

The Future of Live Events: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on live and virtual event attendance
- Industry reactions to COVID-19-related event cancellations and disruptions
- Expected impact of the recession on live events during the recovery period
- Potential opportunities for virtual events post-pandemic



"The COVID-19 pandemic marks a turning point for live events. For most consumers, attending an event or performance in person is off the table until they can be sure their health will not be put at risk. In a matter of months, livestreamed performances have evolved and so have consumers' expectations for quality and interactivity."

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

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LIVE EVENTS BY THE NUMBERS

- **The concert industry was booming until April 2020**
- **Five-year period saw remarkable market growth**

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COMPETITIVE STRATEGIES

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THE CONSUMER – KEY TAKEAWAYS

- **Most adults attended a live event or performance in 2019**
- **Being there in-person is best**
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