

# North Australian Festival of Arts 2025

NAFA

47k

EVENT ATTENDEES

415

SURVEY RESPONSES

\$8.2m

ECONOMIC IMPACT

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▲ Grapes of Mirth — Photo: Linda Bone

# 1. Festival Highlights

## 2025 Key Achievements



**47,225**  
Total audience



**651**  
Total artists



**\$467k**  
Box office revenue



**20k**  
Tickets sold



**394**  
Total performances



**49%**  
Free events



**92%**  
Of audience had a positive overall experience



**52**  
NPS - would recommend



**30%**  
New attendees



**9,003**  
Nights Stayed



**\$8.2m**  
Direct economic impact



**\$21.2m**  
Multiplied economic impact



▲ Ninajirachi — Photo: Linda Bone

## **2. Background**

### **North Australian Festival of Arts 2025**

Running from September 24 to October 12, 2025, North Australian Festival of Arts (NAFA) transformed Townsville into a spectacular 19-day celebration of creativity and culture. With close to 400 performances spanning music, theatre, dance, circus, comedy, cabaret, and visual arts, NAFA offered something for everyone - from world-class international acts to vibrant local talent.

The festival hub at Strand Park created the perfect blend of tropical beauty and artistic energy. Highlights included performances by ISH Dance Collective from the Netherlands, free First Nations cultural celebrations, activation of Townsville's iconic Rockpool, intimate gallery exhibitions, and family-friendly events.

2025 marked a significant milestone as NAFA transitioned to an independent organisation after six successful years under Townsville City Council. NAFA continued its mission to champion North Queensland's arts scene, bringing the Townsville community and visitors together for another unforgettable artistic experience.

### **Evaluation Methodology**

Since 2020, NAFA has partnered with Culture Counts to measure the impact achieved by the festival. This report utilises data collected through the Culture Counts evaluation platform, as well as third-party data supplied by NAFA, to demonstrate the 2025 event's successes and future opportunities.

The evaluation was conducted by surveying audiences via email and social media, with survey questions designed to evaluate the economic impact of the festival, along with audience demographics, behaviours and experiences. Artists participating in the festival were also asked to complete a survey about their experience and expenditure.

348 responses were collected from audience members, and 67 responses were collected from artists.

### **Event Statistics**

NAFA 2025 showcased 394 individual performances from 82 shows across 19 vibrant festival days. Performances were delivered by local and visiting artists, and covered a wide range of artforms, with 98% of shows accessible to people with disability.

	<b>EVENT STATS</b>
Days of festival events	19
Number of shows	82
<i>Local shows</i>	34
<i>Intrastate shows</i>	10
<i>Interstate shows</i>	32
<i>International shows</i>	6
Individual performances	394
Accessible shows	80
Works commissioned by NAFA	8
Artforms	10
<i>Music</i>	17%
<i>Theatre</i>	5%
<i>Dance</i>	10%
<i>Circus</i>	2%
<i>Cabaret</i>	10%
<i>Kids</i>	10%
<i>Comedy</i>	14%
<i>Workshops</i>	7%
<i>Visual Art</i>	12%
<i>Experiences</i>	16%



▲ Sip and Sing — Photo: Linda Bone

### 3. Audience Experience

NAFA 2025 brought audiences an exciting and diverse programme, showcasing vibrant performances from both acclaimed national acts and emerging artists. Audiences have been consistently asked to rate their overall experience of the festival since 2020, along with their likelihood of recommending the festival to friends and colleagues.

#### Overall Experience

All surveyed audience members were asked to rate their overall NAFA experience, considering factors such as the ticket purchasing process, event experience and atmosphere. Responses were split into five measures – terrible, poor, neutral, good and excellent and displayed in the first chart. The subsequent chart shows the results for this question over six years of NAFA evaluation.

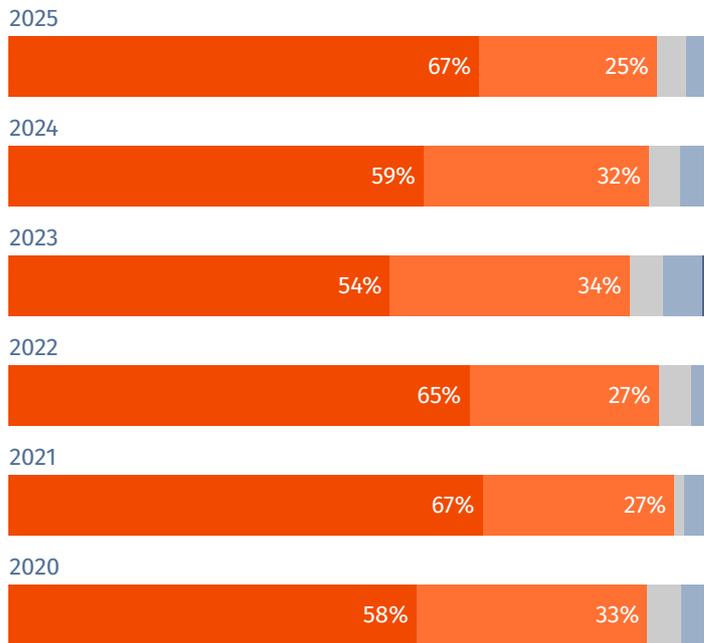


**Good + Excellent: 92%**

## Overall Experience - Year-on-Year

How would you rate your experience overall?

Excellent Good Neutral Poor Terrible



### Insights

A large majority (92%) of the sample reported having a positive overall experience at NAFA 2025. Of this, over two thirds (67%) reported their experience as 'excellent'. 25% reported a 'good' experience.

4% of respondents felt 'neutral', 3% reported a 'poor' experience and less than 1% had a 'terrible' experience.

The data shows a 1% increase in positive overall experience from 2024, and a 4% increase from 2023. Notably, 2025 recorded the equal highest percentage of 'excellent' experiences and the lowest percentage of 'terrible' experiences over the six years.



▲ Felix Sampson Crowd — Photo: Pippa Samaya

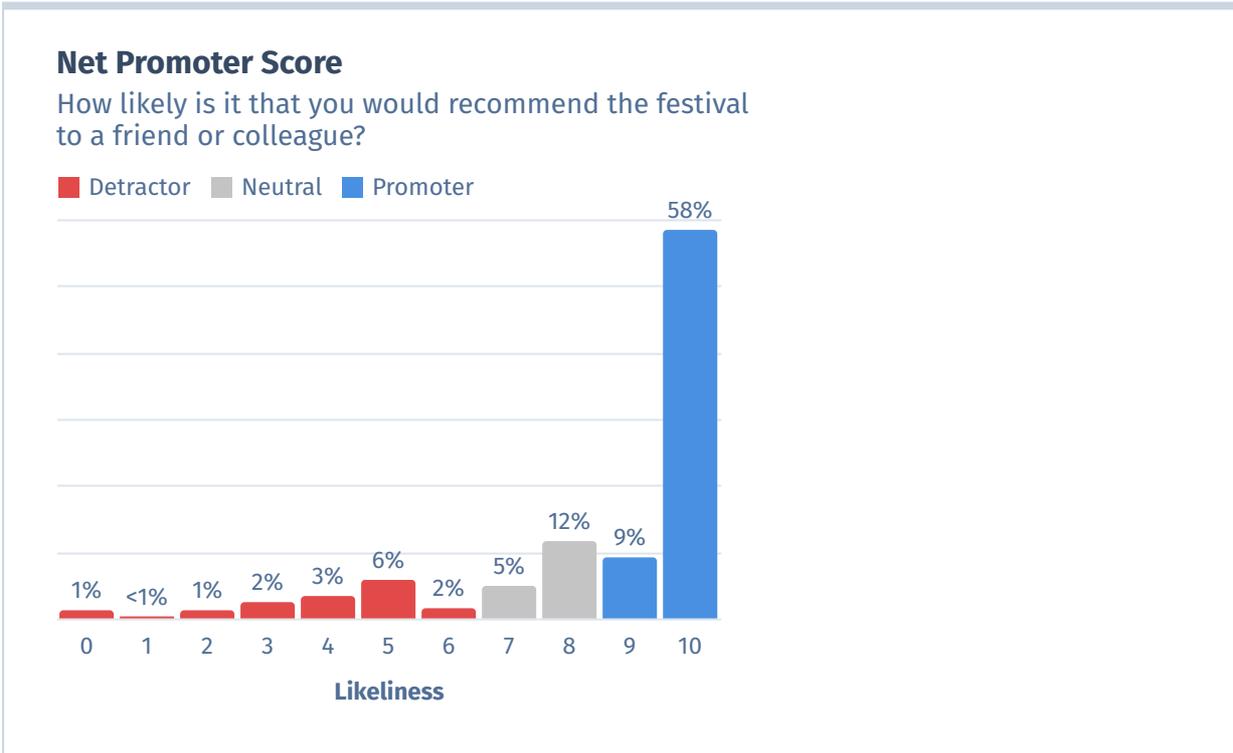
# Net Promoter Score

Respondents were asked whether they would recommend NAFA 2025 to a friend or colleague. Respondents could choose a number from 0 to 10 from a menu, with 0 meaning 'not likely at all' and 10 meaning 'extremely likely'.

These results can be used to calculate a Net Promoter Score (NPS). NPS is a standardised metric that seeks to measure loyalty between an organisation and its audience. Respondents with a score of 9 or 10 are considered 'Promoters'. 'Detractors' are those who respond with a score of 0 to 6. Scores of 7 and 8 are considered 'Passives'.

NPS is calculated by subtracting the percentage of respondents who are Detractors from the percentage of customers who are Promoters. This means that an overall Net Promoter Score can range between -100 to +100.

This chart shows the proportion of respondents that would or would not recommend NAFA 2025, followed by the calculated NPS below.



**Net Promoter Score: 52**

## **Insights**

67% of respondents rated NAFA 2025 either 9 or 10, indicating they would be classified as Promoters. 17% of respondents had passive results (7 or 8) and around 16% would be considered detractors (scoring between 0-6).

An NPS that is positive (i.e. higher than zero) is felt to be good, and an NPS of 50+ is excellent. NAFA's NPS of 52 is very strong and suggests a loyal audience who would be highly likely to recommend the festival to friends or colleagues.



▲ Mini Ravers — Photo: Pippa Samaya

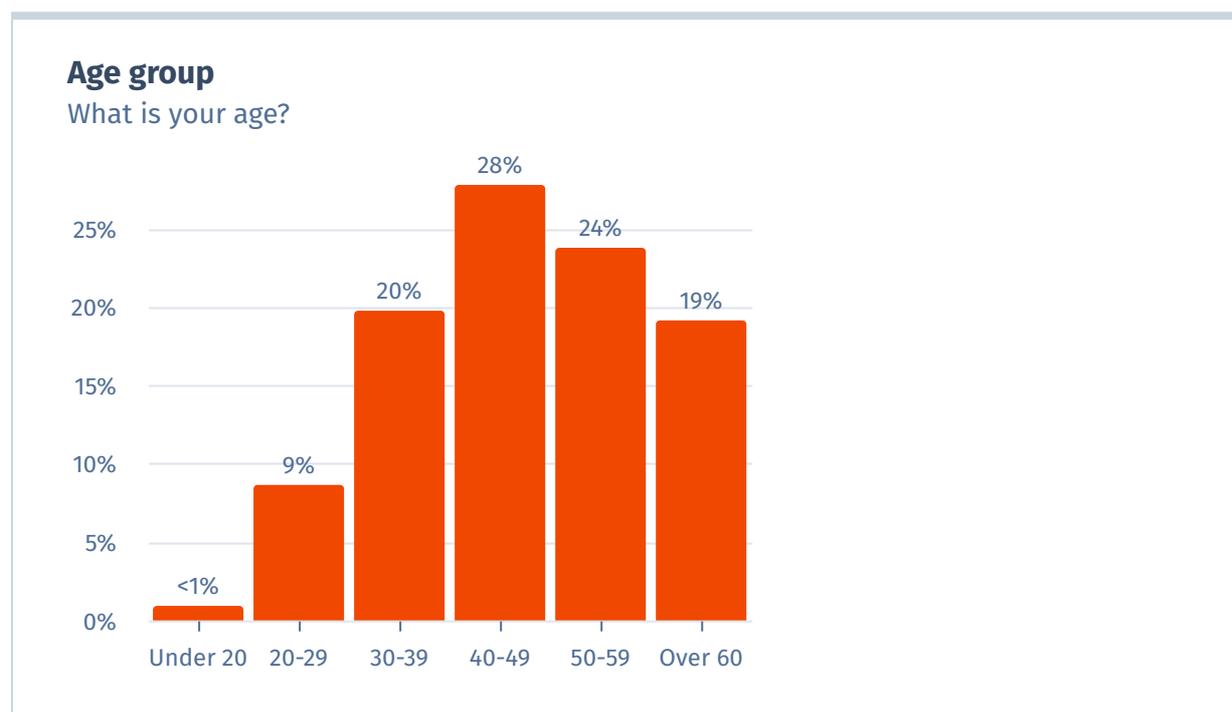
## 4. Audience Profile

Built on an inclusive "open access" philosophy where anyone with a story to tell can participate, NAFA aims to remove physical, social, and financial barriers, to ensure everyone can experience the arts. The festival celebrated the breadth and energy of Australia's arts scene, with something for audiences of all ages, interests and abilities.

### Demographics

Survey respondents were asked to provide their age, gender and identity. This data identifies the demographic sample of audience members who responded to the survey. It enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

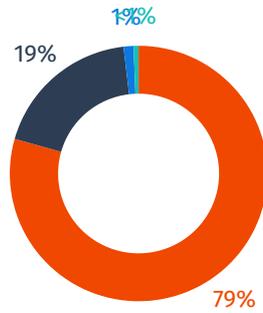
The following charts show the proportion of survey responses captured for each of the age, gender and identity demographic questions.



## Gender

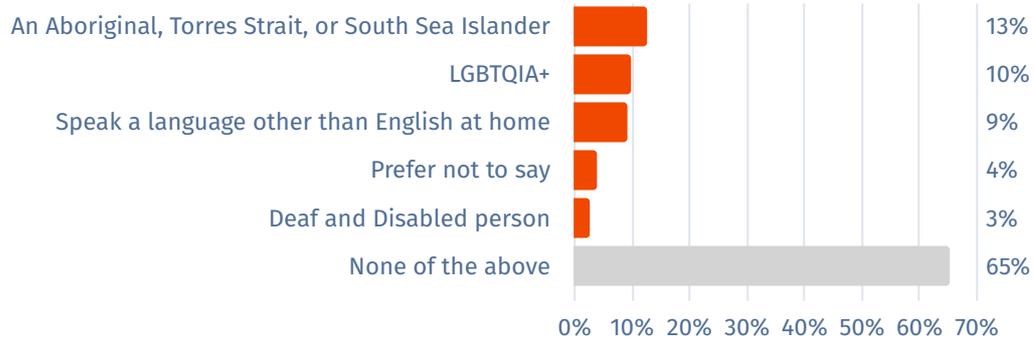
How would you describe your gender?

- Female
- Male
- Prefer not to say
- Non-binary
- In another way (may self-describe)



## Identity

Do you identify as any of the following?



## **Insights**

Survey results indicate that the festival appealed to respondents across all ages, with all cohorts represented within the sample. Those aged 40-49 (28%) comprised the largest percentage, followed by 50-59 with 24%. 20% of the sample were aged 30-39, 19% were aged over 60 and a further 9% were aged 20-29. The smallest proportion of respondents were aged under 20, however this is not representative of the audience mix due to children not being asked to complete the audience survey. Ticketing data does not currently distinguish between adult and child tickets, however child tickets will be implemented in 2026. This will enable the younger demographic engaging with the festival to be more accurately captured.

79% of respondents identified as female, and 19% as male. 1% of the sample identified as non-binary and another 1% preferred not to disclose.

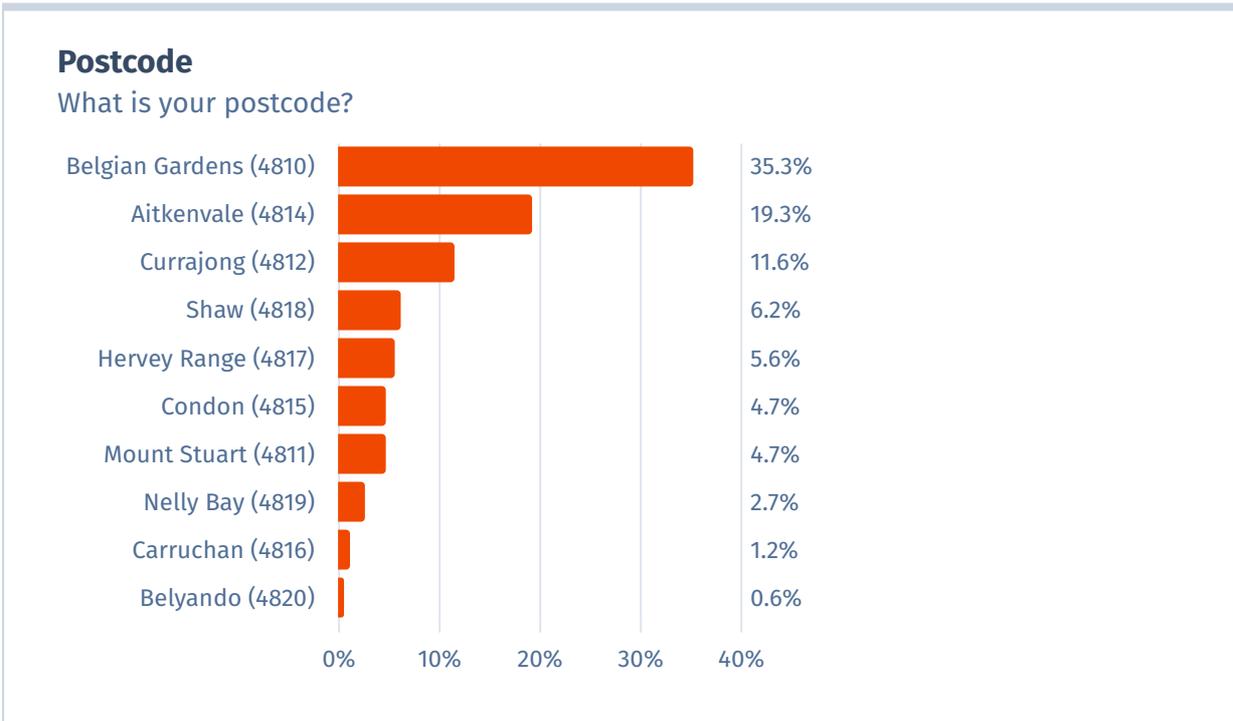
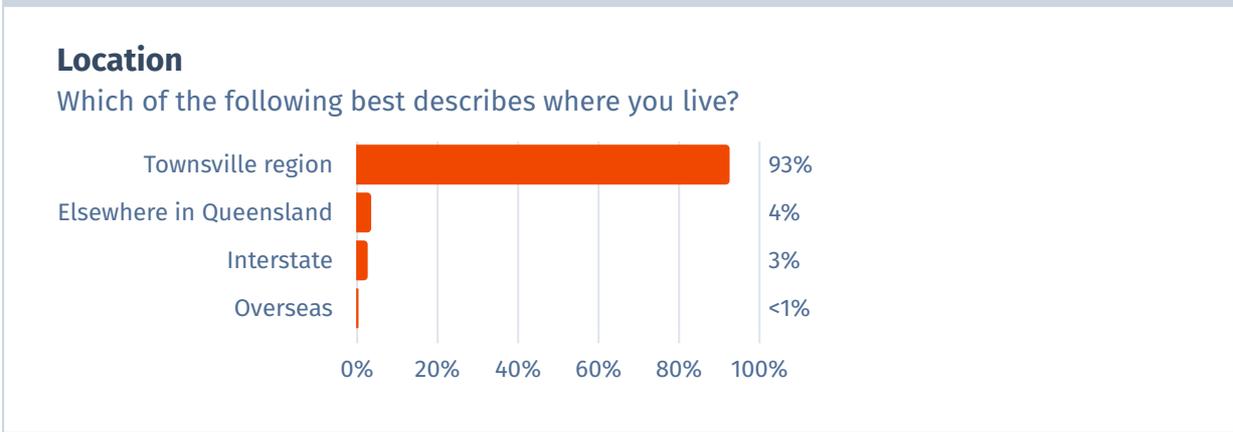
13% of respondents identified as Aboriginal, Torres Strait or South Sea Islander. 10% identified as LGBTQIA+ and 9% speak a language other than English at home. 3% were Deaf or Disabled. 65% did not identify with any of the options listed.



▲ Big Name No Blankets — Photo: Linda Bone

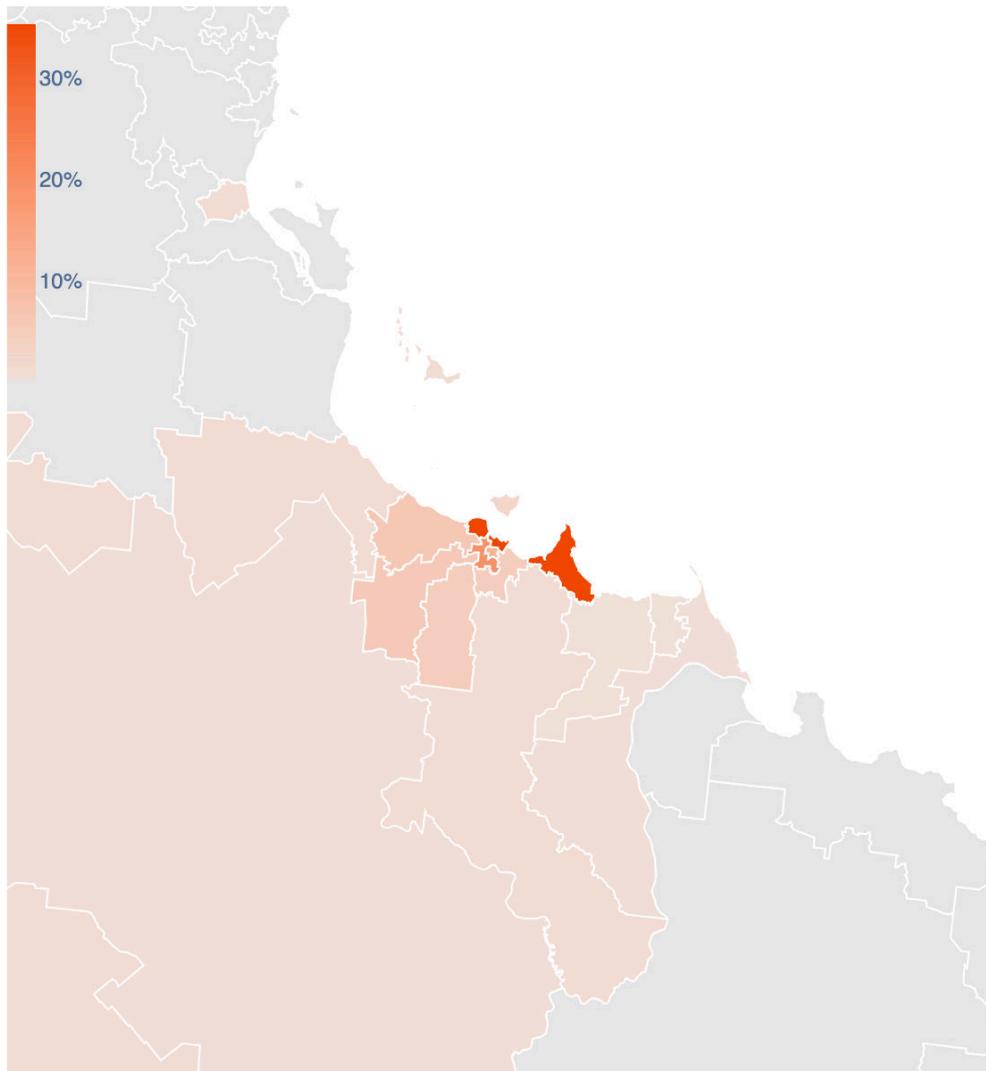
# Location and Postcode

Audiences were asked to provide their current living location and postcode. The following charts show the proportion of survey responses captured for respondents' identified living location and the top ten suburbs recorded. A heatmap also shows the distribution of audience postcodes.



## Audience Location Heatmap

By Postcode



### Insights

The large majority of the sample (93%) were from the Townsville region. 4% were from elsewhere in QLD, and 3% were from interstate. Less than 1% were from overseas.

The most-common postcode was Belgian Gardens, cited by more than two thirds of all respondents (35.3%). Almost 20% were from Aitkenvale (19.3%) and 11.6% were from Currajong.



▲ Skywhales — Photo: Kevin Whelan

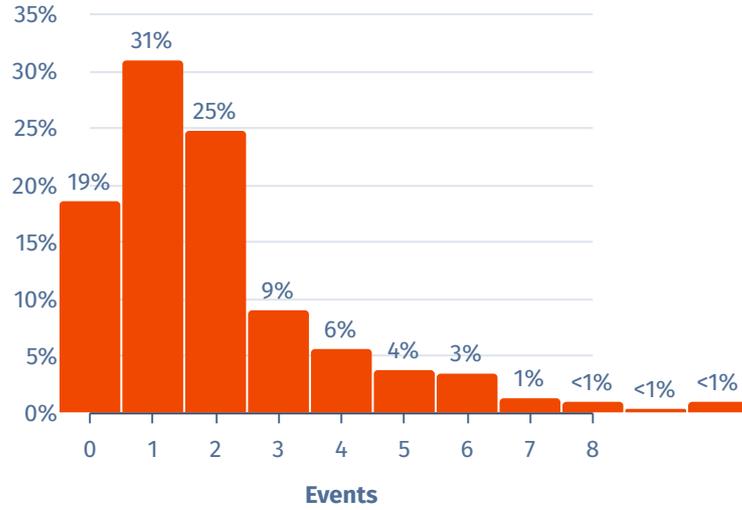
# Attendance

Respondents were asked whether this was their first time attending the festival. They were also asked how many ticketed and free events they attended, and how they heard about NAFA in 2025.



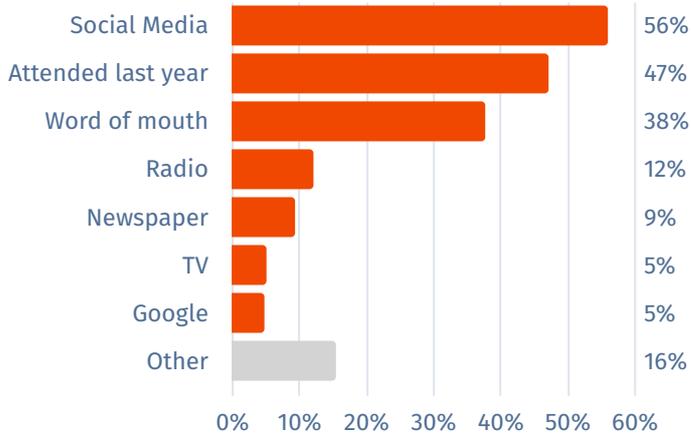
### Free events

How many free festival events have/will you attend?



### Marketing

How did you hear about NAFA?



## **Insights**

NAFA 2025 attracted a strong proportion of return attendees, with 70% of the sample indicating they had attended previously. 30% of the sample were attending for the first time. The results suggest that the festival has a notable percentage of loyal repeat patrons, while also appealing to new audiences.

On average, audiences attended three ticketed events and two free events, with some respondents attending more than 10 festival events across the 19 day period.

Social media (56%) was the most common way to find out about NAFA, with more than half of all respondents selecting this option. 47% attended last year and 38% found out via word of mouth. Small percentages also found out about NAFA 2025 via radio, newspaper and TV advertising. 16% of respondents selected an other method, which included posters, billboards, brochures and other signage around town.



▲ Tuck Shop — Photo: Linda Bone

# Tourism

Audience members residing outside of the Townsville region were asked if this was their first time visiting the region, and to select their reason for visiting from a dropdown list of options.



## **Insights**

Just over one quarter of non-local respondents were visiting Townsville for the first time (26%) while attending NAFA 2025. 74% had visited the region before.

Of those non-local respondents, almost half were visiting to attend NAFA (43%), followed by equal percentages visiting friends and relatives or for holiday and leisure purposes (17%).

The data indicates that the festival was successful at attracting new visitors to the region, while also encouraging repeat visitation.

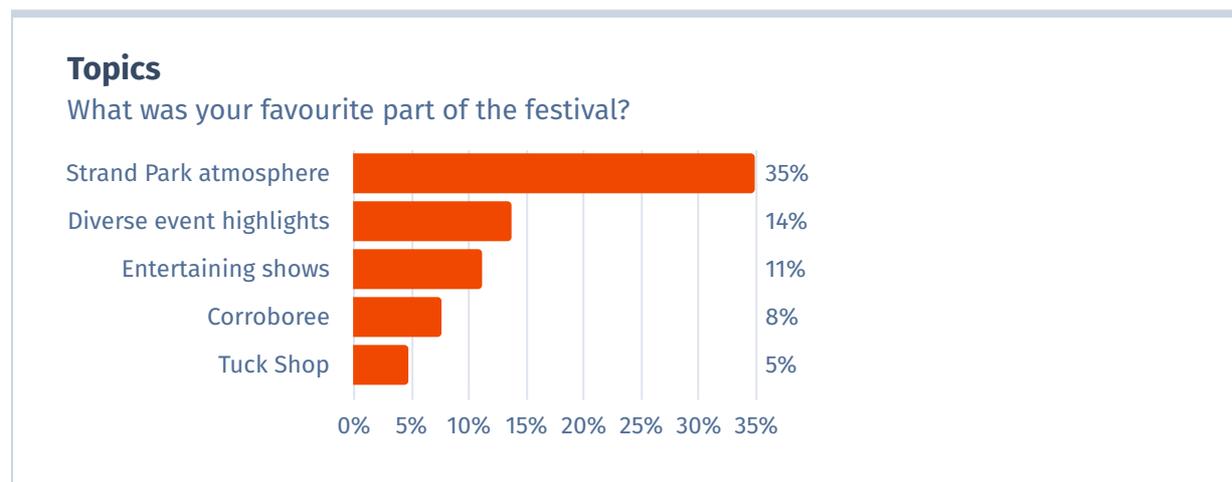


▲ Corroboree — Photo: Linda Bone

## 5. Audience Comments and Feedback

Audiences were asked to provide additional feedback via two open text questions, asking for their favourite part of the festival and what could be improved. Responses have been analysed and grouped based on the most common topics mentioned. These are charted below, along with a selection of comments.

### What was your favourite part of the festival?



### A selection of audience comments

*The atmosphere! I loved seeing Townsville come to life and everyone out enjoying themselves. I loved all the events I went to, loved the set up in the middle of the Strand as it felt like a little escape out of Townsville and lastly loved the Corroboree and Big Name No Blankets.*

*A lot more First Nations events, also seemed a lot more relaxed and enjoyable.....not so restricted with events and shows. We also stepped out and supported local theatre which we haven't done before.*

*Amazing shows, great variety, incredible talents. Caters to varied interests and age groups and bringing amazing activities and events to Townsville. Please have it twice a year if possible.*

*Absolutely love the different shows & the variety across the festival. There was something for everyone!*

*Being able to learn about Aboriginal culture and share with community.*

*It's hard to nominate one.. We went to a bunch of family friendly shows that were all so different and fun in their own ways.. But I think what I really love is the atmosphere when walking in to NAFA down on the strand, seeing familiar faces (like the fabulous front of house staff), hearing the live music being played and seeing so many smiling people around coming and going to their shows. I just love being there with friends and family and soaking up the sun and the good times.*

*I love all of it, but performers that don't usually come to Townsville or don't come often, like the Queensland Symphony Orchestra, make it special. Also trying things I wouldn't do ordinarily, such as live drawing. I also love the festival hub, being able to just chill out with the family and enjoy live music and bubbles, and food trucks.*

*Strand Park converted into a free NAFA zone where you could go and sit, listen to live music, take in the bubble show, take your dog, have food/drinks. So great!!*

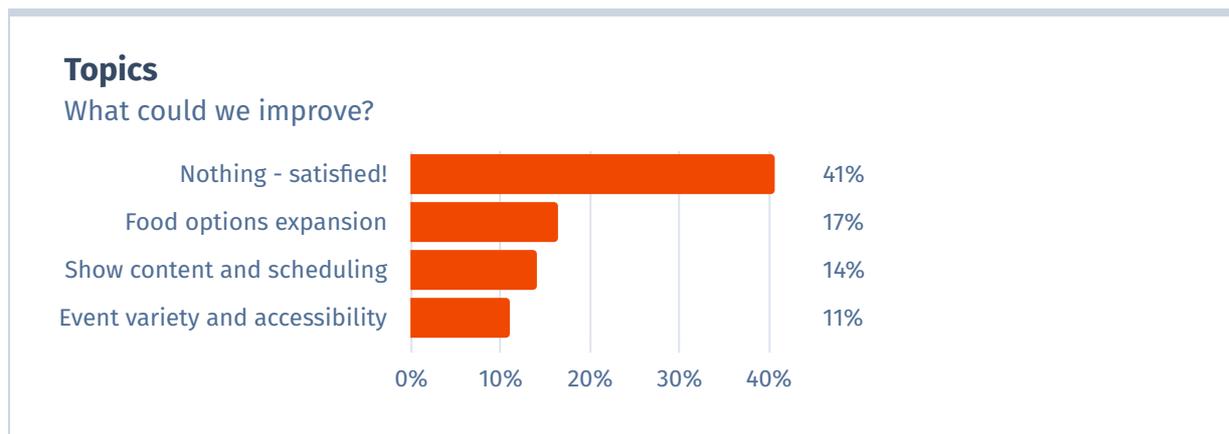
*I loved so much about it. The ticketed events were fabulous, the vibe down the Strand and in the park was just so fun, I loved being able to just drop in for a drink from the bar and watch the crowd's excitement and enjoy the live music! It was a great place to meet up with friends and just chill and enjoy the atmosphere.*

*Bringing together the diverse Townsville community in unity of the appreciation of our beautiful environment, end of dry season weather and culture and artistic talents both locally and from across Australia. The feeling of connection and belonging to something really special and the best of humanity was by far the highlight!*



▲ Nighttime Nostalgia - The History of a Showgirl - Photo: Linda Bone

## What could we improve?



### A selection of audience comments

*The time of year, lots of other events on and school holidays competed with what I could attend.*

*I think having more events that target the children 0y - 12yo range would be highly beneficial for you as Townsville has a lot of growing families - there isn't much to do here for the littlies.*

*There were some really great events that we just couldn't get to due to scheduling (events on at the same time). Sometimes there wasn't a lot of information about the event and that influenced our choices (i.e. Drift seemed like something interesting, but we weren't sure if we needed to bring our bathers and the event seemed like it was on for something like 5 hours - which seemed like a long time).*

*Publish a booklet of ALL events, well before it starts. So at the beginning you can browse what there is on offer. I suggest to establish a membership for this purpose.*

*Have more continuous free activities/performances (e.g. the bubble display, live music) to enjoy without a specific timeframe. It is great that there were more events for kids/parents this year, however it is sometimes hard to wrangle them at specific times. Having displays like the bubble display meant we could take the kids down whenever suited our schedule and enjoy the surrounds and food trucks without being limited to a specific ticketed time.*

*Liaise with Sealink to have later ferries back to the island to accommodate late night events.*

*A more informative social media and advertising campaign. Looking at something like Dark Mofo, you could get local businesses involved with a certain colour or theme to dress up their shop fronts.*

*Would be cool if we could pay extra to get multiple tickets, so we don't have to pay for each and every show. Example paying \$100 to get 5 entries, or unlimited pass type of deal.*

*More comfortable seats. More ad hoc things (artworks, activities, areas) in festival grounds.*

*Can't think of anything. We had a great time and enjoyed the Festival thoroughly.*



▲ Renegade Handmade Market — Photo: Pippa Samaya

# 6. Artist Profile

## Artist Statistics

NAFA gives Townsville's creative practitioners and cultural organisations a prominent annual platform to present new work and celebrate local stories and culture. With the significant cultural and economic impact that the festival has for the region, it is important to capture feedback about the experience of participating artists as part of the festival reporting process.

67 artists completed a survey about their experience and expenditure when participating in NAFA 2025. Artists also provided information about themselves and their performances to NAFA as part of the registration process.



**651**  
Total artists



**377**  
Local artists



**63**  
Intrastate artists



**89**  
Interstate artists



**19**  
International artists



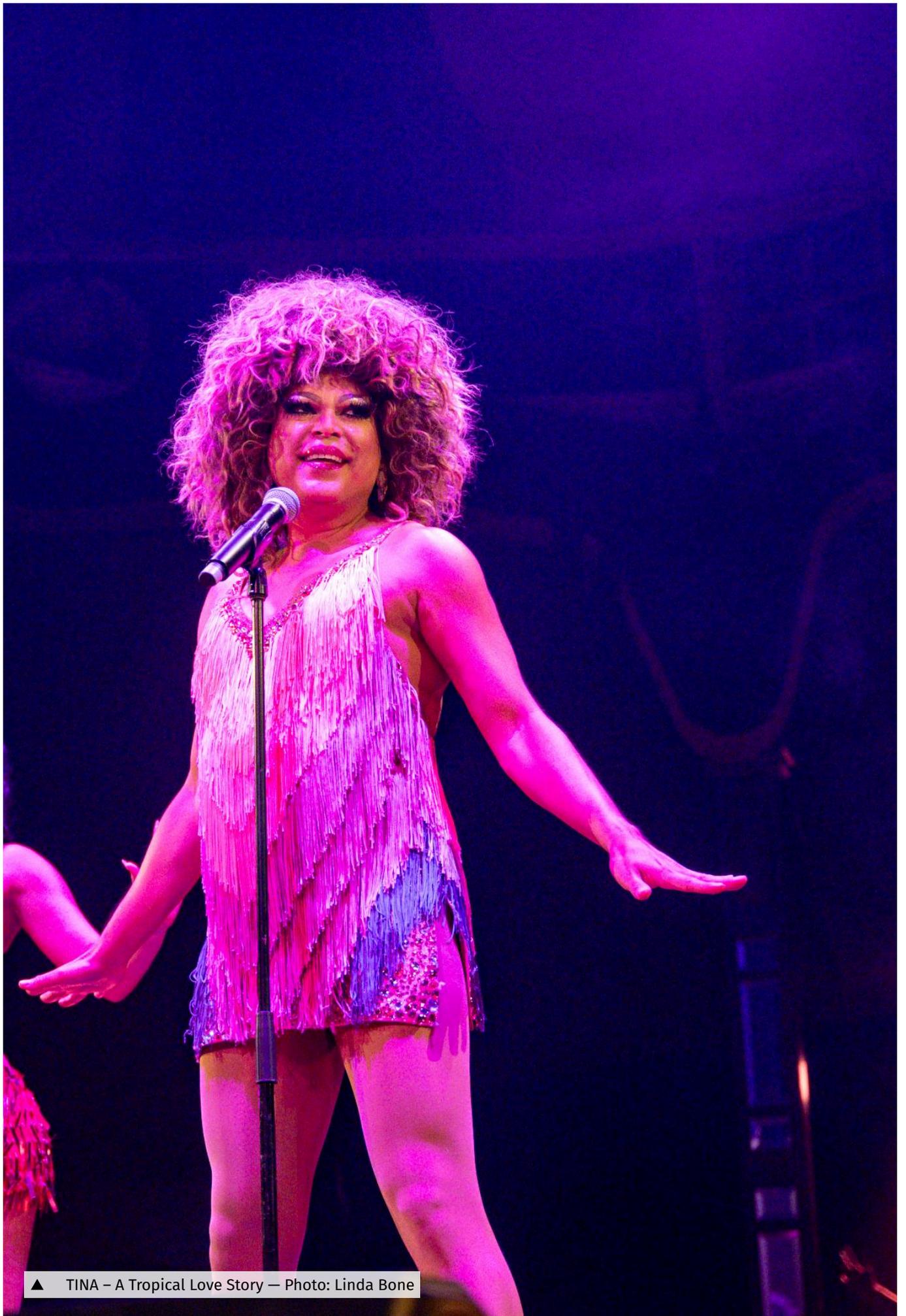
**161**  
First Nations artists



**9**  
Artists with disability



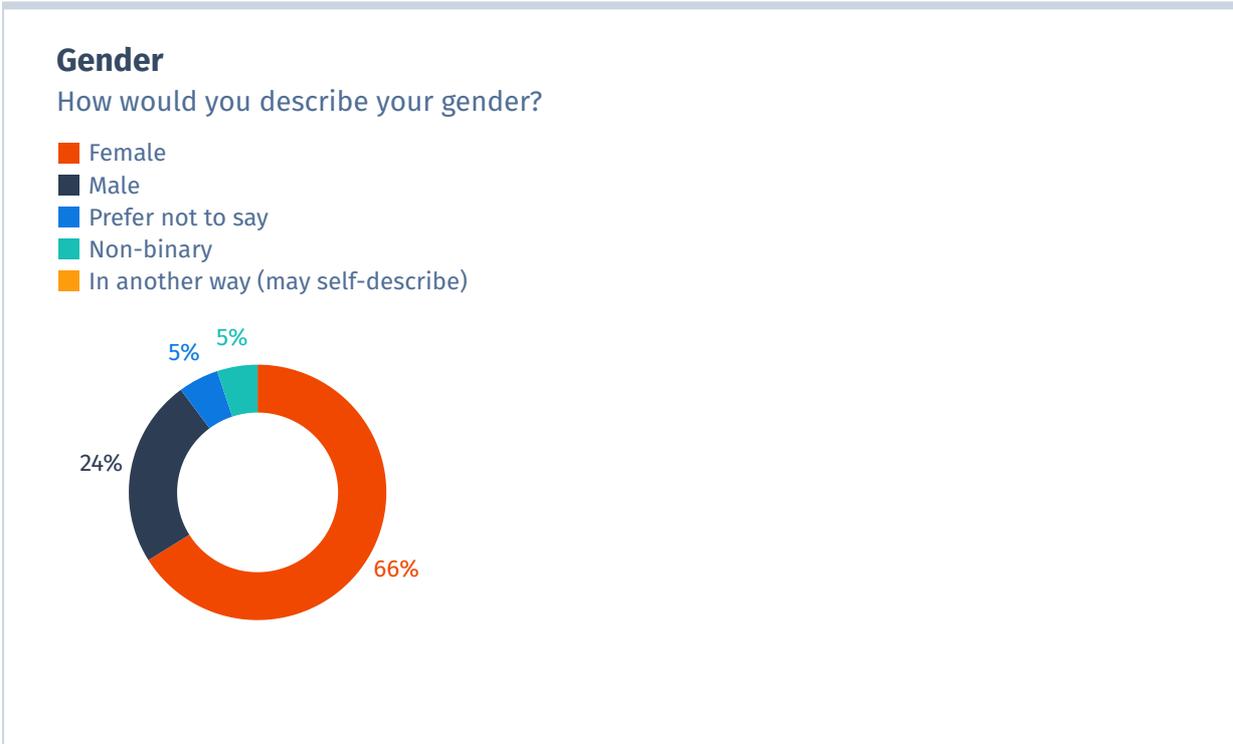
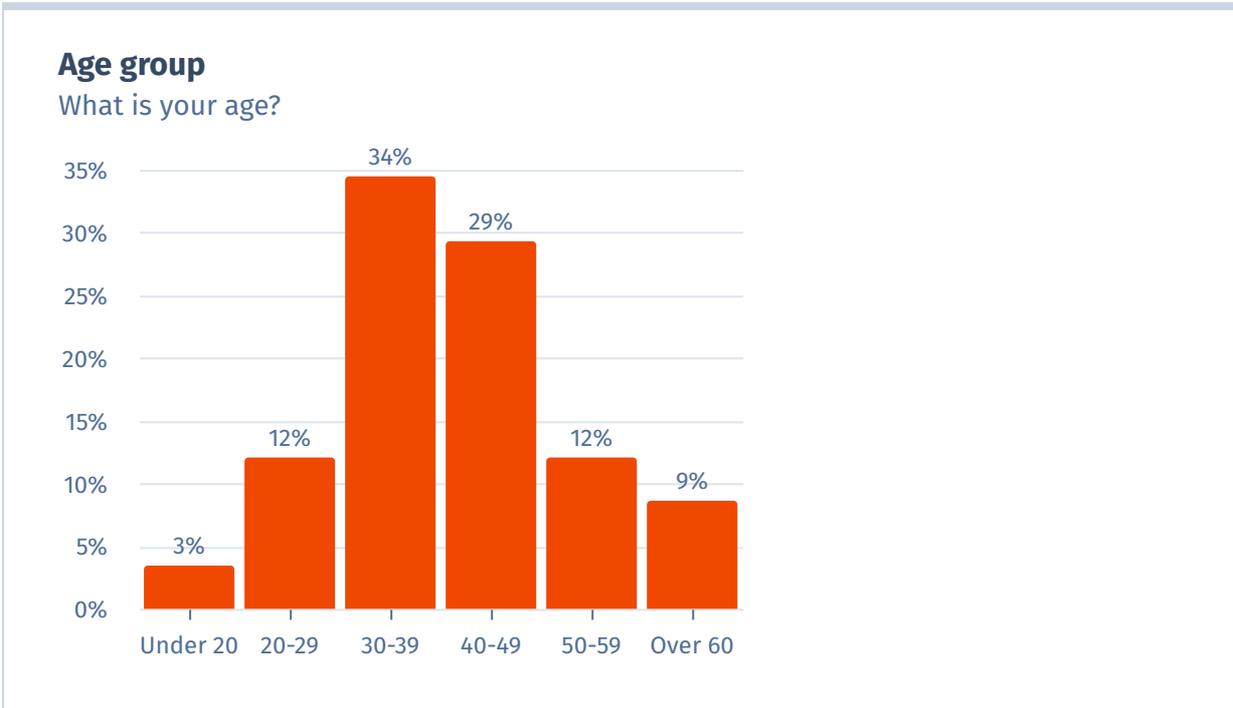
**49**  
LGBTQIA+ artists



▲ TINA – A Tropical Love Story – Photo: Linda Bone

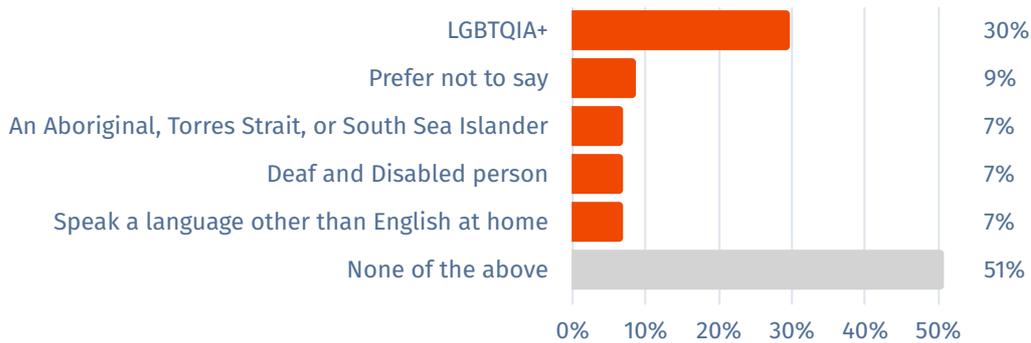
# Demographics

The following charts show the age, gender and identity demographic breakdown of artists from the survey data. Artist were also asked to identify their career stage.



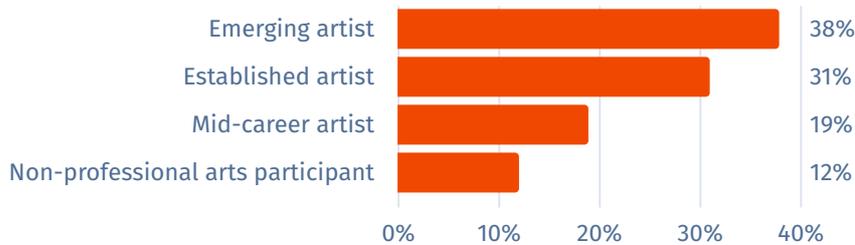
## Identity

Do you identify as any of the following?



## Career Stage

How would you describe your stage of career?



## Insights

Artists spanned multiple age groups, with almost two thirds (63%) aged 30-49. The majority of respondents were female (66%), with 24% male and 5% non-binary.

Nearly one third identified as LGBTQIA+ (30%), and equal percentages identified as Aboriginal, Torres Strait or South Sea Islander; Deaf and Disabled; and speaking a language other than English at home (7%).

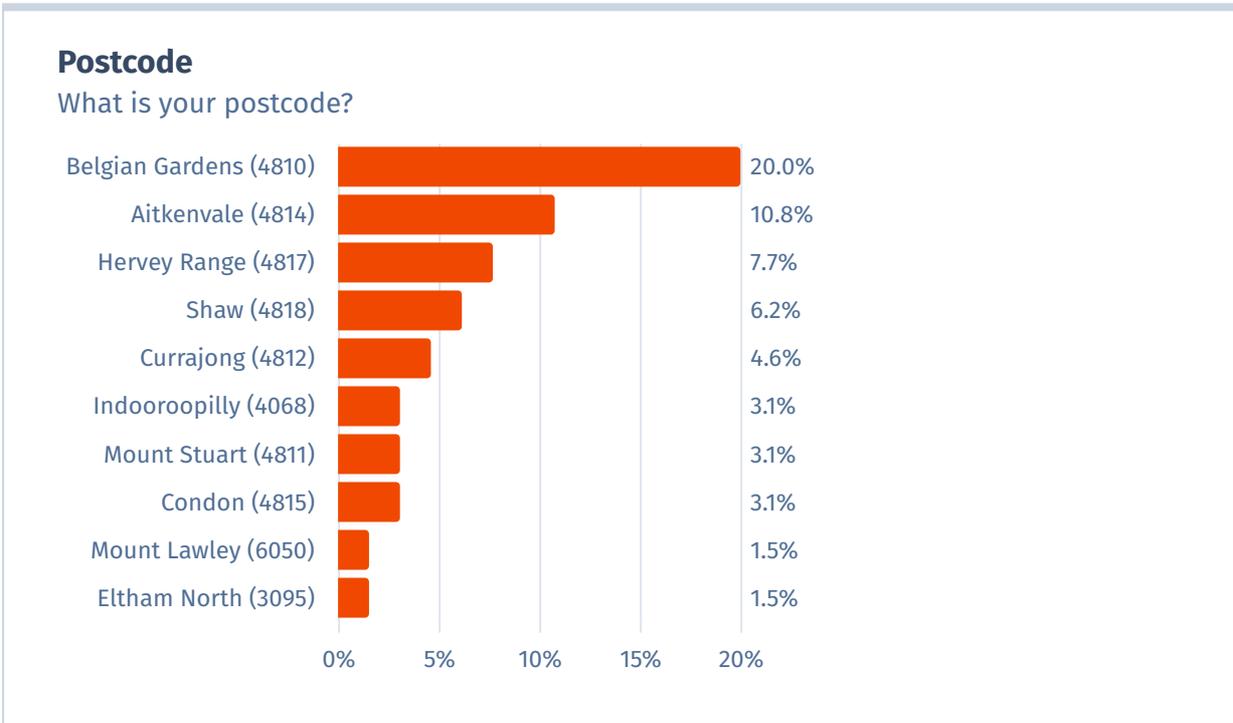
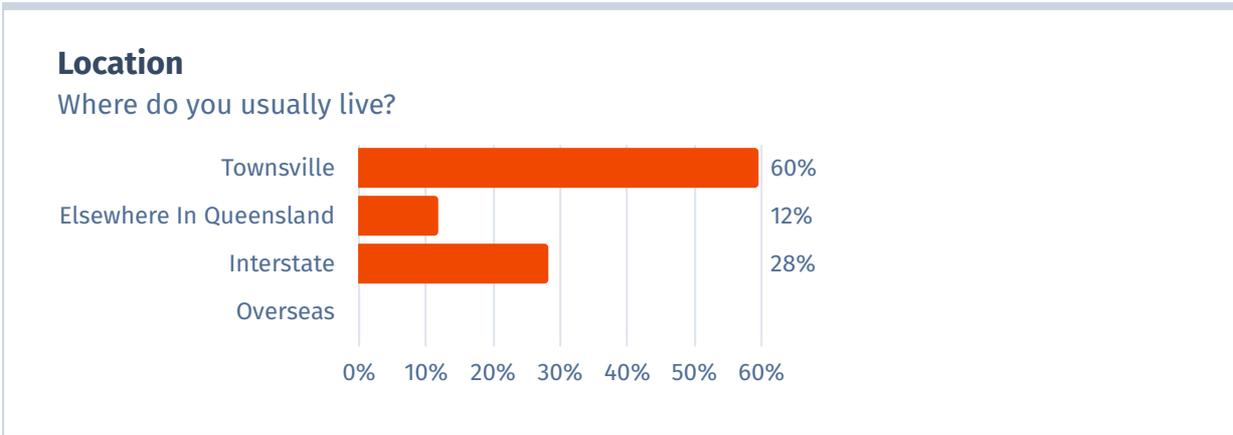
The largest percentage of respondents were emerging artists (38%), followed by established artists (31%).



▲ Indian Classical and Semiclassical Dances — Photo: Pippa Samaya

# Location

The following charts show the location of residence and ten suburbs most commonly stated in the artists survey.



### Insights

Survey responses were received from artists in Townsville (60%), intrastate (12%) and interstate (28%). This provides a good sample for understanding artist experience and expenditure.

The majority of common postcodes were in Queensland, with artist responses also from Perth and Melbourne.



▲ NAFA Opening Night — Photo: Linda Bone

# 7. Artist Experience

## Overall Experience

Artists were asked to rate their overall experience participating in NAFA 2025. Responses were split into five measures – terrible, poor, neutral, good and excellent.



**Good + Excellent: 91%**

### Insights

The large majority (91%) of artists surveyed reported having a positive experience with NAFA 2025. Of this, nearly two thirds (63%) reported their experience as ‘excellent’, while 28% reported a ‘good’ experience.

Just 5% of artist respondents reported a ‘poor’ experience, and no-one had a ‘terrible’ experience.

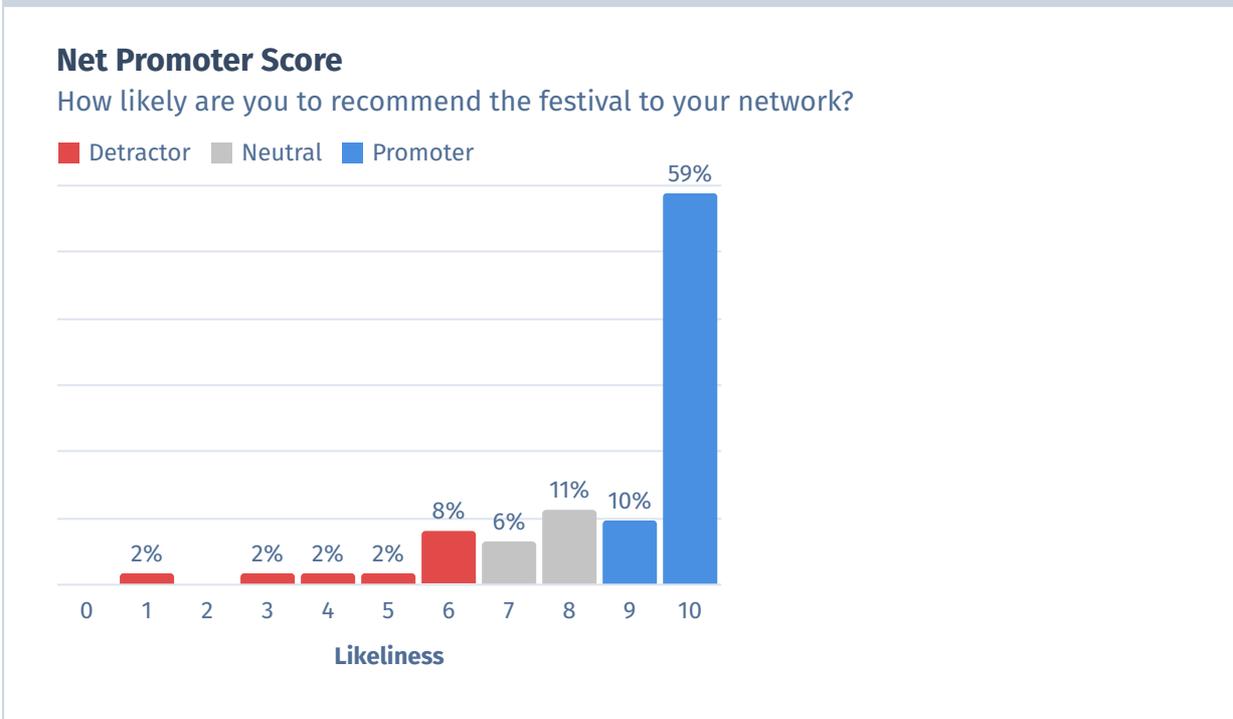


▲ INK Carlos Bautista — Photo: Pippa Samaya

# Recommendation

Artists were asked whether they would recommend NAFA 2025 to their network.

This chart shows the proportion of artists that would or would not recommend NAFA 2025, followed by the calculated NPS below.



**Net Promoter Score: 54**

**Insights**  
69% of artist respondents rated NAFA 2025 either 9 or 10, indicating they would be classified as Promoters. 17% had passive results (7 or 8) and around 14% would be considered detractors (scoring between 0-6).  
NAFA's artist NPS of 54 is excellent, and indicates that artists would be highly likely to promote the festival amongst their networks.

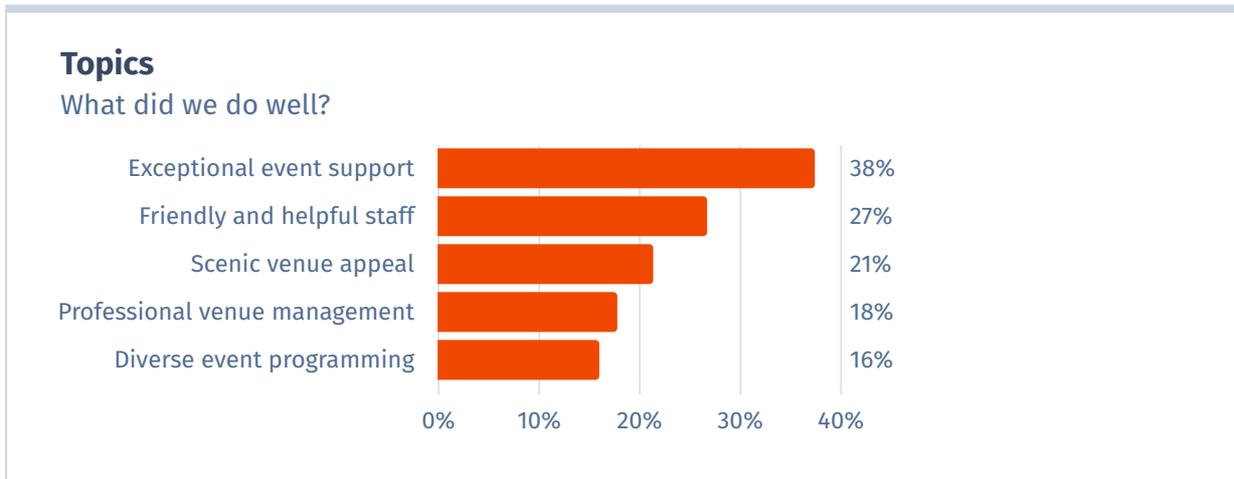


▲ Corroboree — Photo: Linda Bone

## 8. Artist Comments and Feedback

Artists were asked to provide feedback on what NAFA did well, and how NAFA could improve, via two open text questions. The results have been grouped according to the most commonly mentioned topics, and a selection of responses is also provided below.

### What did we do well?



### A selection of artist comments

*NAFA's production and communications were excellent! Clear, organised, and supportive from start to finish. The team were friendly, professional, and always approachable, which made the whole experience smooth and enjoyable. Expectations were set accurately and followed through with consistency, creating a really positive environment for artists to perform at their best. The production and tech crew were outstanding, and the overall professionalism of the festival made it a joy to be part of.*

*Generally, this year's programming showed NAFA is 'maturing' as a festival. I thought it was a reasonably good mix of commercial and more arts-focused performances and experiences. Probably the best NAFA program to date.*

*Great colour brochures for program. Good tents and festival hub set up. Show ran on time and staff at tent were helpful and friendly. Artist check in was simple.*

*The site atmosphere was better this year. Having live music oceanside worked well. Inclusion of tattoo artists was a good idea. Speigeltent as a party venue for Ninajirachi was great. Drift has potential to expand into something sought after once the awareness grows. Dawn ceremony felt significant and was beautiful. Nimbus being included in the program created good cross pollination. A Live Moment was a blast.*

*The venue and backstage area were set up very well. The tech crew was well prepared so our bump in was nice and smooth.*

*The whole process was seamless for me. The staff were responsive to questions via email. The bump-in/soundcheck and experience at the venue was professional and all went to plan. It was a very positive experience for me overall, thank you!*

*Marketing is excellent. All staff are super friendly and everything is very professionally run. I felt well supported and included in the festival.*

*The organisation on the day was outstanding and the sound guy, Tyrone, was top notch. The communication in the lead up was well managed.*

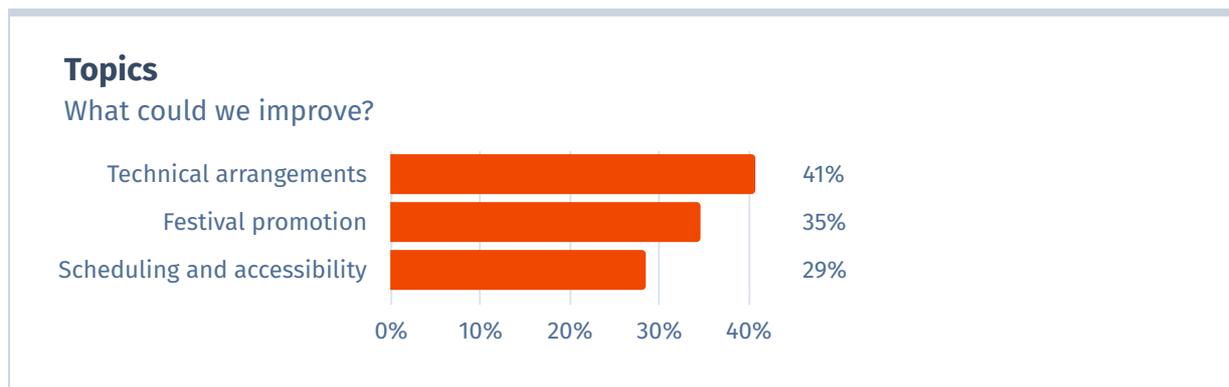
*Venue management, activities, concerts, box office and promotion of the event. Everything.*

*NAFA brings Townsville to life and is a highlight on our region's arts and cultural calendar! It's wonderful to see the collaborations with other local arts organisations, nurturing the strong arts ecology we have here and bringing it to new audiences.*



▲ Elements of Freestyle — Photo: Linda Bone

## What could we improve?



### A selection of artist comments

*Audience sizes were small but mighty. We wonder if you could engage local schools, kinders, disability services and offer group bookings? I feel like the festival is so well put together if only it could reach more peeps...*

*Moving the festival back to winter as many people complain it's too hot to be enjoying the hub and waiting in line, especially those who see back to back shows and need to wait 30 mins between shows. I feel more people will be out walking the Strand if it's cooler also, presenting an opportunity for more attendance.*

*Additional marketing support would make a big difference in helping artists reach new audiences and boost ticket sales. We completely understand the reasons behind the current limitations, but even a little extra promotional coordination or visibility through NAFA's channels would go a long way in supporting independent productions like ours.*

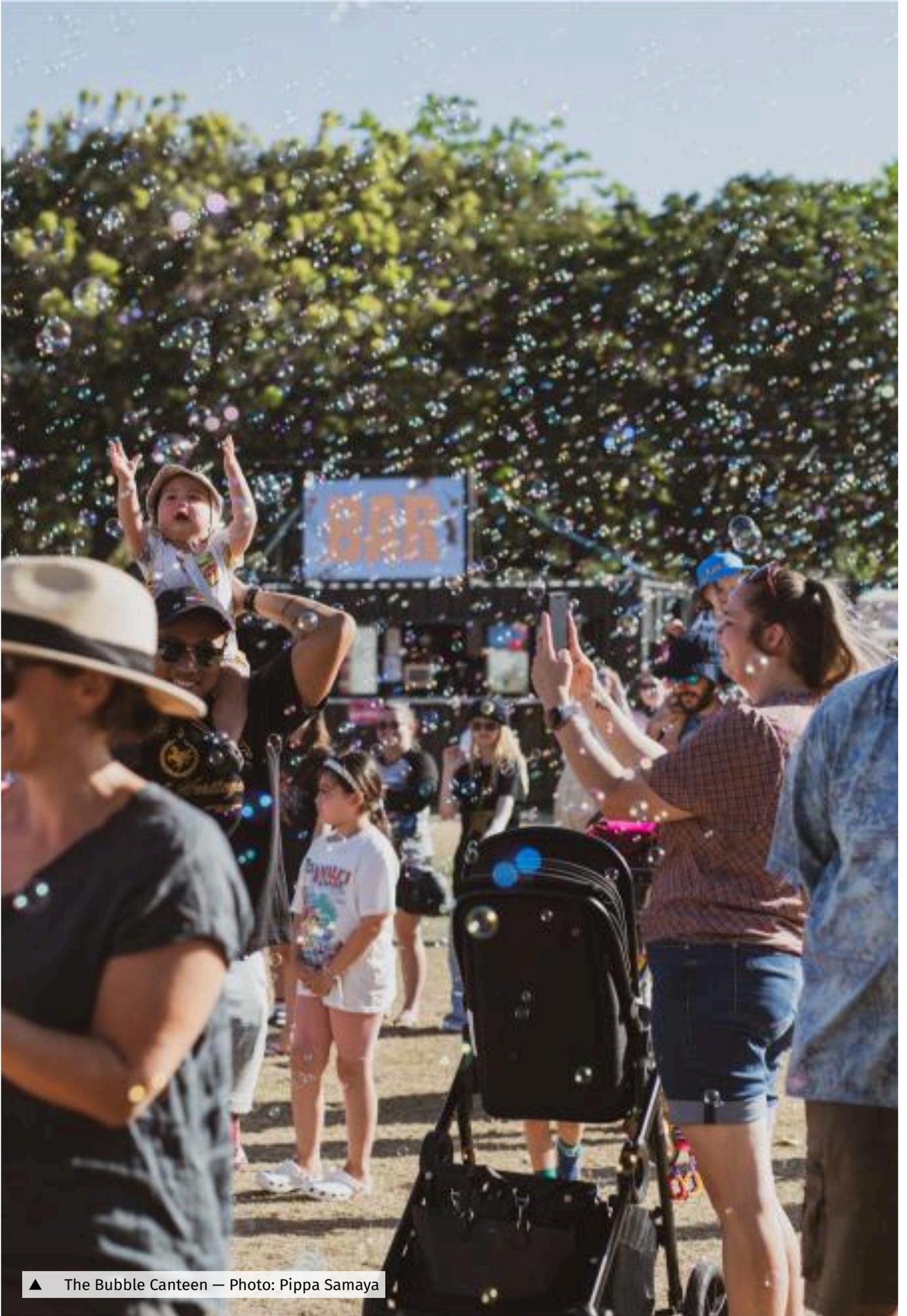
*More vibrancy in the festival compound. Eg. buskers, more food vendors of diversity, pop up performances, art and sculpture.*

*The lighting inside the tent could have been higher as my flyer's face was in shadow. We also didn't get to do a tech run with lighting.*

*A little more clarity on the stage layout and capabilities (lighting and backstage access in particular).*

*Navigation of the timetable was difficult. It was ok if you knew what you wanted to see, but say you had friends coming on a specific date and wanted to go to something, it was harder to find because you had to go through each individual event to find what was on that day.*

*Everything was fabulous - would love to come back in 2026 :)*



▲ The Bubble Canteen — Photo: Pippa Samaya

# 9. Economic Impact

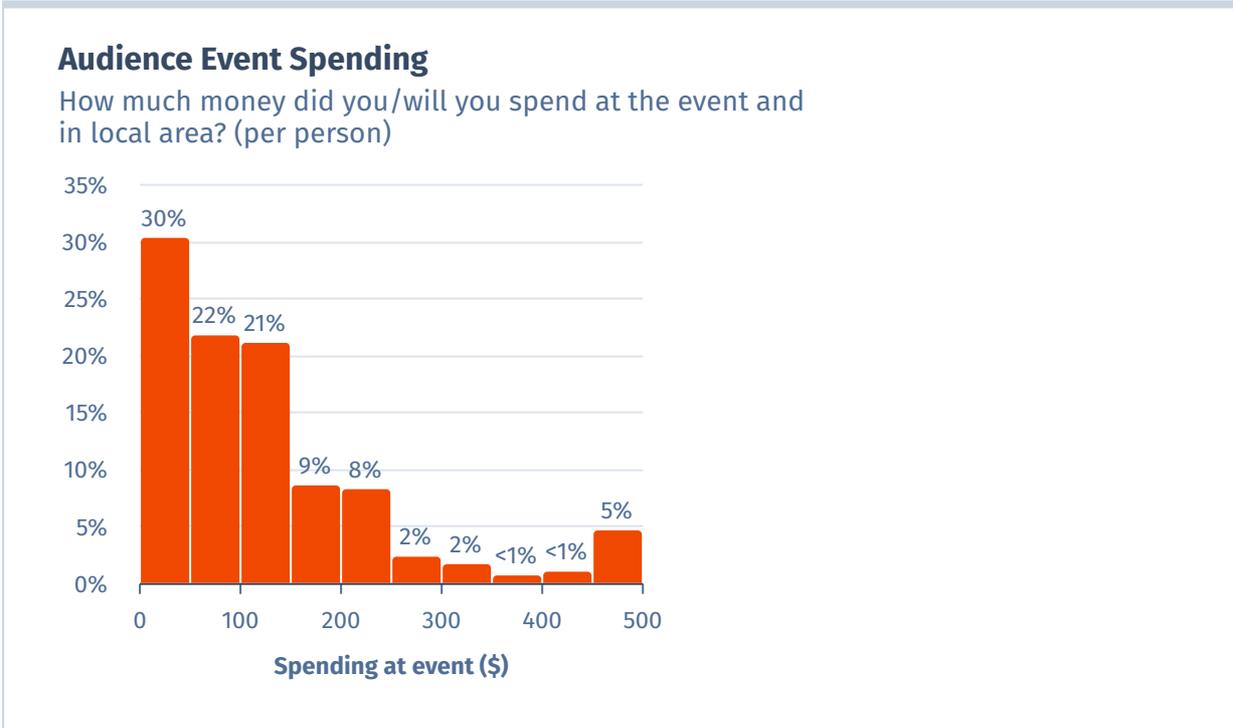
Every year NAFA activates spaces throughout Townsville and facilitates far-reaching economic benefits for the city and local businesses through its organisational spend and by attracting large audiences of locals and visitors into town.

## Spending and Additionality

Survey respondents are asked how much they spent in the local area on items like shopping, food and beverages as part of their attendance or participation in the event. Spending on accommodation and other travel expenses are also collected for non-local attendees.

Respondents are asked what they would have done otherwise if it was not for their attendance at the festival. This question is used to determine 'additionality', which is the percentage of spending that could be considered to be additional, or could genuinely be attributed to the event. It is statistically defined as one minus the percentage of deadweight (1 - dw%), where deadweight is the economic outcome that would have happened in the absence of an activity.

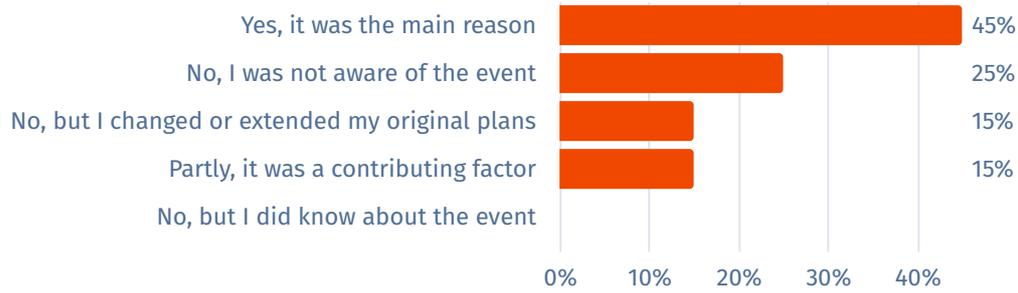
The following charts show results from the audience survey, including local and visitor spending and additionality results that inform the economic impact analysis.



**Average Event and Local Area Spend per Attendee: \$143**

### Tourist Additionality

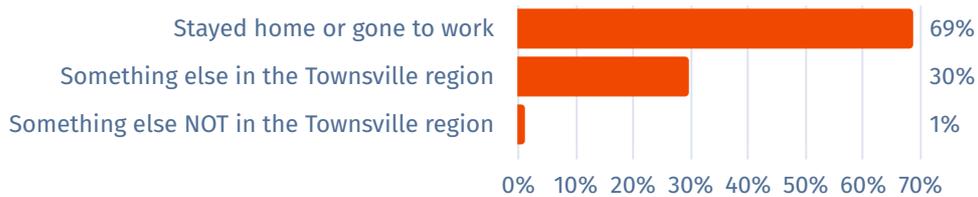
Did the festival influence your decision to travel to the Townsville region?



**60%** of visits were influenced by the event

### Local Additionality

What would you have done if you had not attended the festival?

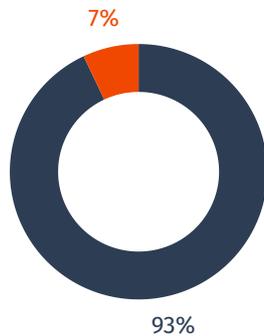


**70%** of locals would NOT have visited the area without the event

## Overnight Stay - Audience

Did you stay away from home overnight in the Townsville region for this festival?

■ Yes  
■ No



Loading...

### Insights

30% of respondents reported spending less than \$50 per person at the event and in the local area, with a further 43% spending up to \$150.

After outliers were removed, the average visitor spend at the event and in the local area before and after the event was determined as \$143 per person. A weighting is applied to spend results within the economic impact analysis depending on where respondents come from, and therefore this average result may differ slightly from the weighted average.

60% of visitors were influenced to visit Townsville by NAFA 2025. Of these, 45% said it was the main reason, and 15% said it was a contributing factor.

70% of local respondents would not have visited the area if the festival had not taken place while 30% would have done something else in the Townsville region if they had not attended the festival.

7% of audience respondents stayed away from home overnight to attend NAFA 2025, along with 48% of artist respondents.



▲ Tuck Shop — Photo: Linda Bone

## Economic Impact - Audience

Audience respondents were asked to estimate how much they spent per person at the festival and in the local area directly before and after attending, nights stayed away from home while attending the festival, and the amount spent per person on accommodation per night. Visitors from outside the local area were also asked how much they spent during their trip on categories other than accommodation. Combining this data with attendance figures allows an overall impact figure to be generated.

In order to accurately record expenditure in the local area that occurred as a result of the festival (and would not have occurred otherwise), visitors were asked whether they travelled primarily to attend NAFA. Locals were asked whether they would have done something else locally and spent money in the local area anyway, had the festival not occurred. This means that the economic impact is from attendees who would not have travelled to the local area if the festival was not held, and those who would have otherwise stayed at home, gone to work, or done something else outside the local area.

The economic impact is determined by three main factors:

- **Visits/Attendance:** The number of people attending the festival, as well as the number of nights stayed in the local area as part of the trip to attend the festival.
- **Spend:** Spending in the local economy. Includes spend at the festival, spend on accommodation for those staying overnight and other trip-related spending for those from outside the local area. Excludes spending on tickets or other items that would be captured through organisation expenditure (i.e. to avoid double-counting).
- **Additionality:** The percentage of spending that would not have occurred in the local area if the festival did not happen.

The tables below detail a breakdown of total unique attendance, which is calculated using ticketing data from NAFA and survey data asking respondents how many events they attended. The tables also show primary purpose attendance (i.e. visits to the area because of the festival), nights stayed, average and total spending across the three categories. This is followed by a summary of impact, with results split by locals (who are stimulated to spend money when attending events) and visitors from outside the local area (who bring additional economic activity into the local economy).

## Audience by Location

ORIGIN	UNIQUE ATTENDEES	PRIMARY PURPOSE ATTENDEES	NIGHTS STAYED FOR EVENT (LOCAL)	NIGHTS STAYED FOR EVENT (OTHER QLD)
Townsville region	14,716	10,325	830	-
Elsewhere in Queensland	1,169	691	4,333	1,193
Interstate	443	253	614	651
Overseas	24	9	18	62
<b>TOTAL</b>	<b>16,351</b>	<b>11,278</b>	<b>5,795</b>	<b>1,906</b>

## Average Spend

ORIGIN	EVENT SPEND	ACCOMMODATION PER NIGHT (LOCAL)	TRIP SPEND (LOCAL)	ACCOMMODATION PER NIGHT (OTHER QLD)	TRIP SPEND (OTHER QLD)
Townsville region	\$127	\$177	-	-	-
Elsewhere in Queensland	\$337	\$338	\$460	\$416	\$237
Interstate	\$158	\$281	\$528	\$150	\$612
Overseas	\$78	\$300	\$560	\$325	\$150
<b>OVERALL AVERAGE</b>	<b>\$143</b>	<b>\$192</b>	<b>\$480</b>	<b>\$342</b>	<b>\$337</b>

## Audience Direct Spend

ORIGIN	EVENT SPEND	ACCOMMODATION SPEND (LOCAL)	TRIP SPEND (LOCAL)	ACCOMMODATION SPEND (OTHER QLD)	TRIP SPEND (OTHER QLD)	TOTAL EXPENDITURE
Townsville region	\$1,315,703	\$147,067	-	-	-	\$1,462,770
Elsewhere in Queensland	\$232,455	\$1,463,003	\$318,046	\$495,777	\$29,735	\$2,539,015
Interstate	\$40,055	\$172,792	\$133,656	\$97,577	\$88,517	\$532,596
Overseas	\$689	\$5,302	\$4,949	\$20,105	\$1,326	\$32,372
<b>TOTAL</b>	<b>\$1,588,902</b>	<b>\$1,788,165</b>	<b>\$456,651</b>	<b>\$613,459</b>	<b>\$119,577</b>	<b>\$4,566,753</b>

## Impact Breakdown

	<b>AUDIENCE IMPACT</b>
Total unique audience attendees	16,351
Primary purpose visitors from outside of the region	953
Percentage of visitors from outside region who stayed overnight	68%
Direct nights generated by the event in Queensland	7,701
Direct audience expenditure - Visitors (additional to economy)	\$3,103,983
Direct audience expenditure - Locals (stimulated)	\$1,462,770
<b>TOTAL AUDIENCE EXPENDITURE IMPACT</b>	<b>\$4,566,753</b>



▲ John Butler Prism Tour — Photo: Linda Bone

## Economic Impact - Artists

### Artists by Location

ORIGIN	ARTISTS	NIGHTS STAYED FOR EVENT (LOCAL)	NIGHTS STAYED FOR EVENT (OTHER QLD)
Townsville region	389	78	-
Elsewhere in Queensland	78	489	111
Interstate	166	911	283
Overseas	19	103	25
<b>TOTAL</b>	<b>651</b>	<b>1,580</b>	<b>419</b>

### Average Spend

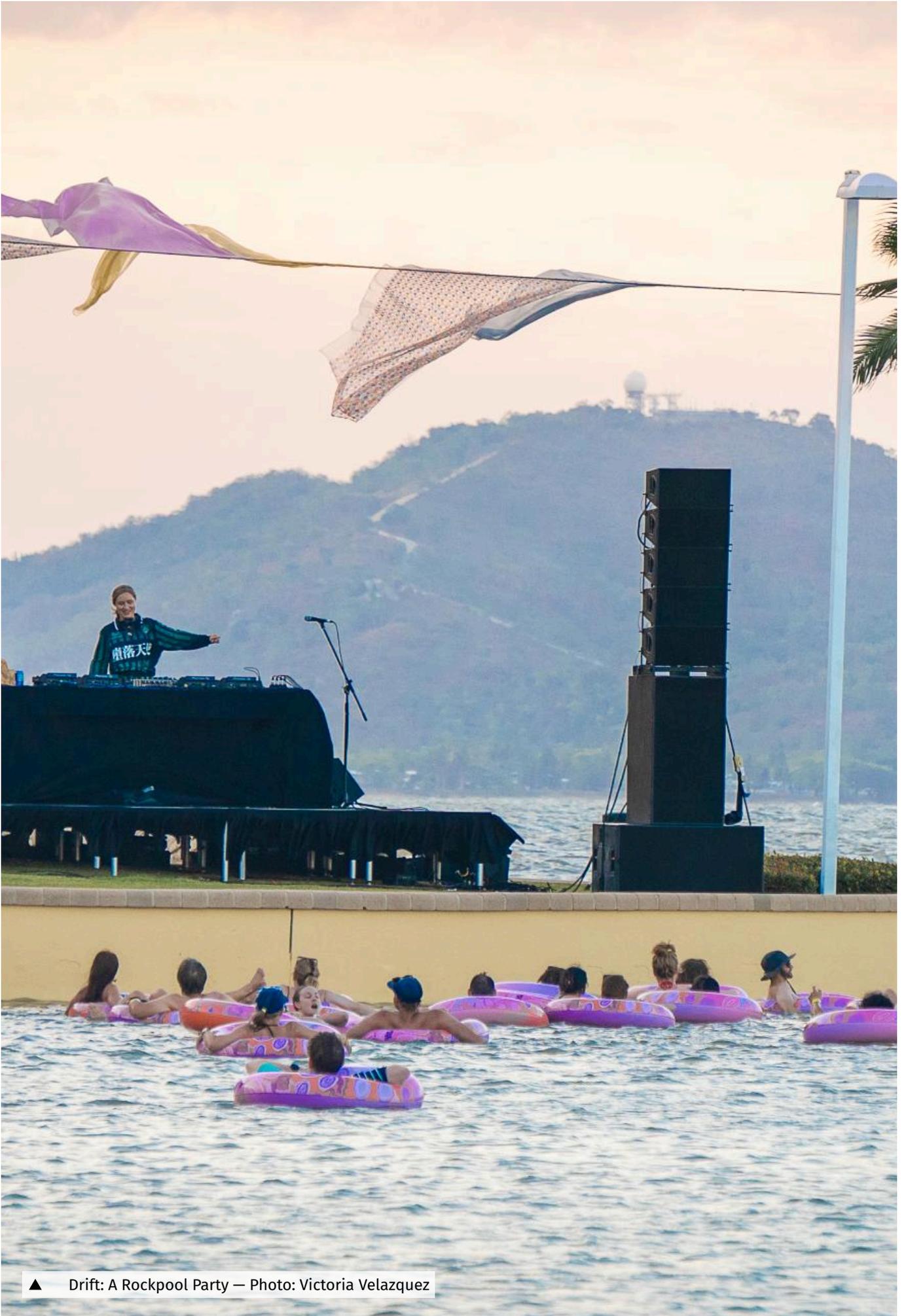
ORIGIN	EVENT & LOCAL AREA SPEND	ACCOMMODATION PER NIGHT (LOCAL)	ACCOMMODATION PER NIGHT (OTHER QLD)	TRIP SPEND (OTHER QLD)
Townsville region	\$254	\$167	-	-
Elsewhere in Queensland	\$1,000	\$210	\$125	\$1,000
Interstate	\$687	\$117	\$205	\$220
Overseas	\$781	\$142	\$205	\$220
<b>AVERAGE</b>	<b>\$468</b>	<b>\$159</b>	<b>\$181</b>	<b>\$451</b>

### Artist Direct Spend

ORIGIN	EVENT & LOCAL AREA SPEND	ACCOMMODATION SPEND (LOCAL)	ACCOMMODATION SPEND (OTHER QLD)	TRIP SPEND (OTHER QLD)	TOTAL EXPENDITURE
Townsville region	\$98,704	\$12,955	-	-	\$111,659
Elsewhere in Queensland	\$77,742	\$102,524	\$13,881	\$77,731	\$271,878
Interstate	\$113,697	\$106,753	\$58,073	\$36,435	\$314,959
Overseas	\$14,830	\$14,688	\$5,064	\$4,180	\$38,761
<b>TOTAL</b>	<b>\$304,973</b>	<b>\$236,921</b>	<b>\$77,017</b>	<b>\$118,346</b>	<b>\$737,257</b>

### Artist Impact Summary

	<b>ARTIST IMPACT</b>
Total artists	651
Artists from outside of the region	262
Percentage of artists from outside region who stayed overnight	100%
Direct nights generated by the event in Queensland	1,999
Direct artist expenditure - Visitors (additional to economy)	\$625,598
Direct artist expenditure - Locals (stimulated)	\$111,659
<b>TOTAL ARTIST EXPENDITURE IMPACT</b>	<b>\$737,257</b>



▲ Drift: A Rockpool Party — Photo: Victoria Velazquez

## Economic Impact - Audience and Artist

The tables below combine the audience, artist and organisation expenditure for NAFA 2025, to calculate the total expenditure impact of the festival.

### Location of Residence

STAKEHOLDER	TOWNSVILLE REGION	ELSEWHERE IN QUEENSLAND	INTERSTATE	OVERSEAS
Audience	14,716	1,169	443	24
Artists	389	78	166	19
<b>TOTAL</b>	<b>15,105</b>	<b>1,247</b>	<b>608</b>	<b>43</b>

### Attendance and Nights

STAKEHOLDER	UNIQUE ATTENDEES	PRIMARY PURPOSE ATTENDEES	NIGHTS STAYED FOR EVENT (LOCAL)	NIGHTS STAYED FOR EVENT (OTHER QLD)
Audience	16,351	11,278	5,795	1,906
Artists	651	651	651	651
<b>TOTAL</b>	<b>17,002</b>	<b>11,929</b>	<b>6,446</b>	<b>2,557</b>

### Average Spend

STAKEHOLDER	EVENT SPEND	ACCOMMODATION PER NIGHT (LOCAL)	TRIP SPEND (LOCAL)	ACCOMMODATION PER NIGHT (OTHER QLD)	TRIP SPEND (OTHER QLD)
Audience	\$143	\$192	\$480	\$342	\$337
Artists		\$159	\$468	\$181	\$451
<b>OVERALL AVERAGE</b>	<b>\$143</b>	<b>\$175</b>	<b>\$474</b>	<b>\$262</b>	<b>\$394</b>

Note: Event and Local Trip Spend is combined for Artists

### Attendee Direct Spend

STAKEHOLDER	EVENT SPEND	ACCOMMODATION SPEND (LOCAL)	TRIP SPEND (LOCAL)	ACCOMMODATION SPEND (OTHER QLD)	TRIP SPEND (OTHER QLD)	TOTAL EXPENDITURE
Audience	\$1,588,902	\$1,788,165	\$456,651	\$613,459	\$119,577	\$4,566,753
Artists		\$236,921	\$304,973	\$77,017	\$118,346	\$737,257
<b>TOTAL</b>	<b>\$1,588,902</b>	<b>\$2,025,086</b>	<b>\$761,624</b>	<b>\$690,476</b>	<b>\$237,923</b>	<b>\$5,304,011</b>

### Impact Summary - All Attendees

	<b>IMPACT</b>
Unique audience and artists	17,002
Primary purpose visitors from outside of the region	1,215
Direct nights generated by the event in Queensland	9,003
Direct audience expenditure - Visitors (additional to economy)	\$3,729,581
Direct audience expenditure - Locals (stimulated)	\$1,574,429
Organiser expenditure	\$2,857,596
<b>TOTAL EXPENDITURE IMPACT</b>	<b>\$8,161,607</b>



▲ Cloud Nine — Photo: Pippa Samaya

## Economic Impact Summary

The table below summarises the attendance, nights stayed and expenditure of NAFA audiences and artists, the expenditure by NAFA to deliver the festival, and the direct and multiplied impact of spending by these three groups.

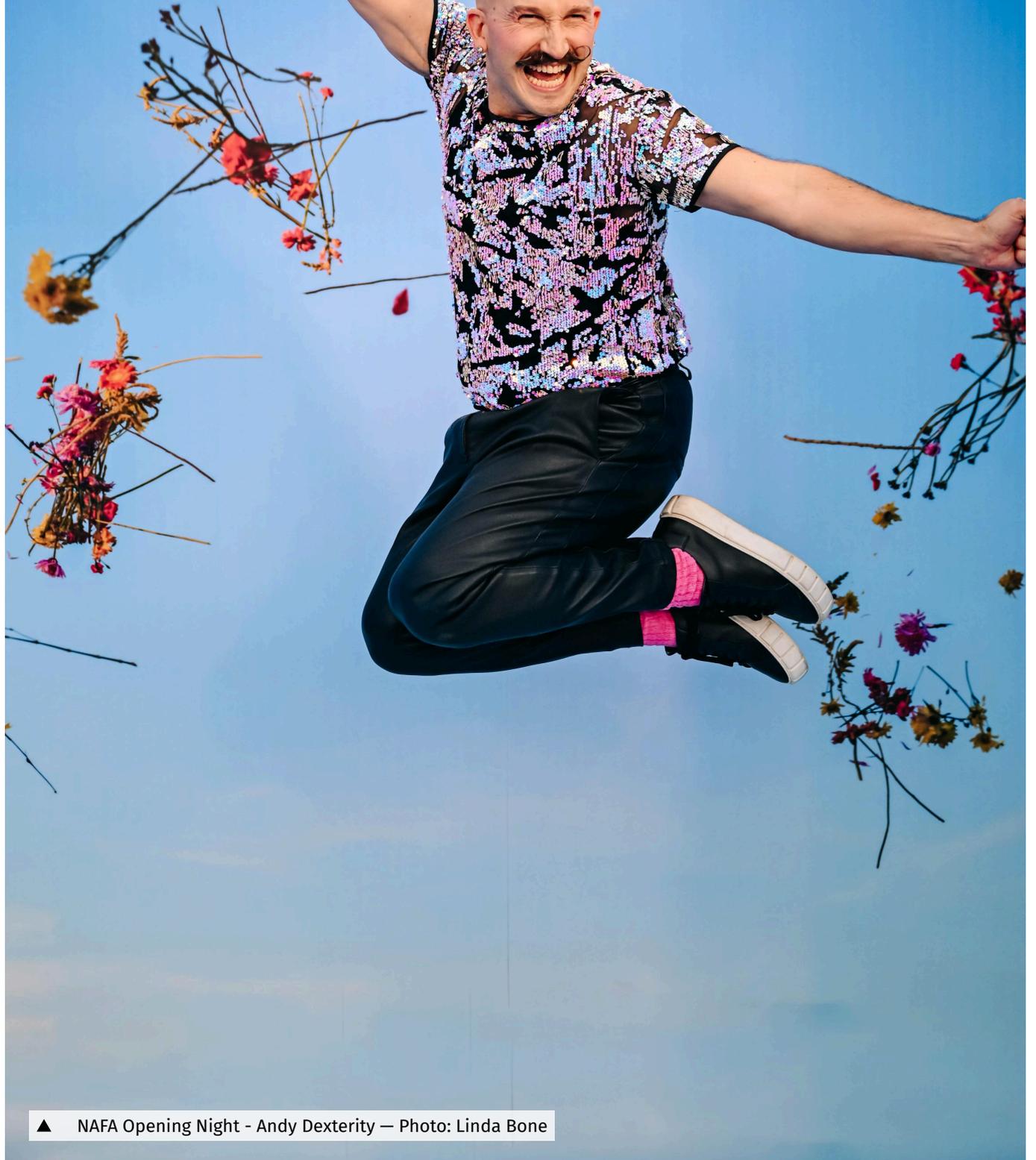
Audiences contributed \$4.6 million and artists contributed \$737,000 in direct expenditure at the event, in the local area, on accommodation and other trip expenses. Combined with \$2.8 million to deliver the festival, the total expenditure impact is \$8.2 million. Estimated flow on effects to the local and Queensland economy could be upward of \$21 million.

STAKEHOLDER	IMPACT
<b>Audience</b>	
Total audience attendees	47,225
Unique audience attendees	16,351
Audience nights generated	7,701
Total audience expenditure	\$4,566,753
<b>Artists</b>	
Total artists	651
Artist nights generated	1,999
Total artist expenditure	\$737,257
<b>Organisation</b>	
Organiser expenditure	\$2,857,596
<b>Total Expenditure Impact</b>	
Direct audience + artist + organisation expenditure	\$8,161,607
Multiplied expenditure	\$21,231,480

4 Sep - 12 Oct 2025

Townsville, QLD

# NORTH AUSTRALIAN FESTIVAL OF ARTS



▲ NAFA Opening Night - Andy Dexterity — Photo: Linda Bone

Data and Insights by

# CultureCounts

Report prepared for



This report has been prepared by Culture Counts. The authors would like to thank all stakeholders and staff for their participation in this research.

We respectfully acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders past and present.

*Front page image: Yabu Gugay Sun Gathering – Photo by Pippa Samaya*