

Music Concerts and Festivals - UK - August 2018

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“The UK music concert and festivals market continues to grow in value, fuelled by more events, higher ticket prices and a rise in the number of music tourists from overseas. The industry can’t rely on international visitors to keep the market afloat.”

– **Helen Fricker, Associate Director - Leisure**

This report looks at the following areas:

If music fans begin to cut-back or Brexit negotiations negatively impact music tourism, then it may begin to struggle, especially in an increasingly crowded marketplace.

- **Can wearable tech replace cash and cards at music events?**
- **How can music events drive loyalty?**

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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 implications

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The facts

The implications

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UK music events bringing in the crowds

Ticket and ancillary spend share stable

Concerts remain dominant

More events

Proper protection for venues

Reduced royalty rate for festivals

Music fans cutting back

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UK music events bringing in the crowds

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Proper protection for venues

Reduced royalty rate for festivals

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Live Nation remains dominant force

SJM slips slightly while AEG bounces back with Bieber tour

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 More than music
 New festivals
 'Drastic on Plastic' campaign launch
 Advertising spend peaked in 2016

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Live Nation remain dominant force
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SJM slips slightly
 AEG bounces back with Bieber tour

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 Half will be going to fewer music events with most thinking they're too expensive
 A third would travel abroad for a music event
 Majority worry about losing property but contactless wristbands yet to go mainstream
 Sharing music event content is common and increases appeal
 Increase in ticket alert use but half leaving it later to purchase
 Rewards/loyalty schemes have strong appeal
 Recycling is a must

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Majority worry about losing property...

...but contactless wristbands yet to go mainstream

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