

28 JUNE – 30 JULY 2023

illuminate adelaide

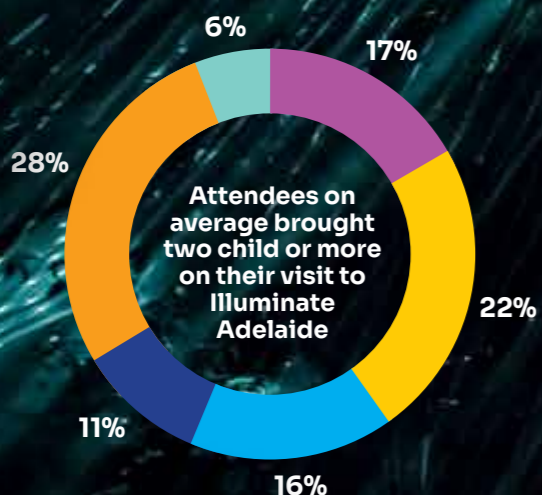
2023 RESULTS

“South Australia’s capital is no longer just a ‘city of churches’. Illuminate Adelaide reflects its transformation into a modern, groundbreaking destination.”

Michael Bailey
Australian Financial Review

AUDIENCES

- 18-24 yrs
- 25-34 yrs
- 35-44 yrs
- 45-54 yrs
- 55-64 yrs
- 65+ yrs



ENGAGEMENT

- 16 million+ brand impressions across social channels
- 3 million+ web page views
- 80,000 eNews subscribers
- 70,000 Facebook and Instagram followers

MEDIA VALUE

- \$1.9 Million+ advertising campaign with key mastheads across print, digital, TV, radio and outdoor
- 70 Million+ estimated audience reach

EDITORIAL COVERAGE

- 2,000 pieces of editorial coverage across print, digital, TV and radio both locally and nationally
- 30 Million+ editorial value (AVE)

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Cover image: Resonate by Moment Factory, Illuminate Adelaide 2023; photo: Tyr Liang & Xplorer Studio



A CELEBRATION OF ART, LIGHT, MUSIC AND TECHNOLOGY

2023 Results

Each year throughout July, **Illuminate Adelaide** celebrates the best and boldest in art, light, music and technology from around Australia and the world by setting them loose across the city and the state.

South Australia's newest major winter event, Illuminate Adelaide turns Adelaide's streetscapes and iconic locations into a beacon. An invitation. A city-wide spectacle daring you to shake off the winter blues and rekindle a sense of wonder.

Welcoming people from all walks of life to experience a program of free and ticketed events by local, national and international artists, Illuminate Adelaide is about staying up, heading out, and coming together. It's about looking forward, breaking ground, and making memories. It's about turning those long winter nights into an opportunity: to wake imaginations and let curiosity run wild.



\$43.7 million benefits to the state

\$24.9 million in economic impact/new income and \$18.8 million in well-being outcomes for South Australians



15,079 interstate and overseas ticketed visitors

contributing to 65,994 attendances



\$54.3 million economic activity

generated for the South Australian economy



68 new commissions presented

from 304 local and international artists



1.3 million attendances

across free and ticketed events



4,176 employment opportunities generated

equivalent to 348 full-time jobs



201,675 tickets sold



91% attendees visited the Adelaide CBD

specifically to attend Illuminate Adelaide



33,727 visitor nights generated



93% of visitors would recommend Illuminate Adelaide to friends and family

86% of audiences agree that Illuminate Adelaide significantly improves the image of the region

83% of visitors would visit SA again because of their experience at Illuminate Adelaide