

# Returning to Live Entertainment - US - 2022

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## This report looks at the following areas:

- The size and forecast for the live entertainment market (excluding live sports)
- Types of live events attended in the past 12 months and key demographics of event attendees
- Sources of information for learning about live events to attend
- Preferred ticket buying methodologies
- Concerns and potential barriers for attending live events in the future

Just over half of all adults have been to a live entertainment event in the past 12 months, but 58% of these eventgoers say that COVID-19 precautions such as proof of vaccination or masking requirements would make them feel more comfortable attending live events, indicating the pandemic's lingering impact on the live entertainment industry.

In addition to persistent COVID-19 concerns, high inflation poses a significant threat to this market, as consumers have less money to spend on entertainment due to higher prices on more necessary goods and services. Indeed, among event attendees, more than a third agree that "rising costs will prevent me from attending some live events this year."

Nevertheless, dads with kids under the age of 18 at home, most of whom are Millennial men, have the means and willingness to attend live entertainment. Targeting this audience with VIP packages and souvenir bundles can help these consumers find the once-in-a-lifetime entertainment experience they seek, either with or without their children.



"The pent-up demand for live entertainment from the days of severe lockdowns has lessened as waves of COVID-19 variants derailed performances earlier this year. The market is recovering, but aside from a booming concert scene, attendance has yet to return to prepandemic levels."

– **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

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Source: Bureau of Economic Analysis /Mintel

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