



# FRINGE MEMBER AND ARTIST DISCOUNTS

Adelaide Fringe is a 31-day experience for locals and tourists alike. In 2024, Fringe brought \$121 million new expenditure to the state, with \$72.7 million within the City of Adelaide. The season saw 5 million attendances, with an average of \$4,529 per tourist.

Adelaide Fringe runs a program to assist CBD-businesses to benefit from the additional visitors to Adelaide. Registration in this program is free and you can choose to offer a discount to Fringe Members and/or Artists.

MEMBER DISCOUNTS	
<b>RECOMMENDED FOR</b>	Hospitality businesses looking to grow their local customer base
<b>AUDIENCE</b>	7,000+ Fringe Members
<b>DURATION</b>	1 February - 31 March 2025
<b>PROMOTION</b>	Your discount will appear on the Adelaide Fringe website. Discounts will be promoted to the Fringe Members through eDMs and social media.
<b>REDEEMED WITH</b>	Fringe Membership digital card (via Adelaide Fringe website > MyFringe Account > My Details)

ARTIST DISCOUNTS	
<b>RECOMMENDED FOR</b>	Hospitality and service providers (e.g., equipment hire, accommodation, printing, rehearsal spaces, transport, dry cleaning, clothing and footwear, costumes and props etc).
<b>AUDIENCE</b>	8,000+ participants
<b>DURATION</b>	1 February - 31 March 2025
<b>PROMOTION</b>	Your discount will appear on the Adelaide Fringe website. Discounts will be promoted to Artists through eDMs and social media.
<b>REDEEMED WITH</b>	Adelaide Fringe digital or printed Artist Pass

## READY TO SIGN UP?

**Register here** or contact [deals@adelaidefringe.com.au](mailto:deals@adelaidefringe.com.au)  
Check out the listings on [adelaidefringe.com.au/deals](https://adelaidefringe.com.au/deals)

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