

## Live Events - Canada - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

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"Canadians are active attendees of live events, with many reporting having gone to at least one event in the past year.

Availability to tickets is an issue, with affordability and tickets selling quickly being cited as attendance barriers. Positively for marketers, FOMO (fear of missing out) is real and consumers see exclusive experiences as status symbols that are worth paying more for."

**- Carol Wong-Li, Sr Analyst, Lifestyles and Leisure**

This report looks at the following areas:

- Accessibility to tickets is a challenge
- Ticket costs are an issue
- Source of awareness for live events is primarily from friends and family

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Technology helps address FOMO

### What's Working?

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Brand partnerships raising visibility of Canadian music and festivals  
 Canadian clothing retailer Roots gives Canadian artists greater exposure  
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Abbreviations

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