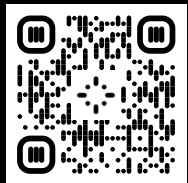


01 – 31 JULY 2022



# illuminate adelaide

## 2022 RESULTS



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Cover image: City Lights, I LOVE ADELAIDE, Jacques Rivál,  
Illuminate Adelaide 2022; photo: Tyr Liang & Xplorer Studio.

## A CELEBRATION OF ART, LIGHT, MUSIC AND TECHNOLOGY





“Sleepy Adelaide  
winters are a thing  
of the past.”

**Oliver Brown**

Co-Founder and CEO of The  
Big Easy Group and Adelaide  
Economic Development Agency  
Board Member

**Illuminate Adelaide** is Australia’s latest major winter event.

Now in its second year, Illuminate Adelaide shines a light on South Australia throughout July with a celebration of art, light, music and technology, including a program of free and ticketed events for all ages.


After a COVID-interrupted inaugural event in 2021, Illuminate Adelaide returned bigger, brighter and bolder in 2022 – embraced by local, national and international audiences and enjoying sold-out events and extended seasons to keep up with audience demand.

Welcoming people from all backgrounds and cultures, Illuminate Adelaide not only captured the imagination of attendees, but saw total spend in the city reach the strongest July on record, with spending levels between 6pm – 6am higher in July than during Adelaide's summer festival season of the same year.\*

\*Stats provided by Adelaide Economic Development Agency

Image: Light Cycles by Moment Factory,  
Illuminate Adelaide 2022; photo: Tyr Liang  
& Xplorer Studio.



A photograph of two people, a woman and a man, standing in front of a wall of vertical light tubes. The woman is on the left, wearing a dark coat and a black turtleneck. The man is on the right, wearing a dark coat, a black turtleneck, a black beret, and glasses. The wall behind them is composed of many vertical light tubes of varying lengths, creating a rhythmic pattern of light and shadow. The overall lighting is dark, with the light tubes providing the primary illumination.

More than **1.2 million** attendances enjoyed the **2022 Illuminate Adelaide** program of over **400** local, interstate, and international artists.

“South Australia has a reputation for putting on world-class arts and cultural events, and this year’s Illuminate Adelaide has further cemented our state’s standing. The number of visitors who descended on the city for Illuminate Adelaide has been incredible, helping reinvigorate the CBD and provide an economic boost to hotels, restaurants, cafes and bars across the city.”

**Susan Close MP**  
Deputy Premier

“We are overwhelmed and delighted to have shared this event with so many locals and interstate guests. After a dazzling response to our inaugural program in 2021, we were thrilled to present an expanded program of experiences, installations, and performances in 2022, showcasing the very best examples of the convergence of art and technology our city and the world has to offer right now.”

**Rachael Azzopardi and Lee Cumberlidge**  
Co-Founders and Creative Directors,  
Illuminate Adelaide

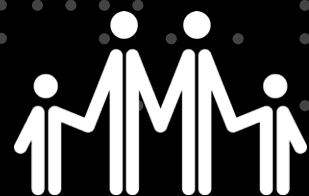


# 2022 Results



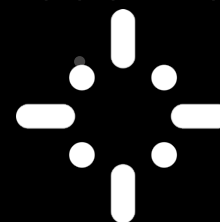
**\$44.8 million  
economic activity**

generated for the  
South Australian economy



**1.2 million  
attendances**

including free and  
ticketed events



**407  
artists  
presented**

with 44 new commissions  
from local and overseas  
technology and creative  
industries



**50,353  
attendances  
to regional  
events**

staged in Renmark,  
Mount Gambier and  
Victor Harbor



**9,863  
interstate  
and overseas  
ticketed visitors**

contributing to  
36,460 attendances



**264,436  
tickets  
sold**



**19,594 visitor  
nights generated**



**40% overall  
increase**

attendance numbers  
and estimated spend  
were approximately  
40% higher in 2022  
compared to 2021



**91%** of attendees visited the  
Adelaide CBD specifically to  
attend Illuminate Adelaide

**97%** of visitors said they  
would be likely to visit  
Adelaide again because  
of Illuminate Adelaide

**93%** would recommend  
to visit Adelaide because  
of Illuminate Adelaide



**4,600** employment opportunities  
generated across tourism, hospitality  
and associated industries, equivalent  
to 386 full-time jobs supported

**1875** direct Illuminate Adelaide  
employment opportunities supported

**200** new full-time jobs created  
directly and indirectly throughout the  
South Australian economy



**\$41.3 million  
benefits to  
the state**

\$22.7 million in economic  
impact/new income and  
\$18.6 million in well-being  
outcomes for South Australians

Outcomes are derived in consultation with external  
research consultant Prof. Barry Burgan, Bond University.



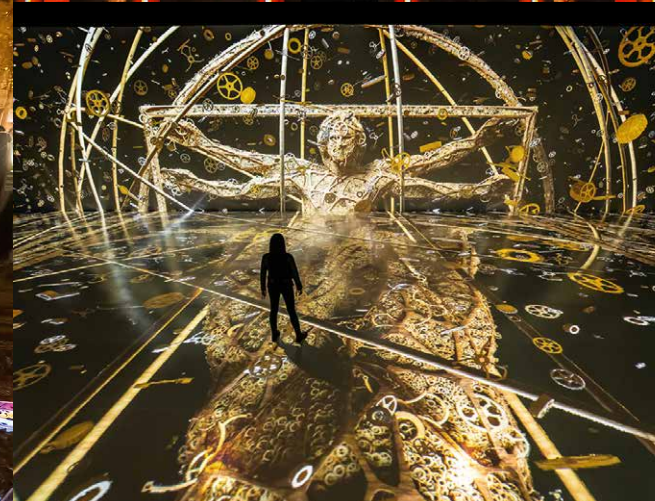


“Total spend in the city reached new heights in July, with latest Adelaide Economic Development Agency (AEDA) figures showing the CBD and North Adelaide recorded their strongest month-to-date since December 2021 (estimated \$365 million).

It was also the strongest July on record. The night-time economy contributed to a third of overall spend, with spending levels between 6pm – 6am higher in July than in ‘Mad March’ this year.”

**Adelaide Economic Development Agency**  
Quote taken from AEDA article *July Marks Record Spending in the City* (published August 2022)





# Program Highlights

- **Official Launch** unveiling the full 2022 program. Thursday 21 April
- Return of FREE outdoor program **City Lights** across East, North and West precincts of the CBD each night across two weeks and three weekends attracting more than 714,000 attendances. Large crowds embraced the cold and were delighted by over 40 installations, events and projections through the city streets, buildings and laneways. Friday 15 July – Sunday 31 July
- From celebrated Montreal studio Moment Factory, the runaway hit of Illuminate Adelaide 2022 **Light Cycles** returned to Adelaide Botanic Garden, with season extended into August to accommodate audience demand. Thursday 07 July – Sunday 14 August
- Inside a purpose-built Illuminate Pavilion in the middle of Rundle Road, Istanbul-based visionaries and **Luminary Artists In Residence**, **Ouchhh Studio** took audiences on an immersive journey from the Renaissance masterpieces to the mysteries of the universe with **Wisdom of AI Light**. Wednesday 13 July – Sunday 14 August

Image (above): City Lights, The Pool, Jen Lewin, Illuminate Adelaide 2022; photo: Tyr Liang & Xplorer Studio.

Image (opp page, top to bottom):

City Lights, Going Out Bush, Vincent Namatjira, Illuminate Adelaide 2022; photo: Tyr Liang and Xplorer Studio.

Ouchhh Studio Wisdom of AI Light, Illuminate Adelaide 2022; photo: Tyr Liang & Xplorer Studio.

City Lights, Halo, Illumaphonium, Illuminate Adelaide 2022; photo: Tyr Liang & Xplorer Studio.





Image (above): Ouchhhh Studio Wisdom of AI Light ,  
Illuminate Adelaide 2022; photo: Tyr Liang & Xplorer Studio.

Image (opp page, top to bottom):  
Base Camp, Illuminate Adelaide 2022; photo: Frankie The Creative.  
Light Creatures, Illuminate Adelaide 2022; photo: Frankie The Creative.  
KLASSIK underground, Illuminate Adelaide 2022; photo: Jack Fenby.



# Program Highlights

- Returning to Adelaide for the first time in over a decade, **Gorillaz** performed to a sold-out Adelaide Entertainment Centre in a major music concert event.  
Thursday 28 July
- The inaugural construction of Adelaide's latest pop-up attraction, **Base Camp** was co-presented with Gluttony and featured food stalls, bars, installations and even an ice skating rink.  
Friday 01 July – Sunday 31 July
- Remounting of **Light Creatures** to illuminate the wild at Adelaide Zoo after dark with lanterns, projections and roving puppetry.  
Thursday 07 July – Saturday 06 August
- The international celebration of cutting edge experimental and electronic music returned to its spiritual home in the southern hemisphere with **Unsound Adelaide**.  
Friday 22 July – Saturday 23 July
- Dom Polski Centre was transformed into **KLASSIK underground**: an up-close and immersive concert series combining classical music with live visuals from leading Australian artists.  
Friday 15 July – Sunday 17 July
- Presenting of regional satellite events in Renmark (**In Depth**), Mount Gambier (**Digital Garden**) and Victor Harbor (**Harbor Lights**).



**Illuminate Adelaide's** marketing and communications strategy continued its focus from 2021 to cement Illuminate Adelaide as a major feature of South Australian's event calendar in the eyes of audiences, whilst continuing to build a national profile for Australia's newest winter attraction.



Image: City Lights, Impulse, Lateral Office and CS Design, Illuminate Adelaide 2022; photo: Tyr Liang & Xplorer Studio.

**"Illuminate Adelaide celebrates our commitment to the tourism, arts and technology sectors and enables South Australia to be viewed on the world stage as an innovator and leader in these fields. We are one of the world's great creative cities and this event generates job opportunities for thousands of South Australians across the arts, technology, hospitality and tourism sectors."**

**Zoe Bettison MP**  
Minister for Tourism

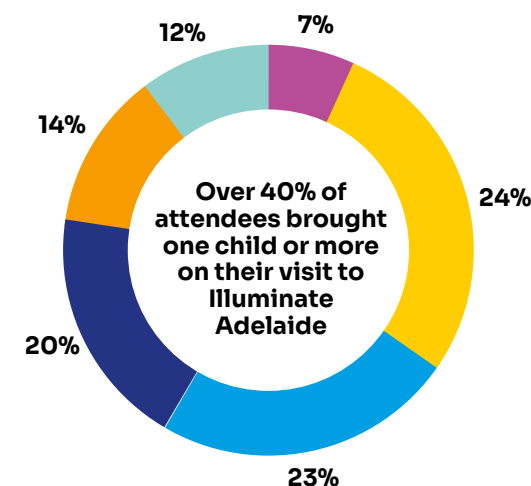
## Marketing Reach

Continuing data acquisition and audience engagement aims through a dedicated advertising mix, the 2022 marketing campaign worked with a range of media outlets to re-engage returning patrons and seek out new audiences.

Leveraging on the excitement generated in the event from 2021 as well as the generous support from our national media partners, the campaign resulted in an overwhelmingly positive response in terms of coverage and market visibility throughout the on sale period.

### AUDIENCES

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



### ENGAGEMENT

- **23.4 million+** brand impressions across social channels
- **4 million+** web page views
- **42,000+** new email sign-ups (**71,000+** subscribers in total)
- **59,000+** Facebook and Instagram followers

### MEDIA VALUE

- **\$1.8 Million+** advertising campaign with key mast-heads across print, digital, TV, radio and outdoor
- **68 Million+** estimated audience reach
- **\$29 Million+** media coverage (AVE) from **1,400+** pieces of coverage



Audiences from all countries, cultures and backgrounds were invited to experience the city-wide spectacle of **Illuminate Adelaide**.

**"Illuminate Adelaide is a tremendous event for Adelaide City. The CBD was an exciting and safe place for young people and families to enjoy the event. The demographic was diverse and ranged between 4 years old and 95 years old. It was amazing to see."**

**Michael Andrewartha**  
Director of  
East End Cellars

Image: Light Creatures, Illuminate Adelaide 2022;  
photo: Frankie The Creative.

# Audience Segmentation

Findings from 2022 suggest that **Illuminate Adelaide** audiences aligned with the following **Roy Morgan Helix Personas** profiles:



## LEADING LIFESTYLE

Mid-life and older households, focused on success, career and family. These audiences are big spenders, enjoy culture and living to the max.



## METROTECHS

Trend and tech focused young singles and couples. They are committed experience seekers, willing to spend big and thrive on being out in the world.



## ASPIRATIONALS

Young families, singles or couples. They are the Leading Lifestyle and Metrotechs of tomorrow and share the same ambition and love of technology and experience, but with slightly less disposable income to achieve this.



## DOING FINE

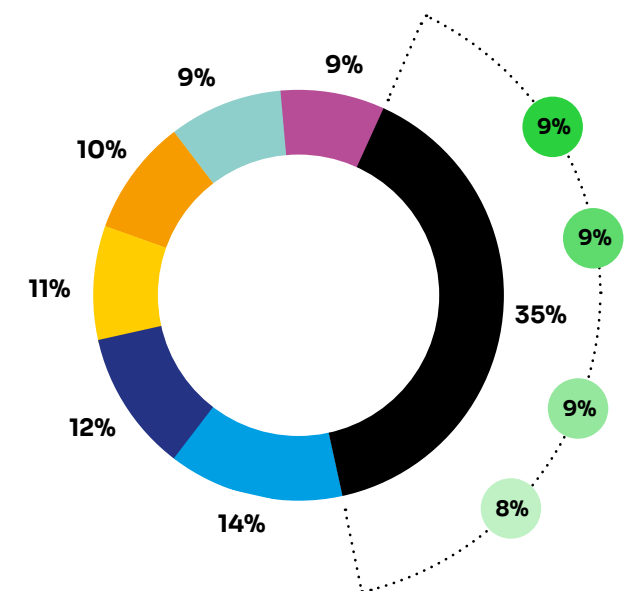
A mix of household types, happily making their way through life and valuing simple pleasures. This audience engaged heavily in Illuminate Adelaide's ticketed programs with price sensitivities not playing a major issue.



## MUSIC JUNKIES

While music audiences sit outside the traditional Helix Personas, Music Junkies were seen to be highly represented as an audience segment that crossed demographics in 2022. While they differ in age and background, they are active live performance attendees and regularly use technology and online platforms to discover new music without being beholden to a specific genre or style.

**Google Analytics** was used to track website traffic. Findings from 2022 saw an evenly divided % across a broad range of Affinity Categories, showing a diversity in audience behaviour, interests and lifestyle insights:




- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Media & Entertainment/TV Lovers
- Lifestyles & Hobbies/Green Living Enthusiasts
- Shoppers/Value Shoppers
- Lifestyle & Hobbies/ Family-Focused
- News & Politics/Avid News Readers
- Media & Entertainment/Movie Lovers
- Lifestyles & Hobbies/Fashionistas
- Beauty & Wellness/Beauty Mavens
- Media & Entertainment/Book Lovers









**“For a while now,  
Tasmania’s Dark Mofo  
held the crown as  
the country’s most  
innovative, challenging  
and engrossing winter  
festival. Not anymore.”**

**Matt Deighton**  
The Advertiser

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

**Michael Bailey**  
Australian Financial Review

Image: Light Cycles by Moment Factory, Illuminate  
Adelaide 2022; photo: Tyr Liang & Xplorer Studio.



# Thank You

Heartfelt thanks to the visionary organisations who generously help bring **Illuminate Adelaide** to light.

## Principal Partner



## Other Government Partners



## Presenting Partners



## Illuminate Partners



## Media Partners



## Illuminate Supporters



Image: Unsound Adelaide, Illuminate Adelaide 2022;  
photo: Jack Fenby.