

TASTING AUSTRALIA 2019

THE MOST POPULAR IN THE EVENT'S HISTORY

ECONOMIC IMPACT

\$5.5 MILLION*

2019

ABOUT THE EVENT

THE 13TH EDITION OF TASTING AUSTRALIA

THE **THIRD TIME** THE FESTIVAL HAS BEEN HELD ANNUALLY. RUN OVER **10 DAYS**, FROM 5-14 APRIL. IN **MORE THAN 120 VENUES** ACROSS ADELAIDE AND SOUTH AUSTRALIA'S REGIONS.



64,000 PEOPLE ATTENDED TOWN SQUARE, THE FREE FESTIVAL HUB

↑18% COMPARED TO 2018



11,377 INTERNATIONAL & INTERSTATE VISITORS

↑42% COMPARED TO 2018



ECONOMIC IMPACT*

2019 **\$5.5M**
2018 **\$5.2M**



INTERSTATE VISITORS

2019 **6,293**
2018 **5,000**



INTERNATIONAL VISITORS

2019 **4,984**
2018 **3,000**

*Economic impact figures have been rounded.

