

**ADELAIDE  
FESTIVAL** **AF**  
28 Feb – 16 Mar 2025

Australia's  
International  
Festival

# 2025 Impact Report







# Adelaide Festival 2025

The 2025 Adelaide Festival truly fulfilled its promise of being Australia's premier international festival. This year's 40th edition showcased an extraordinary program, featuring breathtaking performances across all genres and a global lineup of world-class artists and creators.

We saw the phenomenal contemporary opera *Innocence* directly before it transferred to the Metropolitan Opera in New York, we hosted the world's most celebrated dance company in Pina Bausch's Tanztheater Wuppertal alongside Spain's wildest exponent of flamenco, Rocío Molina. We saw musicians celebrated for being the absolute best in their fields, alongside virtuosic theatrical performances where we witnessed Australia's best artists in every genre. Together they celebrated the transformative power of art in its many forms leaving audiences inspired.

No other Australian arts festival has the capacity to present a program of works including epic international dance, opera, theatre and music. Year on year, Adelaide Festival enables Australian audiences to see the absolute pinnacle of artistic achievement from around the world and the social and economic impacts are far-reaching and are explored in this report.

Thank you for joining us at Adelaide Festival 2025.

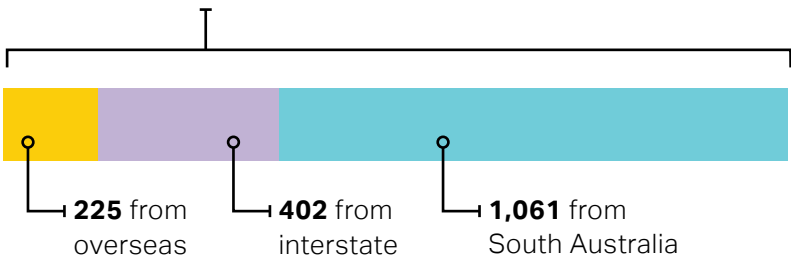
**Adelaide Festival acknowledges and thanks the people and the lands of the Kurna Nation of the Adelaide Plains and the Peramangk Nation of the Adelaide Hills. We recognise their ongoing connection to place and land as the oldest continuous culture. We acknowledge these traditional lands have been a place of movement, music, and storytelling for over 60,000 years and take pride in honouring those traditions. The Festival is committed to programming events that reflect First Nations traditions and cultures and their contemporary expression.**

*Caída del Cielo (Fallen from Heaven)*  
Image: Andrew Beveridge

# AF25 Overview

## Our 2025 Artists

A total of **1,688 artists** took part in the 2025 Adelaide Festival.



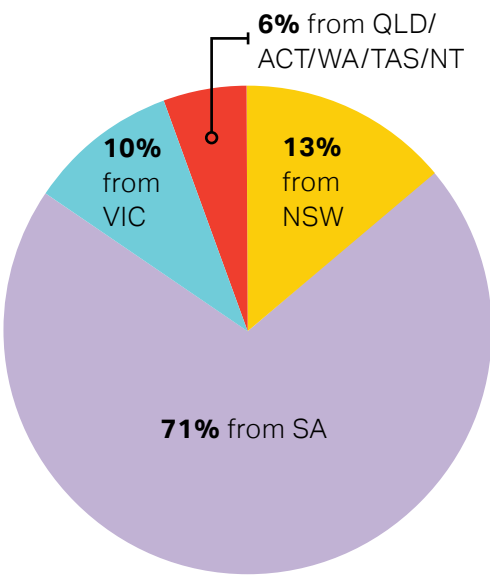
**65 events** were presented by companies travelling from over **13 different countries**, with works including **11 World Premieres**, **9 Australian Premieres** and **15 events exclusive** to Adelaide Festival.

The 2025 Festival showcased over **400 performances** (including 166 Writers' Week sessions), utilising **24** different **South Australian venues** and performance spaces.

## Interstate visitation to Adelaide Festival

Adelaide Festival continues to be a significant contributor to South Australia's visitor economy, with arts-lovers flocking to the state through February and March to see international work appearing exclusively in Adelaide. The opening weekend of AF25 featured multiple Festival exclusives, including Stephen Rea starring in the critically acclaimed presentation of Samuel Beckett's *Krapp's Last Tape* by Landmark Productions, and the Australian premiere of the festival's stunning operatic centrepiece, Kaija Saariaho's *Innocence*, directed by Simon Stone.

Across the 2025 program, the Festival attracted 29% of all ticket sales from interstate. Shows presented as Adelaide exclusives attracted a significant 35% visitation on average.



Café Müller  
Image: Roy VanDerVegt

## Marquee Programming Impact

Adelaide Festival invests heavily in artistically excellent marquee events to be presented exclusively in Adelaide. It is also the only organisation in Australia in recent years to invest in presenting a large-scale international opera. In 2025, **Adelaide Festival raised in excess of \$1.7m** from box office and philanthropy to stage the centrepiece operatic work *Innocence*. These marquee events are not only a significant driver of interstate audiences, but also of investment in the state with nearly **35% of philanthropy for marquee events raised from out-of-state**.

In addition to the economic impact of the audience who travel here to see it, this investment supports the considerable money spent by the festival in South Australia; on wages, contractors, suppliers, venues and hospitality establishments.

# Adelaide Festival 2025 by Numbers

**365,402 total attendances** (including WOMADelaide)

**97,834 tickets sold**

**29% of ticket sales to interstate or overseas audiences**

**\$62.6 million gross expenditure generated for South Australia**

**\$47.1 million net impact on the Gross State Product**

**\$43 million of new expenditure generated for South Australia**

**\$3 million invested by donors and sponsors**

**27,471 visitors to the state at ticketed events**

**121,485 total visitor nights**

**\$4,162 average spend per visitor in South Australia**

**338 jobs created (full-time equivalent)**



Innocence

Image: Andrew Beveridge





MASS MOVEMENT

Image: Andrew Beveridge

# Sustainability

The Festival is committed to reducing our environmental impact across all areas of our work. Key achievements in 2025 included:

- Maintaining our Carbon Neutral commitment and accreditation – we were the first accredited Carbon Neutral Arts Festival in Australia.
- Encouraging a vegetarian policy across corporate hospitality, events and functions.
- Championing reusables across all operations and venues.
- Providing an opt-in for artist packs and merchandise to all Adelaide Festival artists.
- Hosting a workshop with our venues on waste minimisation and energy efficiency.
- Continuing to reduce printing and paper use.
- Sourcing low emissions vehicles for the AF25 ground fleet.



Adelaide Writers' Week

Image: Julia McNab

# Audience Impact

- **84%** of SA residents agreed that the hosting of the Festival was important for them living and working here.
- **84%** agreed that the Festival was a core avenue by which they gained their desired cultural experiences.
- **95%** of visitors were very likely to recommend visiting SA to friends and family to attend.
- **93%** of visitors were satisfied with their festival experience, and 97% were satisfied with their visit to SA.
- **92%** of visitors said they were very likely to attend the Festival again next year. Of first-time attendees, **93%** were likely to attend again next year.

Importantly, the hosting of the 2025 Adelaide Festival is conservatively estimated as creating **\$10.4 million of "well-being" value for South Australian residents**. This is driven by the value in the cultural opportunities provided, by the cultural contribution and by the public sense of ownership of the event.





**Big Name, No Blankets**  
Image: Morgan Sette



**Caré Müller**  
Image: Roy VanDerVegt



**Dialogues in Sound**  
Image: Andrew Beveridge



**Trent Dalton's Love Stories**  
Image: Andrew Beveridge



**Adelaide Writers' Week**  
Image: Julia McNab

## Young Audiences and Education

We believe that thought-provoking and inspiring performances and arts experiences can be incredibly powerful for young people.

- **6,573 students** from **72 schools** attended AF25 events and performances through our schools' program
- **993 students** accessed equity prices tickets (\$5, \$12.50, \$15)
- **240 students** benefitted from free transport to the Festival thanks to our Festival Connect program

Teacher resources were provided to assist educators in deepening the experience of students attending Festival performances.

Adelaide Writers' Week hosted Schools Day at the Pioneer Women's Memorial Garden. A program each for Primary and Secondary Schools.

## Adelaide Writers' Week

The 40th Adelaide Writers' Week attracted a record-breaking **160,000 attendances** from across South Australia and interstate to the Pioneer Women's Memorial Garden, The Drill Hall and Adelaide Town Hall.

The 2025 program was the third under Director Louise Adler AM. Across six days, **over 220 Australian and international authors** convened for 166 sessions, spanning both live and virtual formats, and with programming for schools, families and young adults. The event was live streamed into **70 libraries**, schools, retirement villages and community centres.

The annual Writers' Week podcasts prove to be popular, tallying **over 160K streams and downloads**.

## Outreach via Open House

Adelaide Festival's Open House program offers heavily discounted ticketing through our Tix For Next To Nix and Pay What You Can initiatives, which provide tickets for people with a current Health Care Card or Pension Card. These initiatives were generously supported for the seventh time by The Balnaves Foundation.

In 2025, almost **2,000 people** had access to Adelaide Festival shows through Tix For Next To Nix and Pay What You Can.

## Accessibility Initiatives

At Adelaide Festival, we believe everyone has the right to access quality arts and entertainment.

Our 2025 program included:

- 28 Auslan interpreted performances / Adelaide Writers' Week sessions
- 4 Audio described performances
- 1 relaxed performance

We offered accessible versions of our program and continued use of an accessibility widget on our website.

We shared venue information like public transport routes, accessible drop off and parking locations and whether sensory tools were available.

We also provided social stories to help our audiences understand what to expect when they attend an Adelaide Festival event or venue.

Adelaide Festival is currently in the process of building our Disability Access and Inclusion Plan, which will further enhance our efforts to ensure our programs and experiences are accessible and inclusive to all members of the community.

## Regional Impact

While many AF events take place in greater metropolitan Adelaide, Adelaide Festival interacts with the regions and offers ways for visitors and artists from regional South Australia to get involved.

In 2025 a collaborative adaption of H.G Wells' *War of the Worlds* by Arena Theatre Company, D'faces of Youth Arts and Riverland Youth Theatre was presented across Barmera, Whyalla and Bendigo. We welcomed thousands of ticketholders from regional areas to this year's Festival thanks to 10% of our advertising campaign spend targeted directly to regional audiences and businesses. Adelaide Writers' Week sessions were streamed into regional libraries and schools.



# Our Marketing Reach

## Campaign

A comprehensive five-month national marketing campaign valued at over **\$2m** was delivered across print, press, screen, radio, online and outdoor. A key component of this campaign was the printed program with **55,000** Adelaide Festival program guides distributed across Adelaide, Sydney and Melbourne, and **30,000** Adelaide Writers' Week program guides distributed across South Australia.

## Media Coverage

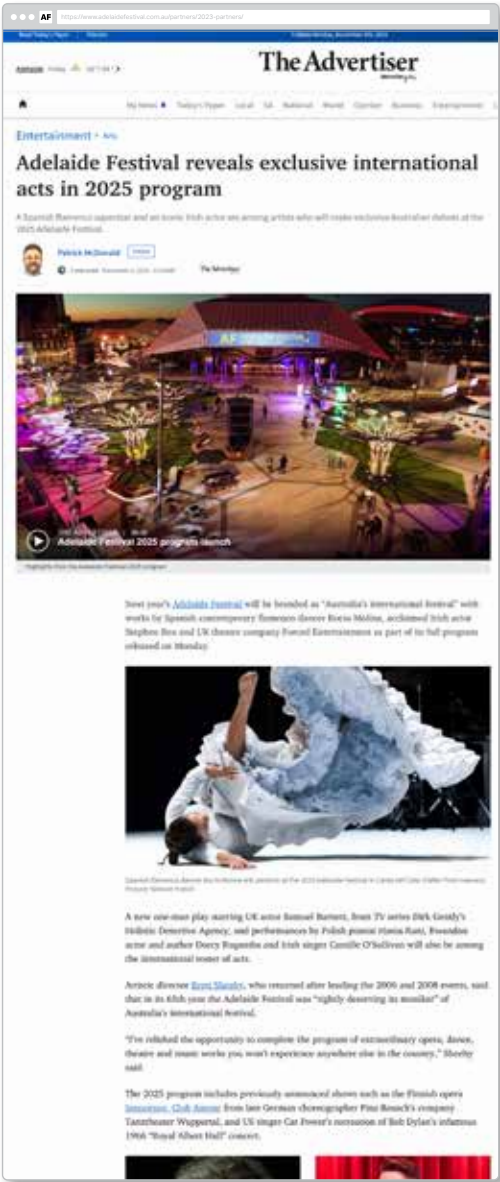
For the period 1 Jul 2024 – 31 March 2025, there were **6,805 direct mentions** of Adelaide Festival on TV, print, radio, magazines and online. The cumulative audience reach was **185,728,410** with an advertising value equivalency of **\$14.5M** (Source: Insights Plus Stream Report for Government of South Australia and Adelaide Festival).

Features about AF25 were published in major national publications including *The Australian*, *Limelight*, *The Financial Review*, *The Saturday Paper*, *The Age*, *The Guardian*, and internationally in *The Stage UK*, *Fest Mag*, *The List* and *Variety*.

## Digital

The Adelaide Festival website had **1.1 million page views** during the campaign period (June 2024 – March 2025) from over **360K** users.

Adelaide Festival and Adelaide Writers' Week social media channels generate a combined reach of **2.1 million** across the campaign period. 26 e-newsletters were sent to over **70K subscribers** of Adelaide Festival Insiders and Adelaide Writers' Week.







**ADELAIDE FESTIVAL**



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**[adelaidefestival.com.au](https://adelaidefestival.com.au)**