



ADELAIDE FRINGE GROWS AGAIN

Adelaide Fringe closes today celebrating yet another year of record ticket sales. Sensational new venues and fantastic new shows have boosted ticket sales to 11 percent higher on 2010.

This year Australia's largest arts festival sold 334,000 tickets through the FringeTIX box office, national ticketing agencies and at Adelaide Fringe venues.

Adelaide Fringe Director and Chief Executive Greg Clarke thanked audience members who have embraced the 2011 program.

"Our wonderful audience members continue to be excited by the fantastic and diverse range of events on offer during Adelaide Fringe," he said. "Not only have they seen their favourite artists, they have charged out of their comfort zone to experience some absolutely amazing new, innovative and undiscovered talent.

"I thank all of the extraordinary companies, individual artists and venue managers who have worked so hard over the last three weeks to bring us so many memorable and thrilling shows."

The record breaking box office is great news for artists who receive the majority of the ticket sales. Adelaide Fringe 2011 included a record 759 shows, 4889 performances, more than 3000 artists and 325 venues.

Adelaide Fringe Board Chair Judy Potter congratulated Mr Clarke on a successful result in his first year as the festival's Director and Chief Executive and thanked Adelaide Fringe staff for their efforts.

"Greg's initiatives such as the Rundle Mall caravan showcase stage and box office were instant hits that directly contributed to the increase in ticket sales," she said. "These great new ideas attracted new audiences and created a platform for Adelaide Fringe artists to showcase their work."

Ms Potter also thanked Adelaide Fringe's program partner BankSA for its continued support and initiatives such as the highly successful Support Act program and the talkfringe.com website.

Adelaide Fringe returns in 2012 from Friday, February 24 to Sunday, March 18.

Note to editors:

In 2011 267,200 tickets were sold through box offices – with an estimated additional 66,800 tickets sold at venues.

In 2010 245,865 tickets were sold through box offices – with an estimated additional 55,966 tickets sold at venues.

In 2009 187,000 tickets were sold through box offices – with an estimated additional 50,000 tickets sold at venues.

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