

2006 Statistics

THE MELBOURNE INTERNATIONAL COMEDY FESTIVAL BREAKS ALL RECORDS IN 2006

Attendances

- **415,845** attended (up **16%**)
- **342,204** paid attendance (up **28%**)
- **19%** new attendees

Box Office

- **\$7.6 million** total box office revenue (up **38%**)
- **256%** increase in advance sales¹

Artists and Performers

- **2,681** artists
- **230** different shows
- **3,238** individual performances (up **14%**)

TV Audience

- **1.7 million** watched The Gala on Network Ten
- **1.1 million** watched the Great Debate on Network Ten
- **0.3 million** watched the Raw Comedy National Final on the ABC

Media Exposure

- **\$10,357,110** editorial media value (up **84%**)

Website Activity

- **259,634** unique visitors to Comedy Festival website (up **46%**)
- **31,755** Raw Comedy mp3 downloads (through Triple J website)

Audience Activity

- **15%** tourist visitation (up **2%**)
- **39%** increase in expenditure on drinking and dining
- **42%** increase in expenditure on accommodation by visitors

National Reach

- **41** Australian and Overseas Guest comedians performed **97** shows in **66** regional centres and capital cities across Australia (including Darwin, Port Headland, Roxby Downs, Mt Isa, Cairns, Newcastle, Hobart and Horsham), and in Singapore as part of the Festival's annual Roadshow, to an audience of **73,032**

¹ Based on sales for Melbourne International Comedy Festival venue events prior to 12/04/06
Source: Melbourne International Comedy Festival market research project, 2006.
Conducted by Taylor Nelson Sofres.