

Music Concerts and Festivals - UK - August 2017

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“Technology is helping to increase spend while at events and cashless payment in the form of wristbands is likely to become fully available. Consumers are seeking out more experiences than material possessions which is benefitting the music festival and concert market.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- **How can music concerts and festivals utilise technology more?**
- **How can music concerts and festivals take advantage of the pre- and post-event periods?**

The live music industry is in a strong position with consumers going to more concerts and festivals than ever. This is also aided by an increase in the availability of events to attend as artists rely heavily on live performances to counteract the losses in revenue from record sales. The weakened Pound means consumers are likely to choose UK based leisure activities while overseas 'music tourists' are boosting the market further.

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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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The facts

The implications

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