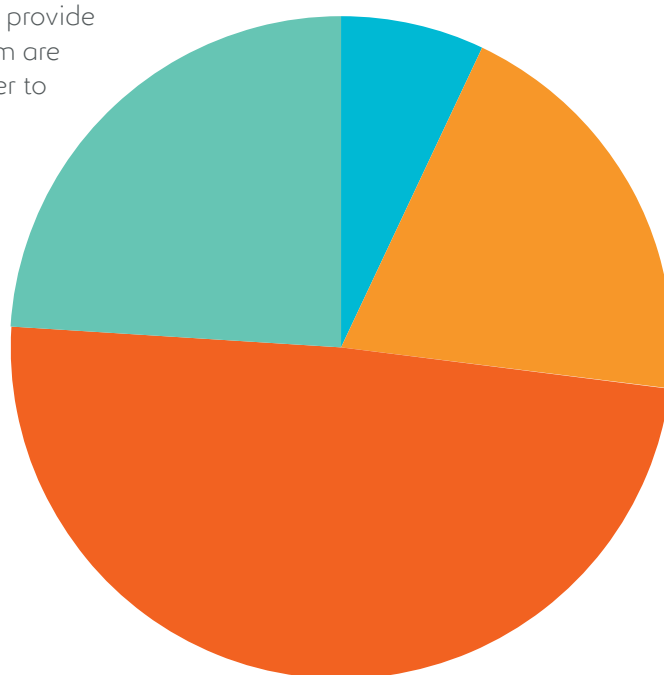
Below, we dive into these results further and break down our findings by age group and across the major states.

WILL AUSSIES SPARE NO EXPENSE TO SEE THEIR FAVOURITE PERFORMER, SPORT OR SHOW IN 2025 - OR OPT FOR BUDGET TICKETS?

A little more than one quarter (28 per cent of respondents) won't compromise on making the most of their live experience. This group is happy to shell out on prime seats and backstage access and exclusive perks. More specifically, Stage and Screen found that seven per cent plan to seek out VIP experiences, rather than discounted tickets, and 20 per cent are willing to pay extra for prime seats. Another quarter (24 per cent) plan to wait until the last minute for discount deals. The rest (49 per cent) is satisfied with mid-range seats to manage costs.

This data suggests event providers shouldn't be afraid to provide VIP options – 'superfans' of any given band, artist or team are here to stay. Given the plurality of respondents who prefer to purchase mid-tier options, event organisers should allocate tickets accordingly.

- **7%** Go all-out VIP: backstage access, premium seating and exclusive perks
- **20%** Pay extra for prime seats – no frills, just a top-tier view
- **49%** Stick to mid-range tickets for a good balance of experience and cost
- **24%** Wait it out for discounted last-minute deals



DEMOGRAPHIC FINDINGS

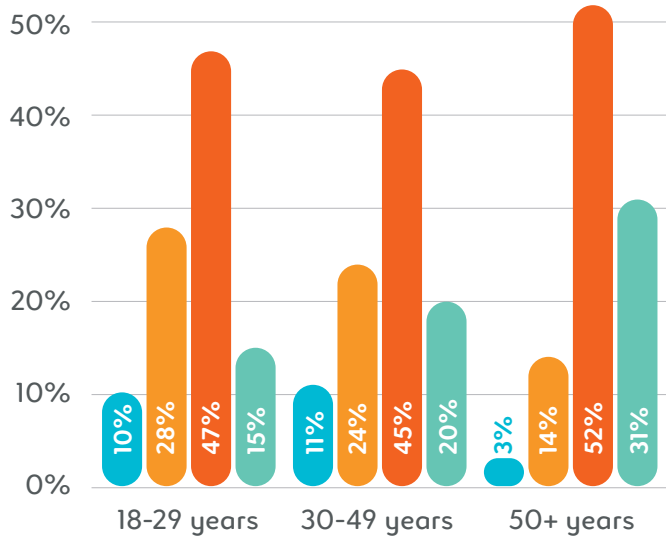
Stage and Screen found that the older the age group, the more likely respondents said they will buy wait out for discounted, last-minute ticket deals this year – 31 per cent of over-50s compared with half that (15 per cent) of under-30s adults.

Young eventgoers are slightly more likely than those aged 30-49 years to splurge on VIP perks and premium seating – 39 per cent compared with 35 per cent, respectively. This compares with just 17 per cent of over-50s who said the same.

Comparing the major states, Stage and Screen found that Victorian respondents are more likely to go for last-minute discounts this year (at 28 per cent). West Australian respondents are more likely to go for deluxe entertainment options (at 31 per cent), with Queenslanders a close second (at 28 per cent) ahead of the Brisbane Olympics in 2032.

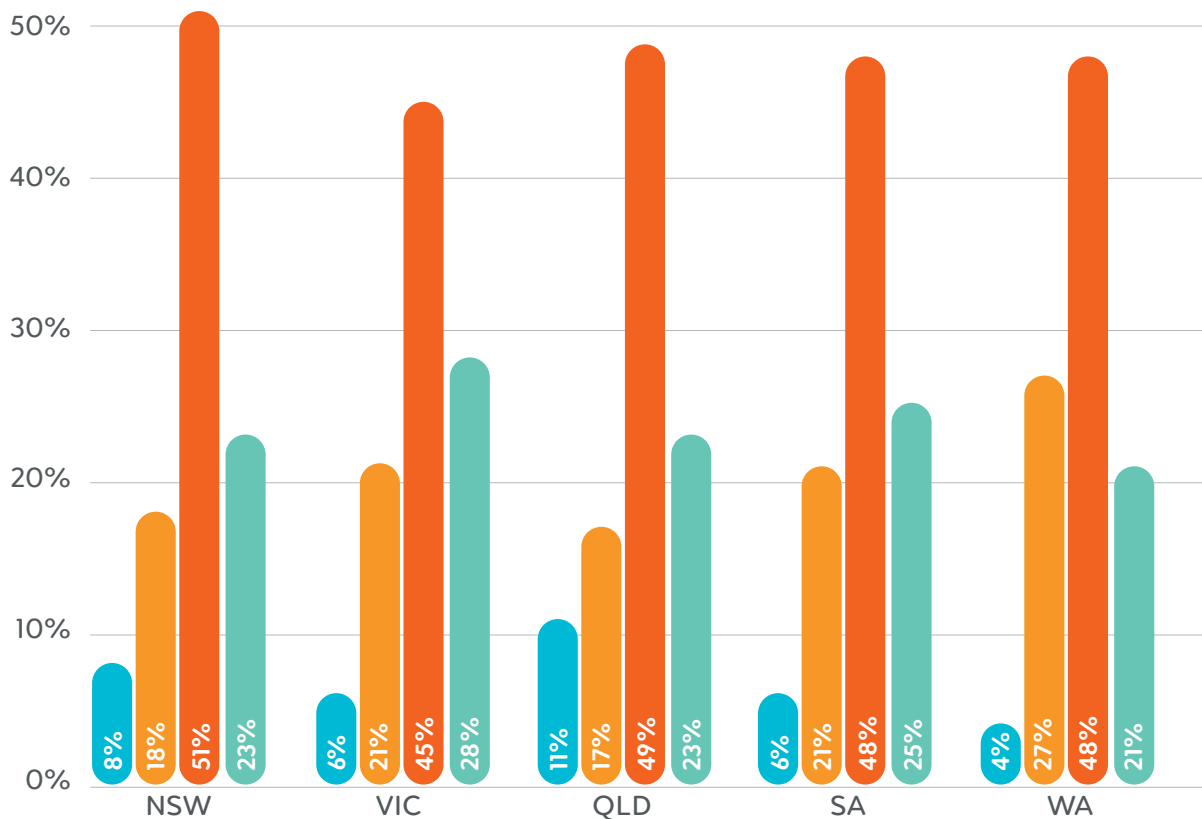
Victorian respondents tied with South Australians in third place (27 per cent) in expressing their interest in VIP experiences and top-tier seating.

RESULTS BY AGE



- Go all-out VIP: backstage access, premium seating and exclusive perks
- Pay extra for prime seats - no frills, just a top-tier view
- Stick to mid-range tickets for a good balance of experience and cost
- Wait it out for discounted last-minute deals

RESULTS BY STATE



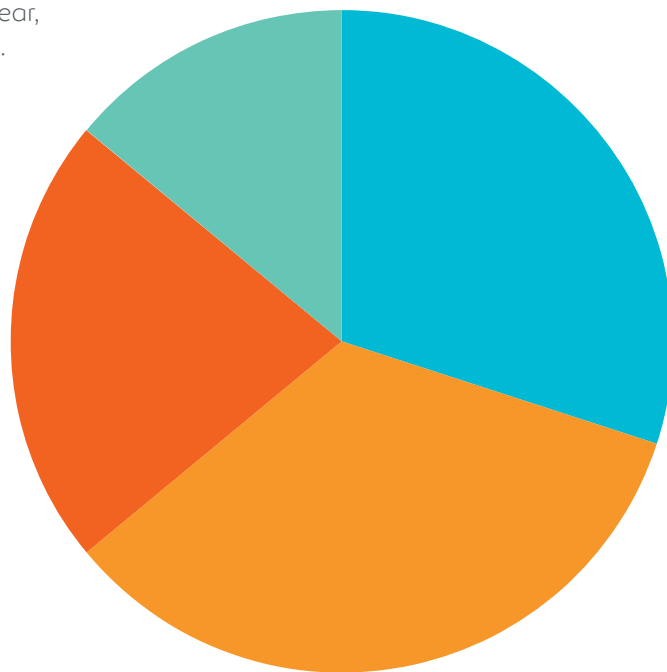
WHICH EVENT CATEGORIES ARE AUSSIES MORE LIKELY TO SPLURGE ON IN 2025?

Sports continues to be the predominant form of live entertainment for Aussies, according to our findings – 34 per cent of respondents said they would be more likely to splurge on events like the Formula 1 Grand Prix or The Ashes.

This compares with 30 per cent of respondents who would be happy to go all out for an international music act like Kylie Minogue.

Clearly, there are challenges for festival organisers this year, with demand continuing to dwindle based on our results. Last year marked a tough year and it's not clear if things will get easier soon.

- **30%** An international music act
- **34%** A major sporting event
- **22%** A blockbuster musical or theatre show
- **14%** A festival experience



DEMOGRAPHIC FINDINGS

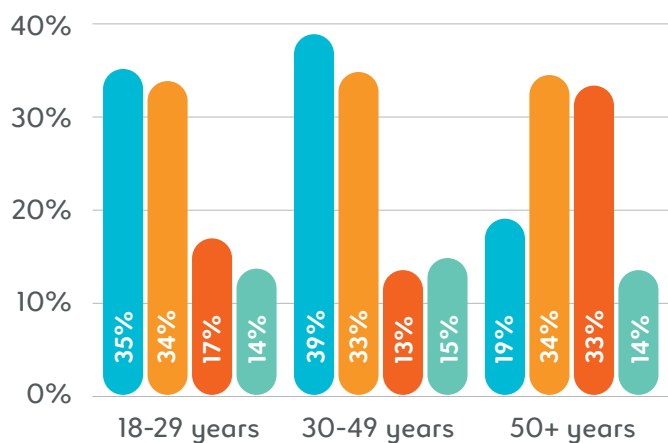
Support for festivals has all but flatlined, even when taking different age groups into account. Long summer days at the Big Day Out and similar events aren't a rite of passage among today's generation of young people, perhaps a reflection of the pandemic.

Concerts by international music acts gained the most support among respondents aged between 30 to 49 years (at 39 per cent). Over-50s respondents expressed the least interest in splurging at this type of event (at 19 per cent), suggesting that music tour promoters shouldn't market VIP experiences to this age bracket.

However, 33 per cent of those enjoying of over-50s said they would be happy to shell out for VIP experiences at musical and theatre shows – almost double the proportion of under-30s respondents (17 per cent) and more than double the proportion of 30-49-year-olds (13 per cent). This indicates promoters of major productions such as 'Hamilton' should target VIP perks for those nearing retirement.

Across the major states, Victoria continues to consolidate its reputation as Australia's sporting capital – more respondents in the garden state (38 per cent) said they would be likely to splurge on a sporting event than any other event types. Another takeaway from our survey is that states away from the east coast are more likely to splurge on international music acts. This should give food for thought for Oasis' tour organisers, which has scheduled shows in Melbourne and Sydney only.

RESULTS BY AGE



- An international music act
- A major sporting event
- A blockbuster musical or theatre show
- A festival experience

RESULTS BY STATE

