



WAM

WA MUSEUM
BOOLA
BARDIP

TERRACOTTA WARRIORS

LEGACY OF THE FIRST EMPEROR

HIGHLIGHTS SUMMARY



28 Jun 2025 – 22 Feb 2026
WA Museum Boola Bardip

Exhibition Partners



Major Partners



Foundation
for the WA Museum



Airline Partner



Accommodation Partner



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Media Partner



Introduction

The WA Museum, together with its valued exhibition partners, were proud to present the most successful exhibition in Western Australia's history.

TERRACOTTA WARRIORS

LEGACY OF THE FIRST EMPEROR

A world-exclusive, only in Perth.

More than 225 exceptional Chinese artefacts, including ten terracotta figures, were drawn from 20 lenders. With objects never before seen outside China, the exhibition formed the largest display of its kind ever presented in Australia, brought together globally for the first time.

Visitors stepped into the extraordinary world of China's first emperor, Qin Shihuang, where they explored his life, legacy, and afterlife. Through digital and immersive storytelling, audiences deepened their understanding of this remarkable chapter in human history.

Created and designed by the Western Australian Museum in collaboration with the Shaanxi Cultural Heritage Promotion Centre and the Emperor Qinshihuang's Mausoleum Site Museum, and featuring some recently excavated objects, the exhibition was the boldest museum exhibition ever held in Western Australia.

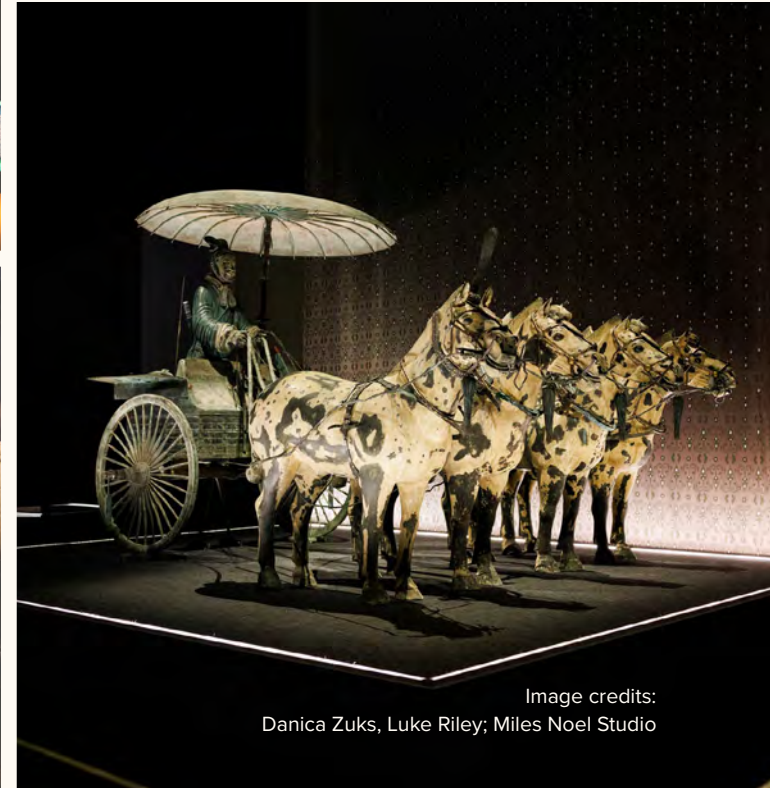
In partnership with the City of Perth, *The Lanterns of Terracotta Warriors* illuminated the city—from Forest Place, South Perth, Elizabeth Quay and King's Park to the Perth Cultural Centre—extending the exhibition experience across Perth.

Chinese superstar Zhang Guoli served as the exhibition's cultural ambassador, further strengthening global cultural connections. This milestone saw *The Nation's Greatest Treasures* film its first-ever overseas segment, featuring the Terracotta Warriors alongside iconic Perth destinations.

The *Terracotta Warriors* exhibition generated the largest national and international media coverage of any Western Australian exhibition.

Terracotta Warriors: Legacy of the First Emperor closed with a five-day festival aligned with Chinese New Year, celebrating this remarkable showcase of Chinese history and culture and the enduring impact of collaboration and cultural exchange.

The delivery of an exhibition of this scale was supported by a combination of State Government funding, strategic partnerships, and philanthropic investment, including contributions through the Foundation for the WA Museum's International Exhibition Fund.



Exhibition Highlights



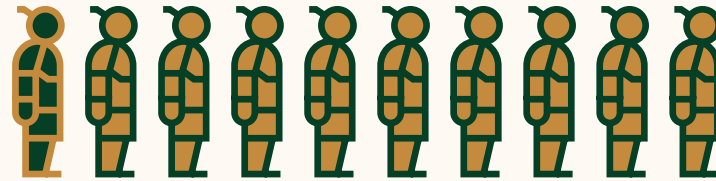
323,223
total attendance



\$196.3 million
total economic activity for WA



\$71.95 million
in economic impact for the State, including direct, contributing and pre-planned international and interstate visitation



ROI \$1:10
Every \$1 invested returned \$10 in value

\$3.75 million
spent with local suppliers in developing the exhibition

189
local businesses engaged



94%
Overall visitor satisfaction

NPS +56%
Net Promoter Score



98%
WA attendees travelled to the metro area specifically for the exhibition

Nearly two thirds
of WA attendees would not have been in the Perth metro area if not for visiting the exhibition

Tourism Impact



+93,000
non-Perth attendances



Visitors from more than
26 countries



73,178
visitor nights where the
exhibition was a primary or
contributing travel factor

10,183
WA locals stayed overnight

OUT-OF-STATE VISITORS

2,963
travelled specifically for the exhibition
(would not have otherwise visited)

4,228
identified the exhibition as a contributing
factor in their decision to travel

22,278
had planned on visiting the
exhibition before arriving

10.6 days
average length of stay

\$17.68 million
visitor expenditure where the exhibition
was a primary or contributing travel factor

4 in 10 attendees
visited other tourism sites including iconic
locations like King's Park and Elizabeth Quay

VISITOR ORIGIN



71%
Perth metro
(230,092)



8%
regional WA
(24,485)



13%
interstate
(41,982)



8%
international
(26,664)

Exhibition Cultural Ambassador Zhang Guoli

To further strengthen reach into Chinese markets, acclaimed actor and director Zhang Guoli was engaged as Cultural Ambassador in partnership with the Foundation for the WA Museum.

His involvement included attendance at key events, short-form video content for Chinese platforms and an international edition of *The Nation's Greatest Treasures* filmed at iconic Perth locations including WA Museum Boola Bardip, WA Maritime Museum, Perth Mint and Fremantle Prison.

“Museums can provide opportunities for cultural exchange and understanding, both within China and across the globe. The *Terracotta Warriors: Legacy of the First Emperor* exhibition at the WA Museum is a wonderful example of this, and I am looking forward to visiting the exhibition and sharing the experience with others.”

Zhang Guoli

5

WA Museum Boola Bardip
Terracotta Warriors – Highlights Summary

160 million
views

*Nation's Greatest
Treasures TV*
Episode views

143 million

Media Reach

25.8 million

Top Post

\$4.02 million

Equivalent
advertising value

60

media mentions

24

social media mentions



Foundation
for the WA Museum



Image credit: Liang Xu

Community and Social Impact

7,632

students and teachers engaged in Education Programs

40,111

engaged in family and school holiday programming

16,183

experienced a Live Arts or Talks program including Jade Nights and *Terracotta Warriors* Closing Festival

4,655

attended a *Terracotta Warriors* event

94%

Overall visitor satisfaction

86%

would come to something like this again

81%

agreed it engaged people from different backgrounds

CHINESE NEW YEAR CLOSING FESTIVAL

99%

Closing Week Festival Event Satisfaction

97%

Enjoyed the vibrancy and the people

46%

of visitors were born overseas

23%

use a language other than English at home

99%

would come to something like this again

community
engaging **educational**
lively absolutely great inclusive
fun amazing
awe interactive relaxing
enlightening nice cool fantastic impressive surprise
friendly exciting history entertaining
wonderful well immersive historical
excellent beautiful happy
interesting
cultural
informative
experience vibrant fascinating
good family enjoyable eye-opening very

New Partnerships

WA Museum were pleased to welcome new exhibition partners.

Airline Partner



Accommodation Partner



Major Partner



Chinese Travel Agency



Chinese Media Partner



Chinese Bubble Tea company



Media Partners



JCDecaux



Image credit: Jessica Russell



Image credit: JCD



Image credit: Luke Riley

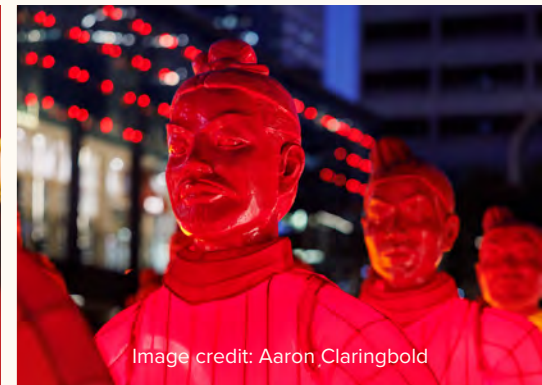


Image credit: Aaron Claringbold



Image credit: JCD



Image credit: Chaffic

The Lanterns of Terracotta Warriors

In partnership with City of Perth, a major citywide activation expanded the *Terracotta Warriors* campaign into the built environment through the spectacular *The Lanterns of Terracotta Warriors* installation.

This contemporary reinterpretation of the Warriors featured 80 illuminated figures glowing in vivid hues of red, yellow, blue, green, and white.

Positioned across Perth's most recognisable tourism destinations including Forrest Place, Elizabeth Quay, Kings Park and the South Perth foreshore, the Lanterns invited widespread public engagement and transformed the city into an open-air gallery.



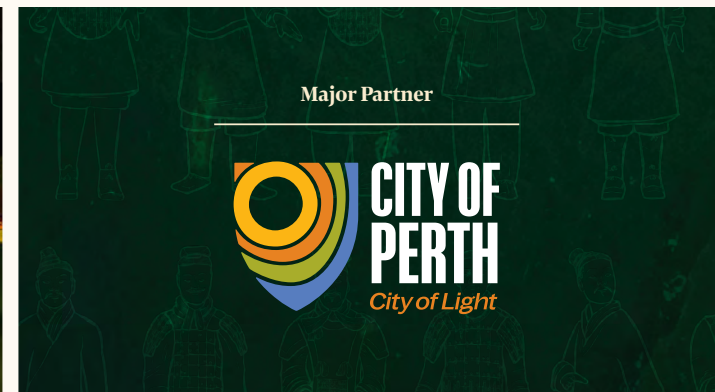
Image credit: Luke Riley



Image credit: City of Perth



Image credit: City of Perth



Media

1.62 billion
total reach

3,110 total
mentions
across media and third
party social media

\$15.4 million
equivalent advertising value

134,223
media and social
media engagements
across third-party and
owned channels

97.9%
increase
organic social media views

65%
increase
organic social media
engagement

51.6%
increase
organic follower growth



In March 1974, farmers digging a well outside Xi'an in China's Shaanxi province discovered a clay head and fragments of bronze arrowheads. Little did they realise that they'd just uncovered part of what would become one of the most celebrated archaeological finds in history: over 8000 terracotta warriors buried for more than 2000 years. Their assignment was to guard for all eternity the tomb of Qin Shihuang, first emperor of a unified China.



Marketing

3 in 10

culture goesers nationally saw *Terracotta Warriors* advertising

62%

of Western Australians saw *Terracotta Warriors* advertising

2,696%
increase

in engaged website visitation from China

57%

of those aware of the *Terracotta Warriors* exhibition say it has made them more likely to attend future WA Museum exhibitions

Campaign Brief

2025 WA Advertiser of the Year

The Drum Awards Marketing EMEA

Digital Transformation Finalist



Image credit: Miles Noel



Image credit: JCD



Image credit: Miles Noel



Image credit: JCD



Image credit: Luke Riley



兵马俑：始皇帝的传奇 | 西澳博物馆
MostAus



兵马俑：始皇帝的传奇 | 西澳博物馆
仅在珀斯展出 2025年6月28日 - 2026年2月22日

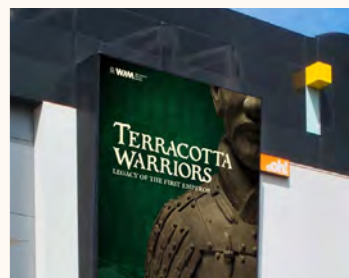


Image credit: JCD

What our visitors said



“Mind-blowing”

GOOGLE REVIEW



“Something you shouldn’t miss”

GOOGLE REVIEW



“Feel as if I have actually travelled to China”

GOOGLE REVIEW



“Very impressive”

GOOGLE REVIEW



“Brilliant”

GOOGLE REVIEW



“Left feeling like I’d just travelled back in time to ancient China”

GOOGLE REVIEW



“Worth every cent”

GOOGLE REVIEW



“First time visitor, really impressed”

GOOGLE REVIEW



“Breathtaking”

GOOGLE REVIEW



“Loved it so much”

GOOGLE REVIEW



“WA can be very proud of this museum”

GOOGLE REVIEW



“Thank you for bringing this to WA our great state”

TRIPADVISOR



“10/10 would recommend”

TRIPADVISOR



“A fantastic experience, very immersive”

TRIPADVISOR



“Excellent experience”

TRIPADVISOR



“Unforgettable experience, worth a visit”

TRIPADVISOR



“Definitely not to be missed”

TRIPADVISOR



“Outstanding displays”

TRIPADVISOR



“You must see it”

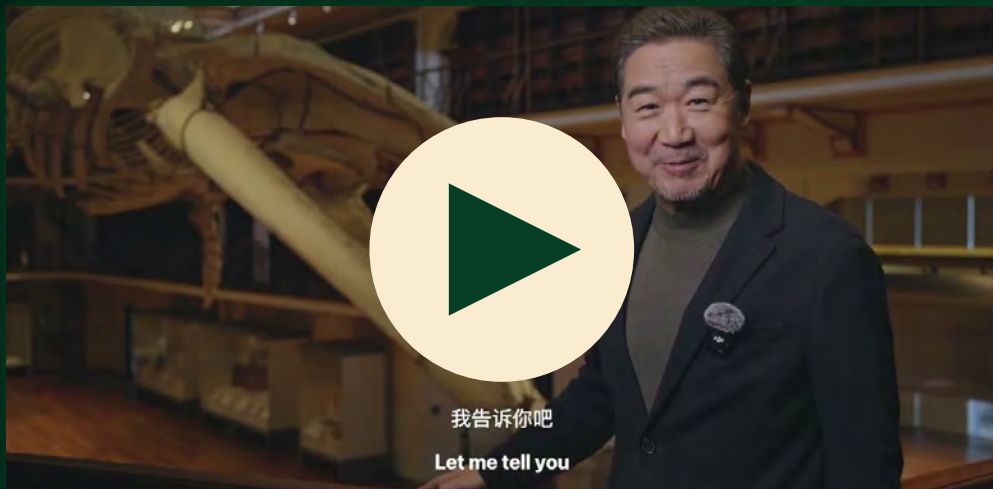
TRIPADVISOR



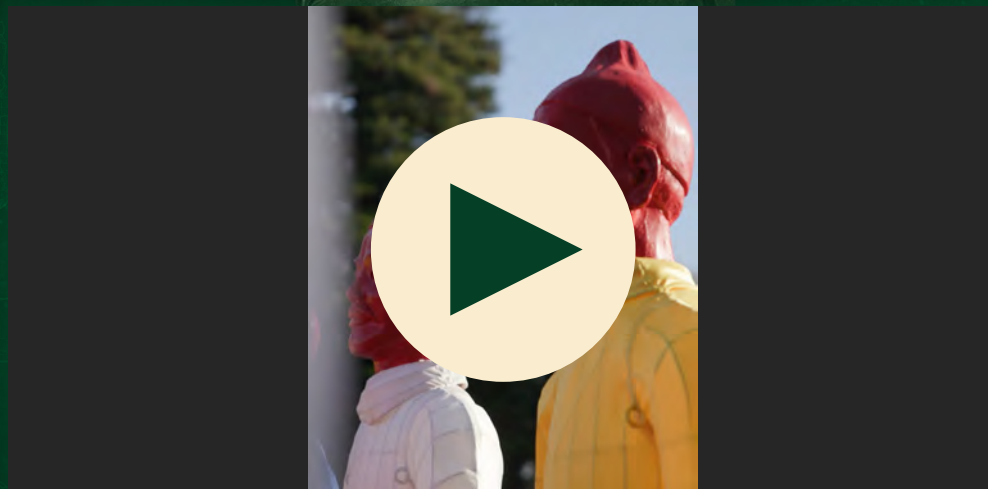
“Over from the UK, found it brilliant”

TRIPADVISOR

Reels



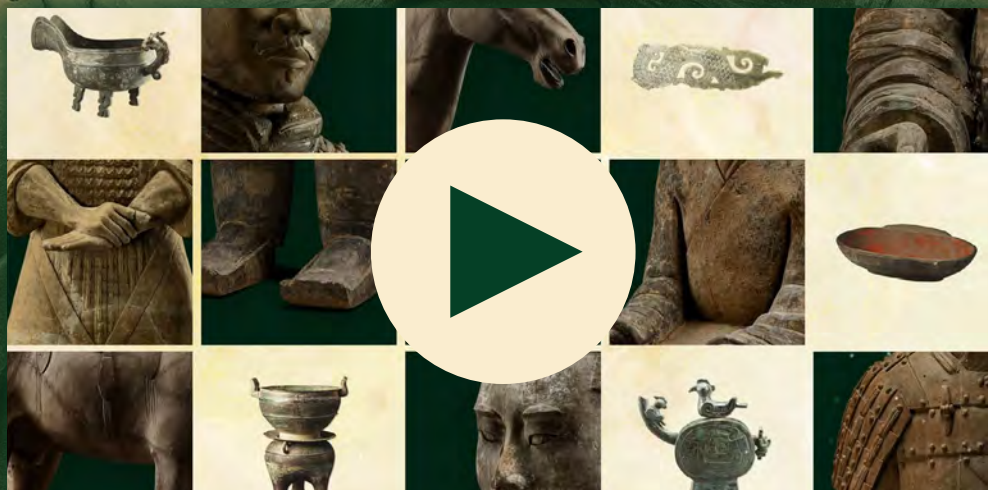
WA Museum Boola Bardip with Zhang Guoli (1:04)



Lanterns of the Terracotta Warriors (0:38)



Wrap-up (2:19)



TVC (0:15)



The Foundation for the WA Museum, through the International Exhibition Fund, together with its partners and donors, played an integral role in enabling the delivery of the exhibition and contributing to key initiatives including the Cultural Ambassador Program and the closing week celebrations.

The exhibition's success reflects what can be achieved through true collaboration.



**Foundation
for the WA Museum**





**The Terracotta Warriors:
Legacy of the First Emperor**
exhibition delivered
exceptional outcomes
across visitation, tourism,
and economic impact,
reinforcing its significance
as a major cultural event
for Western Australia.

**Our heartfelt thanks to
our partners, for the legacy
they helped create.**

Exhibition Partners



Major Partners



**Foundation
for the WA Museum**



Airline Partner



CATHAY PACIFIC

Accommodation Partner



CROWN

Proudly Supported By



**Australian Government
International Exhibitions
Insurance Program**

Media Partner



DETAIL

PR Partner

Exhibition Event Partners

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International Exhibition Fund Donors



**The McClements
FOUNDATION**



**MINERAL
RESOURCES**

**Nev Power
and Family**

**Kate
Budiselik**

**Tony
Chong**

**Two anonymous
donors**

Jade Donors