

Audience and cultural value

\$4.6
BILLION



\$1,985_M

 TICKET & PURCHASES

By purchasing tickets for performances, food and beverages, and retail items, visitors declare a transaction value of Sydney Opera House services.

\$456_M

 CONSUMER SURPLUS & CHOICE

Many audiences value SOH performances above the ticket price and a SOH experience offers a unique experience.

\$2,074_M

 ICONIC VALUE

Australians value the SOH as a cultural and heritage icon, contributing to national identity, even if they do not visit it.

\$59_M

 DIGITAL VALUE

The digital activities of the Sydney Opera House also contribute to its value to audiences. Beyond the convenience associated with online performance information and online ticket sales, there are benefits from online broadcasting of performances. In the future, there is also the potential for greater use of digital tools to enhance tourist experiences.

These figures are 40 year present values

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