



# How to Host Successful Concerts and Music Festivals Using Destination Data

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# 1. Leveraging concert tourism for destination growth

No, it's not just your imagination.

If your social media feeds are packed with posts about people going to concerts, you're not alone. It's not just a feeling — **live concerts are back, and they're bigger than ever.**

After the COVID-19 health crisis, it's clear that **concert attendance and frequency have not only returned to normal but have surpassed previous levels.**

Concert tour sales between October 2023 and March 2024 spiked 83% year-over-year, with the top 10 tours grossing over \$1.5 billion. And that figure excludes Taylor Swift's **record-breaking Eras Tour** — which became first to **gross over \$1bn** according to Pollstar's 2023 year-end charts.

It's not only artists who benefit financially from their concerts; the cities hosting them do too. For instance, Taylor Swift's two concerts in Milan **boosted the city's GDP by €85 million and generated an additional €141 million** in local spending by her fans. This influx of activity created over **1,200 jobs.**





Similarly, Agoda a travel platform serving the Asia-Pacific region, reported a significant spike in accommodation searches for Singapore during Coldplay's Music of the Spheres World Tour concert dates. According to the company, **interest surged 8.7 times following the start of ticket sales in June**. This heightened demand was primarily driven by travellers from nearby Malaysia and Indonesia.

We've definitely seen a growing trend of people travelling farther for concerts. A recent Price4Limo study found that more than 10% of fans are now making trips of 500 miles or more just to see their favourite artists live.

It's no wonder the global Music Tourism Market is set to grow at an annual rate of 8.5% from 2023 to 2032. Valued at USD 6.6 billion in 2023, the market is anticipated to reach USD 13.8 billion by 2032.

The reasons for this boom can vary widely.

Some people find it more worthwhile. Prices for tickets tend to vary from one country to the other — even if it's the same artist.

For instance, Taylor Swift's concerts at Paris' La Defense Arena cost only a fraction of what they did in the USA.



The price to see the opening of the European leg of the Eras Tour in the French capital averaged \$340 per ticket — **87% cheaper than the average price in the United States.**

Others are driven by a trend we identified in our "**5 Megatrends Reshaping International Tourism in 2024**" report: travelling for unique experiences. People are increasingly valuing cultural events, local festivals, and unique performances that offer a deeper connection to the places they visit. Music included.

Destinations stand to gain immensely from hosting such music events. It benefits the destination by **showcasing unique local experiences, which not only attracts more visitors but also boosts local businesses and the hospitality industry.**

Plus, it creates positive feedback loop: memorable events draw more tourists, who then share their experiences on social media, providing free, authentic promotion.

This, in turn, enhances the destination's appeal, attracting even more events and maintaining a cycle of growth and visibility.

In this eBook, we'll be exploring:

- The win-win **effects of hosting concerts and music festivals**
- How to leverage event data by using **examples** from our destination management platform, **D / AI Destinations**, including **OTA rates, market saturation, event attendance**, and spending from multiple-day concerts and festivals taking place this year:
  - **Coldplay** – Rome (July 12, 13, 15, 16, 2024)
  - **Adele** – Munich (August 2, 3, 9, 10, 14, 16, 23, 24, 30, 31, 2024)
  - **Rock in Rio** – Rio de Janeiro (September 13-15, 19-22, 2024)
- How destinations can **host successful concerts and music festivals** while tackling sustainability and overtourism

# 2. How music events benefit host destinations

Destinations that host these events can reap numerous benefits, from boosting local economies to enhancing their global appeal. Drawing example from three concerts and festivals, **let's look at the diverse advantages they bring to host destinations on local communities and the broader tourism industry.**

## 01. Economic boost

### Accommodation, transport, food, drinks, and more.

Concert goers significantly boost the local economy by spending on these necessities.

The influx of visitors drives demand for **hotels and rentals**, often leading to fully booked accommodations and higher revenues for businesses.

Increased use of **public transportation and ride-sharing** services generates additional income and highlights the need for infrastructure improvements.

The **food and beverage industry** sees a substantial uptick as local restaurants, cafes, bars, as do local retail shops and vendors.

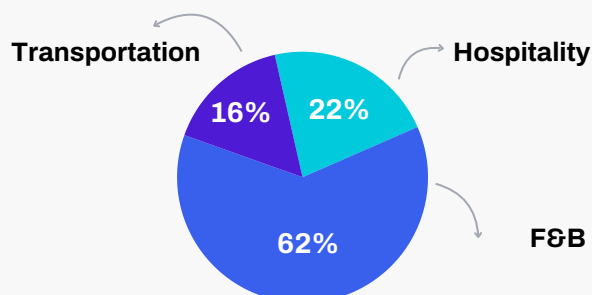
**Based on the data we've analysed, we can observe the following numbers for each individual date:**

### Total predicted spending:

**Rock in Rio, Rio de Janeiro**

*(September 13-15 & 19-22, 2024)*

**€ 27M**



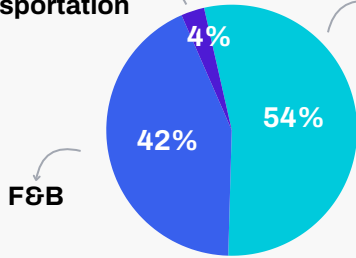
**Food and Beverage** is the largest category, reflecting the extensive range of food options available at the multi-day festival.

### Coldplay, Rome

(July 12, 13, 15, 16, 2024)

€ 17M

Transportation Hospitality



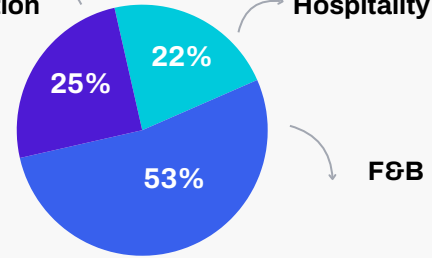
**Hospitality** is the largest spending category, driven by high demand for accommodation around the concert dates.

### Adele, Munich

(August 2, 3, 9, 10, 14, 16, 23, 24, 30, 31, 2024)

€ 4M

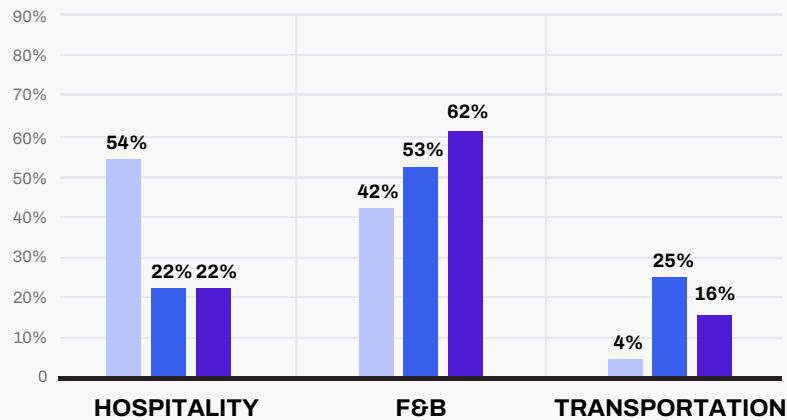
Transportation Hospitality



**Food and Beverage** leads, though the total spending is lower compared to other events. This could be due to lower overall attendance or lower average spending per visitor despite the multiple concert dates.

## Event spending distribution

■ Coldplay ■ Adele ■ Rock in Rio



Source: D / AI Destinations - event spending distribution



Naturally, **these events create temporary and sometimes permanent jobs**. According to PLASA, a global organisation for event and entertainment tech suppliers, **one single performance typically involves around 443 professionals** — covering roles in planning, design, preparation, warehouse management, and venue operations.

These jobs not only support the event itself but also contribute significantly to the local economy and industry growth — which in the UK alone, contributes **£100 billion to the economy and provides employment for approximately 589,000 individuals**.

## 02. Year-round tourism (and improved destination sustainability)

Particularly for destinations grappling with overtourism and looking to diversify seasonal patterns — promoting events that appeal beyond traditional peak seasons can mitigate overcrowding during high-demand periods while sustaining economic benefits throughout the year.

This approach not only enhances visitor experiences by **spreading out tourist flows** but also **supports local businesses and communities** by creating more stable and predictable tourism revenues.

## 03. Cultural appeal and community engagement

Music events highlight and preserve the cultural identity of a location, enhancing its appeal.

**What comes to mind when you hear names like Glastonbury or Isle of Wight?** For music enthusiasts, these places are synonymous with their legendary festivals.

If you're a jazz fan, names like **Umbria** and **Montreal** likely evoke thoughts of their renowned **jazz festivals**.

**Liverpool** immediately brings to mind **The Beatles** and their lasting impact on music. While these destinations aren't solely defined by their music events and history, it's hard to separate the two. Additionally, hosting these events boosts community pride as locals see their hometowns recognised worldwide.

Visitors who have a positive experience are more likely to return to relive those moments or explore other attractions the area has to offer.



## 04. Infrastructure and development

Infrastructure and development are crucial for maintaining a competitive edge in the entertainment industry.

For instance, to attract top artists and enhance their appeal in the region, the Philippines is **planning to build state-of-the-art stadiums capable of hosting large concerts and performances by superstars such as Taylor Swift.**

Munich has already taken a similar approach. To accommodate Adele, venue designer Florian Wieder, known for his work with Beyoncé, Jennifer Lopez, and U2, stated, “We knew Adele wasn’t interested in going on tour, so we thought, What else might excite her? We gave her a venue that reflects her as a talent in the best possible way.”

Additionally, this approach of creating tailored venues can be repeated. According to Sebastian Pichel, Live Nation Germany’s production manager, “95% of the stage is disassembled after the event and restaged for other events.” This flexibility ensures that such **investments remain valuable and adaptable for future performances.**



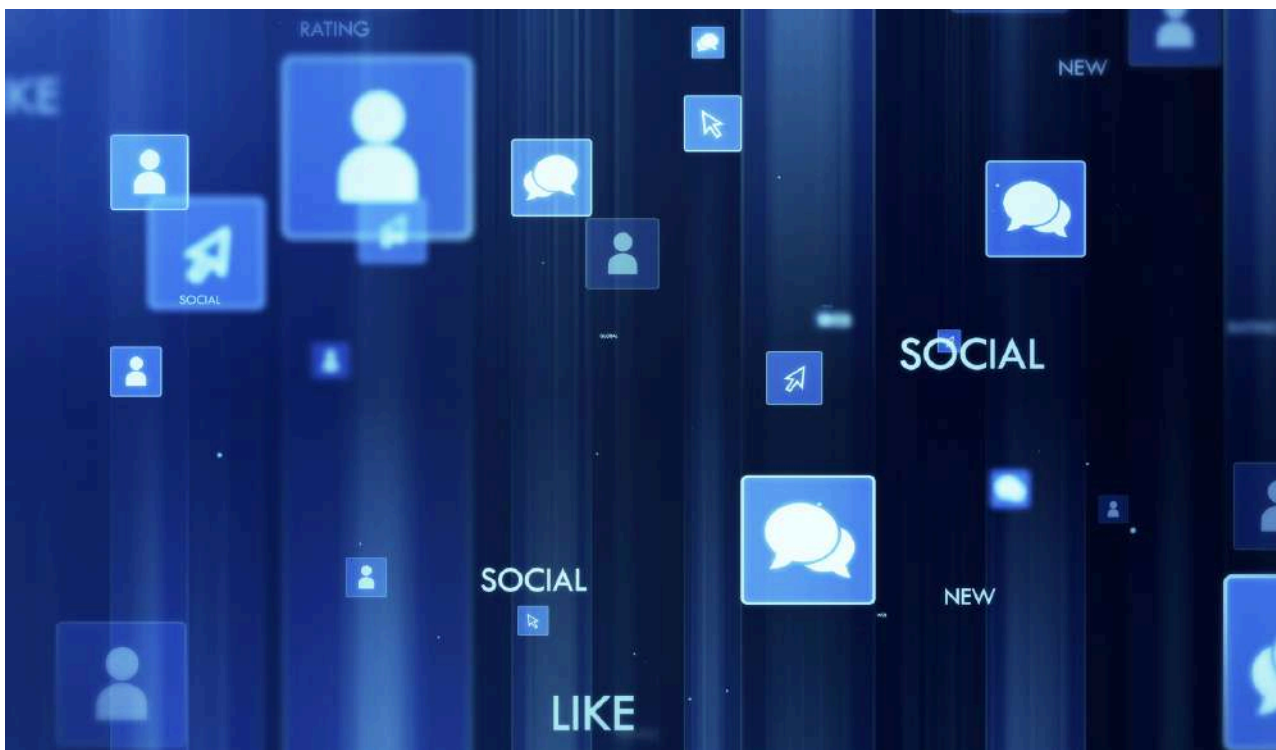
## 05. Promotion and branding

Hosting concerts and music events provides destinations with an invaluable branding opportunity.

These events not only draw media attention and generate social media buzz but also help to **shape the destination's image as a vibrant and culturally rich location**.

By successfully hosting high-profile events, destinations can enhance their brand identity and position themselves as key players in the cultural and entertainment sectors.

This branding is further strengthened through strategic partnerships and sponsorships with influential brands and media, which **amplify the destination's visibility and appeal**, and creates a multifaceted approach to branding that not only attracts diverse audiences but also establishes the destination as a must-visit hub, encouraging repeat visits and long-term recognition in the cultural and tourism landscapes.



# 3. What can destinations do with event data?

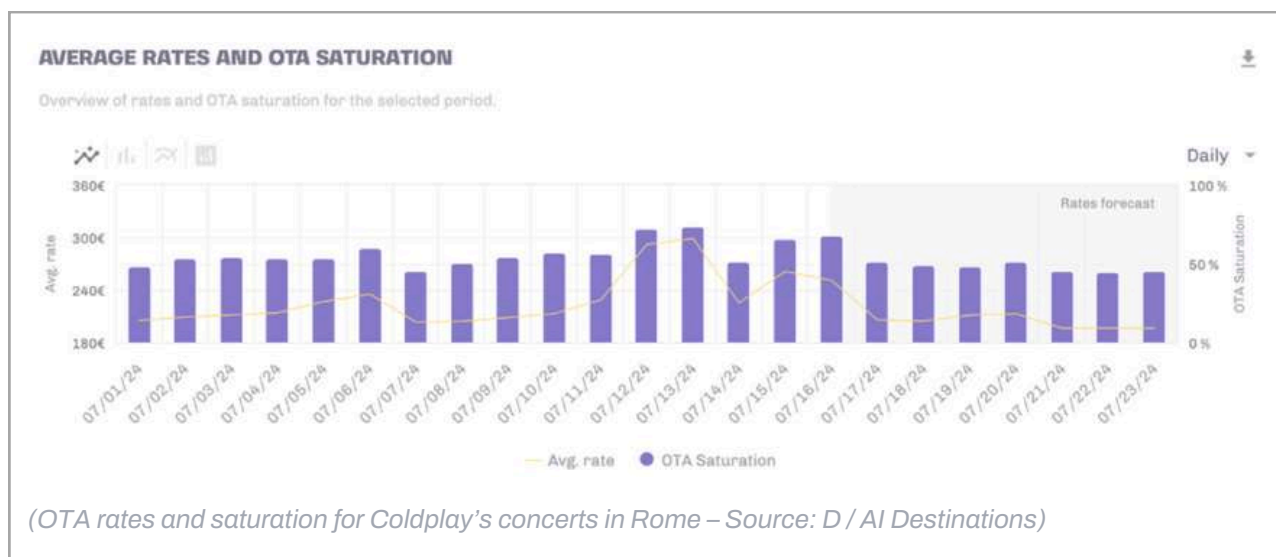
In this section, we'll look at **how destinations can harness insights on OTA saturation and rates, predicted attendance and spending, as well as destination sentiment and popularity** — among others.

## OTA saturation and rates

Online Travel Agency (OTA) saturation and rates provide critical insights into the demand for accommodations and travel services during major events. High OTA saturation indicates a surge in bookings, reflecting the event's drawing power and the destination's capacity to attract visitors.

This data allows DMOs to understand booking trends, peak demand periods, and visitor preferences, helping them to optimise their strategies for maximum impact.

For instance, for **Coldplay's** concerts in Rome, there's a clear increase in rates and occupancy precisely on the four concert dates. **OTA saturation exceeded 70%**, indicating that the destination was effectively sold out. Additionally, **OTA rates reached €250-300** per night for a double room, representing a 50% increase compared to the previous week.





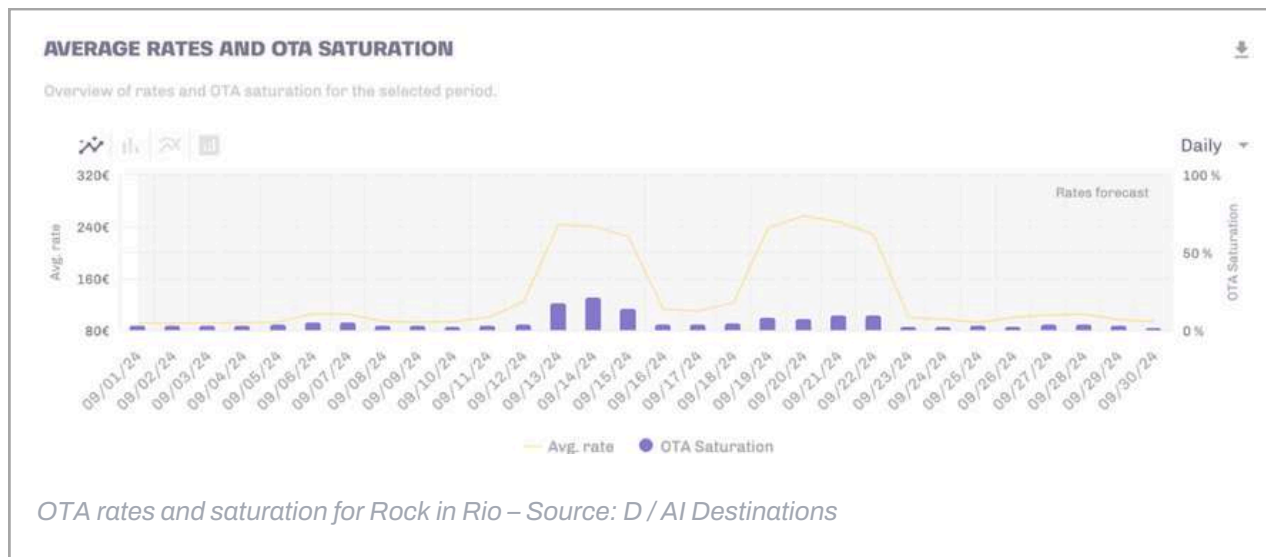
The OTA rates and saturation also spike for Adele’s concerts in Munich, aligning perfectly with the scheduled dates, **with rates reaching up to €370, marking a significant 110% increase** compared to weekday prices.

Notably, saturation on OTAs is **approaching 50% for some dates**, suggesting a strong likelihood that the Munich concerts will sell out. It's important to note that Coldplay will also be performing on the **15th, 17th, and 18th**, which will likely drive even higher attendance and further intensify the demand for tickets.

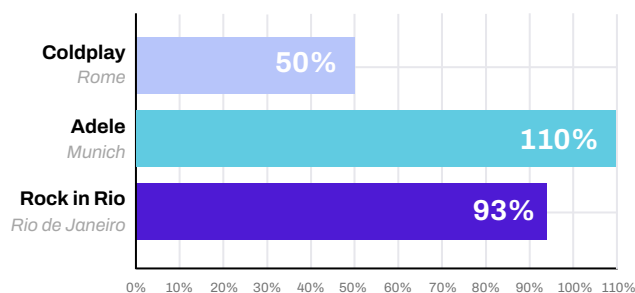




Saturation for **Rock in Rio** remains relatively low at the moment, but the availability of offers on OTAs during the event is limited, likely because they are focusing on direct sales. **OTA rates are significantly elevated, with an average daily rate (ADR) of €237 per night, compared to €123 per night for the following week, representing a 93% increase.**



### Variation in accommodation rates on OTAs compared to the days before and after the events



Source: D / AI Destinations platform - Prices for short-term rentals and the hospitality industry on major online travel agencies



## Strategies for maximising OTA saturation and rate data:

- **Dynamic pricing:** Share information with hoteliers to improve their overall offering and adjust accommodation prices based on demand to maximise revenue during peak periods.
- **Targeted marketing:** Design marketing campaigns that highlight high-demand periods and promote special offers.
- **Collaborative promotions:** Create bundled packages with local businesses to offer added value and encourage longer stays.
- **Resource allocation:** Allocate additional staff and services during peak times to ensure a smooth visitor experience.
- **Trend analysis:** Use historical data to identify successful event types and inform future planning.
- **Enhancing experience:** Improve transportation, amenities, and additional activities to enhance visitor satisfaction during high saturation periods.



## Predicted spending

Predicted spending and breakdown data are essential for destinations as they help forecast revenue, optimise resource allocation, and tailor marketing efforts. Understanding visitor spending patterns allows for more effective budgeting, targeted promotions, and enhanced services, ultimately improving visitor satisfaction and maximising economic benefits.

### How to maximise this information:

- **Tailor marketing campaigns:** Use predicted spending data to create targeted marketing campaigns that highlight high-value experiences and services. For example, if visitors are expected to spend significantly on dining, promote local restaurants and food festivals.
- **Develop specialised packages:** Design and promote special packages that cater to high-spending visitors, such as luxury accommodations combined with exclusive experiences, VIP access to events, or premium dining options.
- **Optimise resource allocation:** Allocate resources based on where visitors are expected to spend the most. For example, if a large portion of spending is anticipated in entertainment, invest in enhancing local attractions and event venues.
- **Enhance local offerings:** Identify areas with high predicted spending and work with local businesses to improve their offerings, ensuring they meet the expectations of visitors. This could involve upgrading services, offering special promotions, or creating unique local experiences.

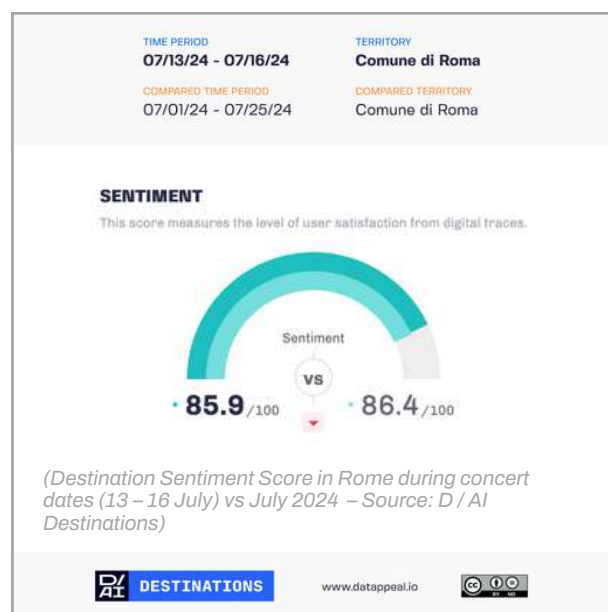
- **Plan for economic impact:** Assess the broader economic impact of predicted spending to support local businesses and infrastructure. Use this data to advocate for investments or improvements that align with visitor spending trends.



## Destination sentiment

Sentiment data shows how visitors feel about a destination and their experiences, based on online reviews and comments. To accurately measure this sentiment, you rely on the Sentiment Index. This tool helps you assess satisfaction levels, adjust marketing strategies, and improve visitor experiences by pinpointing what drives visitor behaviour. **Monitoring sentiment over time enables you to respond to feedback promptly, optimise your services, and build a stronger reputation.**

At the time of writing, Coldplay's concert in Rome is the only one that has already occurred. Compared to the rest of July, **sentiment during the concert dates remains more or less stable**. This is promising, as higher attendance typically risks lowering sentiment due to increased crowding, service demands, and potential issues. The consistent sentiment suggests that the event management and local services effectively handled the higher demand and maintained a positive visitor experience.



## Strategies to leverage sentiment data

- **Enhance communication channels:** Improve communication with visitors by providing clear, timely updates and information. Use multiple channels, such as social media, email, and on-site messaging, to keep visitors informed and engaged.
- **Optimise visitor experience:** Use sentiment insights to identify and address common pain points. Enhance services, facilities, and amenities based on feedback to improve overall visitor satisfaction.
- **Train and empower staff:** Ensure staff across all involved industries are well-trained to handle high-stress situations and provide exceptional customer service. Empower them to resolve issues on the spot, which can positively influence visitor sentiment.
- **Leverage positive sentiment:** Highlight positive feedback and success stories in marketing materials to build a strong reputation. Use testimonials and reviews to attract future visitors and enhance the destination's appeal.
- **Engage with visitors:** Actively engage with visitors online and offline to understand their needs and preferences.
- **Refine marketing strategies:** Adjust marketing strategies based on sentiment trends to better align with visitor expectations and improve overall engagement and satisfaction.



# 4. The elephant in the room: Tackling sustainability in your destination during music events

Popularity of major music events continues to soar. As do concerns around **sustainability and overtourism**.

Concerts attract large crowds, and while they generate significant economic benefits, they also place immense strain on local environments and communities.

Addressing these issues requires a thoughtful approach that balances the cultural and economic benefits with the need to preserve and protect the destinations that host these events.

So, how can events be managed effectively to maximise these advantages?

**And how can destinations ensure an exceptional experience for participants while preserving the environment and local quality of life?**

Data can play a transformative role in destination event management.

- **Accurate analysis of anticipated attendance and the spatial and temporal impacts** of events allows organisers to better prepare for attendees and minimise disruptions for local residents.
- **Dynamic pricing and capacity planning** can manage demand and prevent overbooking, ensuring a balanced visitor distribution.

- **Enhancing infrastructure and services based on OTA data** helps accommodate increased demand. Partnering with local businesses can optimise accommodation usage, reducing environmental stress.
- **Scaling services** such as waste management and optimising transport based on attendance predictions help mitigate environmental impacts.
- **Economic planning** supports local businesses by forecasting high-spending areas, ensuring quality services through strategic resource allocation. Promoting sustainable products and investing in community projects align economic benefits with environmental goals.
- **Collecting and analysing feedback** post-event helps assess impacts and refine future strategies.
- **Promoting sustainable practices** and protecting vulnerable areas ensure that high-traffic zones are managed sustainably, preserving the local environment.



# 5. Strike the right chord with D / AI Destinations

Harnessing the power of data analysis can significantly enhance the success and impact of your events. **Data Appeal's D / AI Destinations** streamlines your event planning process with comprehensive data insights, all within one user-friendly platform.

Our all-in-one destination marketing and management tool keeps you ahead of the competition by providing vital information such as arrival forecasts, visitor demographics, and preferences.

Gain a deep understanding of visitor sentiments through advanced social listening and brand monitoring, and benchmark your destination against others to maintain your competitive edge.

Whether you're managing a neighbourhood, city, region, or country, tourism destinations of all sizes need accurate, actionable data about their visitors and local operators.

**D / AI Destinations** delivers reliable, up-to-date data to help you develop growth strategies, attract the right visitors, and achieve an unprecedented competitive advantage.

**Get a complete view of your destination with insights on flight bookings, hotel rates, occupancy trends, traveller behaviours, and online reputation. Make detailed comparisons, including year-over-year analysis and competitor benchmarking, to anticipate arrivals and craft effective marketing strategies.**

[Request a free trial](#)

## The Data Appeal Company

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyses all feedback posted online, combining it with geographic and contextual data, offering the regions and enterprises the opportunity to optimise the business's potential, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) has belonged to the Almaxwave Group since 2022.

In 2023 the company acquired 70% of the share capital of Mabrian Technologies S.L., a Spanish company specialising in Travel and Destination Intelligence solutions, to consolidate its international positioning.

The company's mission is to simplify the use and understanding of data to help companies and tourist destinations make effective and informed decisions.

[Learn more about us](#)