



2025 Live Event

# INDUSTRY REPORT

# SETTING THE STAGE



**The live event industry continues to evolve, shaped by shifting audience trends, economic pressures, and rapid advancements in technology.**

In 2024, the industry faced both growth and challenges, from fluctuating ticket sales, to increased scrutiny of pricing strategies, and the rising influence of artificial intelligence. Yet, amongst it all, digital marketing remained a cornerstone of event success.

The year also saw the decline of many iconic festivals, with markets like the UK and Australia particularly impacted—the UK alone reportedly lost 60 festivals in 2024.

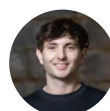
Yet, alongside these losses, new trends emerged. Single-artist festivals, such as Adele's Munich residency drew over 730,000 attendees, while global tours like Taylor Swift's Eras Tour shattered records with \$2 billion in ticket sales.

Meanwhile, the opening of The Sphere in Las Vegas offered a glimpse into the future of immersive venues and live experiences.

As we enter 2025, event organizers are adapting, refining their promotional strategies, embracing AI tools and exploring new pricing models to navigate economic challenges.

This report delves into the key trends shaping our industry, drawing insights from promoters, venues, artists, and ticketing organizations worldwide.

A sincere thank you to everyone who contributed to this report. I hope these findings provide valuable guidance as we look ahead to another transformative year for live events.



**Jared Kristensen**  
CEO, Audience Republic

# FOR THE LOVE OF LIVE



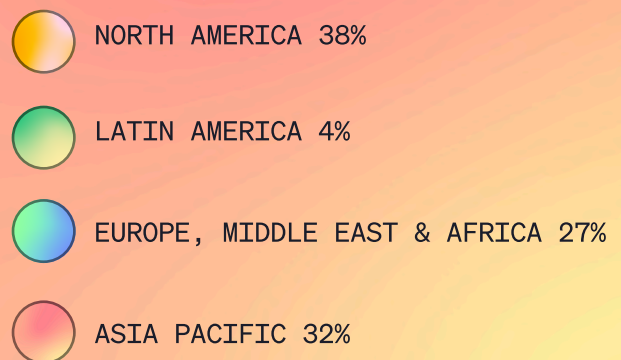
Following the success of the 2024 Live Event Industry Report, Audience Republic set out to discover the challenges, successes and trends our industry faces one year later.

To ensure we could uncover insights from a full event season and tap into early plans for 2025, survey responses were gathered over the period between 20 November 2024 and 8 January 2025.

This report aims to be more than just an analysis, it serves as a benchmark to help shape the future of live events, inspire innovation, and strengthen our love for live.



## LOCATION OF RESPONDENTS



## TYPE OF RESPONDENTS

### STAKEHOLDERS

VENUES      FESTIVALS      TICKETING

PROMOTERS      ARTIST MANAGERS

### SECTORS

MUSIC      COMEDY      CONFERENCES

SPORT      THEATRE & ARTS

# 2024 TICKET SALES



## PERFORMANCE VS. 2023

- 55%** SALES PERFORMED BETTER
- 27%** SALES PERFORMED ROUGHLY THE SAME
- 18%** SALES PERFORMED WORSE



## PRICING VS. 2023

- 55%** INCREASED THEIR TICKET PRICES
- 36%** KEPT THEIR TICKET PRICES THE SAME
- 5%** LOWERED THEIR TICKET PRICES

\*4% preferred not to say

## POSITIVES

The majority of event promoters identified bookings (41%) as the most significant factor positively impacting ticket sales in 2024, emphasizing the role of attracting popular artists and acts. Meanwhile, improved marketing followed closely at 34%, highlighting the importance of refined promotional strategies in reaching and engaging audiences effectively. Together, these factors underscore the dual importance of strong talent lineups and strategic marketing in driving ticket sales.

## NEGATIVES

The biggest negative impact on ticket sales in 2024 was market saturation (43%), with promoters citing too many event options as a key challenge in attracting audiences. The cost of living crisis followed closely at 38%, reflecting how economic pressures limited consumer spending on entertainment. Together, these factors highlight the competitive and financial hurdles faced by event organizers.

# 2025 OUTLOOK



EXPECTED PERFORMANCE IN 2025 VS. 2024

**59%** SALES WILL PERFORM BETTER

**29%** SALES WILL PERFORM ROUGHLY THE SAME

**13%** SALES WILL PERFORM WORSE



## POSITIVES

Many foresee growth due to improved marketing, strategic bookings, and a stronger economic climate. One promoter said, "Consumers will have more disposable income, and with better events and strategies, sales will improve." while another added, "Open registrations six months in advance have already sold a third of available spots." Increased reputation and experience were also cited: "Our events are becoming must-do's!", "Our marketing improvements and growth phase will lead to small but consistent ticket sale increases.", and "We are booking bigger talent that will draw more response."

## NEGATIVES

Others remained cautious, citing cost-of-living pressures and market saturation. One respondent noted, "Artists' fees are currently so high that it's difficult to repeat home runs year after year." Another remarked, "There are too many high-ticket events taking money out of the marketplace." A further respondent expressed concern about economic pressures, stating, "I don't see people all of a sudden having more money in 2025." Meanwhile, others pointed to generational issues, commenting, "The industry is losing customers as fewer young people are entering the scene."

# DYNAMIC PRICING



40% reported they implemented a dynamic pricing strategy in 2024



54% are open to implementing dynamic pricing in 2025



71% of those considering dynamic pricing are based in North America

**"Definitely, maybe." Organizers remain divided on dynamic pricing: 54% are open to adopting it in 2025, while 40% already implemented it in 2024.**

The dynamic pricing debate intensified when Oasis' highly anticipated reunion tour sparked backlash and caused fans to "look back in anger" in August 2024, prompting a UK government investigation into its ethics.

Despite the controversy, 54% of promoters are still open to "roll with it". North America led the charge with 71% of respondents in that region being open to implementing it. Respondents in the EMEA and APAC regions were less bullish at 40% and 39%, respectively.

## SUPPORT FOR DYNAMIC PRICING:

Supporters expressed that it can maximize revenue, and boost early sales. One promoter mentioned, "Margins are thin, make money when the demand is there," another noted "Last-minute ticket purchases are becoming more common, so we need to incentivize early buying."

## OPPOSITION TO DYNAMIC PRICING:

Critics often cited fairness and transparency concerns, with statements like, "It's dishonest to customers" and "We think the reputational damage would outweigh the prospective gain."

# MILLENNIAL MAYHEM



From being labeled as "too woke" to keeping the live events industry wide awake, Millennials are proving their influence where it matters—filling venues and driving ticket sales.

In 2024, Millennials (aged 28-43) emerged as the fastest-growing demographic for event attendance, with 55% of respondents identifying them as the biggest growth group. This surge significantly outpaced other age groups, including Gen Z (aged 12-28) with 18%, Gen X (aged 44-59) with 16%, and Baby Boomers (aged 60-69) with 9%.

## 2023

Millennials were the biggest growth demographic for event attendance in 2023

## 2024

Millennials were the biggest growth demographic for event attendance in 2024

## 2025

Millennials are predicted to be the biggest growth demographic for 2025

# THE GROWTH DRIVERS



## NOSTALGIA

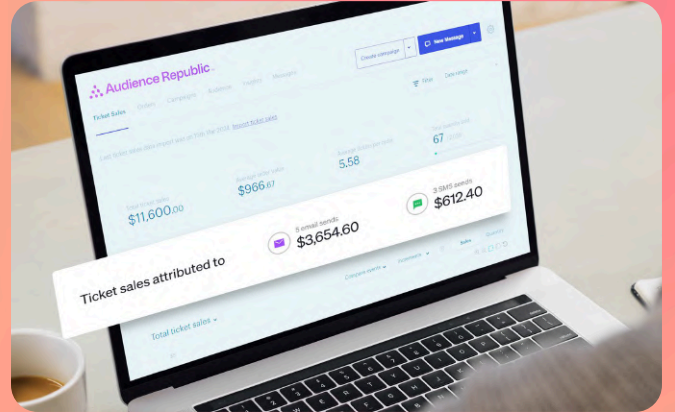
Nostalgia continues to drive Millennial engagement, making them the biggest growth sector in 2023, 2024, and once again projected for 2025.

Key moments from 2024 underscored this trend—Glastonbury security was forced to shut down entry to the Sugababes' set due to overcrowding, while comeback gigs from Avril Lavigne, Creed, Linkin Park, No Doubt, Weezer, and Alanis Morissette drew massive audiences. With a global Oasis reunion tour set for 2025, demand for nostalgia-fueled events remains as strong as ever.

## LIFESTYLE

Survey respondents also highlighted lifestyle factors and financial stability as major contributors to Millennials driving live event growth in 2023, 2024, and the projected 2025 boom. Now in their late 20s to early 40s, Millennials have entered a phase of greater disposable income, career stability, and unlike their Gen-Z counterparts, seemingly have a preference for in-person experiences over material goods or virtual experiences. This shift is believed to have led to increased spending on travel, entertainment, and live event experiences.

# MARKETING TRENDS



## MARKETING BUDGETS

- 39%** WILL INCREASE OVERALL BUDGET
- 45%** WILL MAINTAIN PAID SOCIAL SPEND
- 34%** WILL INCREASE PAID SOCIAL SPEND
- 4%** WILL DECREASE OVERALL BUDGET

## THE HEADLINERS

### PROMOTIONAL METHODS

- 79%** PLAN TO EXPERIMENT WITH CHANNELS
- 73%** WILL INVEST MORE RESOURCE IN BUILDING AN OWNED AUDIENCE
- 54%** SAY PAID SOCIALS PERFORMED BEST FOR SELLING TICKETS
- 55%** PREFER INSTAGRAM OVER OTHER CHANNELS

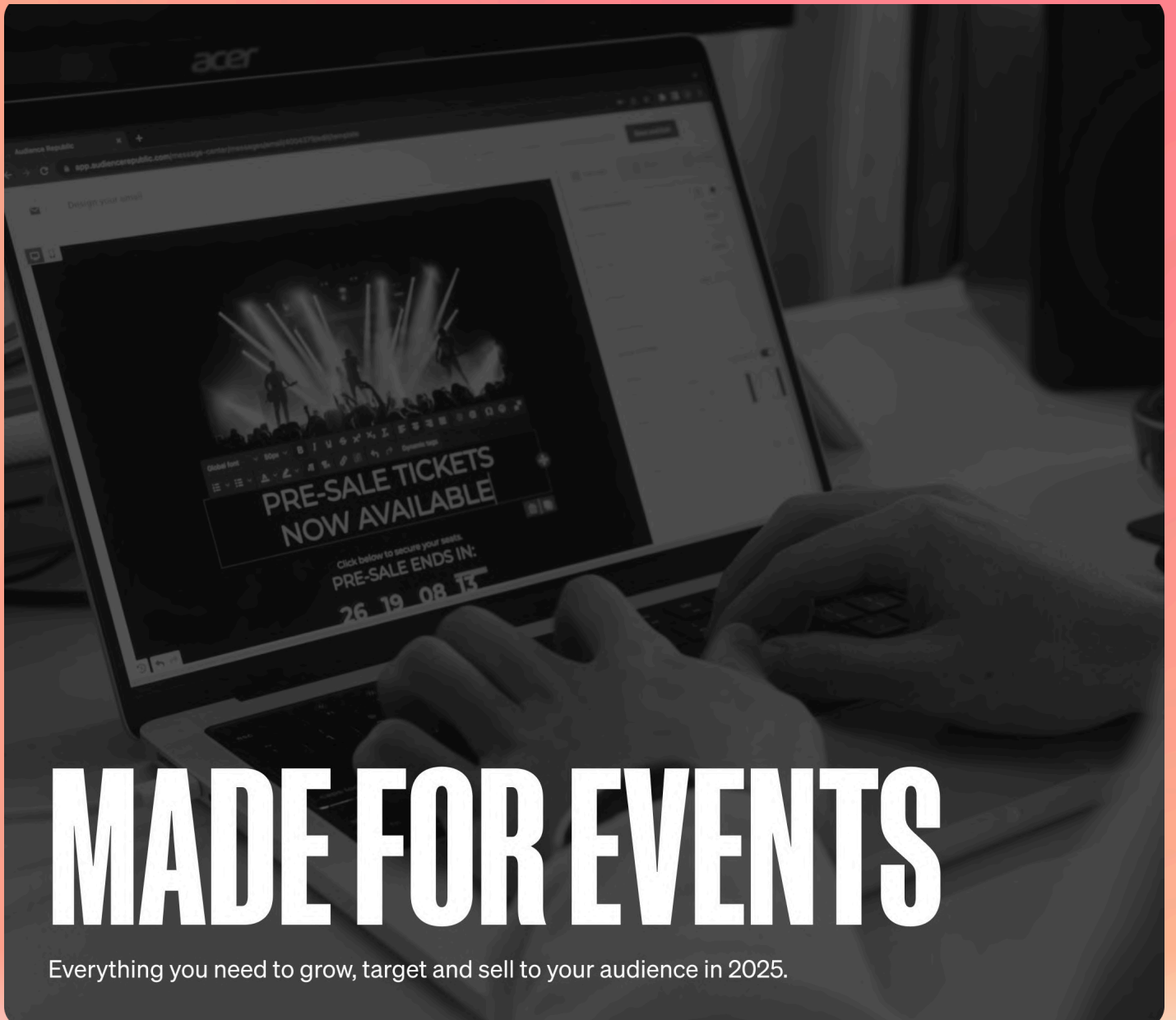
### CHANGING AUDIENCE HABITS

- 68%** THINK FANS ARE BUYING LATER
- 80%** INTRODUCED A STRATEGY TO DRIVE EARLY TICKET SALES
- 64%** REPORTED NO GROWTH OR A DECREASE IN SPEND-PER-HEAD AT THEIR EVENTS

## ARTIFICIAL INTELLIGENCE

Consistent with our 2024 report, where 65% planned to adopt AI, 63% followed through. ChatGPT emerged as the most popular tool.

- 63%** INCREASED THEIR USE OF AI IN 2024
- 68%** BELIEVE IT'S IMPROVING THEIR JOB
- 73%** WILL INCREASE USE OF AI IN 2025



# MADE FOR EVENTS

Everything you need to grow, target and sell to your audience in 2025.

## Integrations

Integrate with best-in-class platforms for ticketing, advertising and messaging.

## Gamified campaigns

Create campaigns to sell out your event faster, and build your audience.

## Audience CRM

Collate all of your data, create fan profiles and build powerful segments in minutes.

## Event insights

Track your ticket sales, discover trends, and unlock customer insights.



## Email marketing

Deliver on-brand emails with dynamic content and a drag-and-drop editor.

## Paid ad audiences

Auto-sync your contacts, lists and segments to Meta, TikTok and Google Ads.

## Automation

Put your campaigns on auto-pilot with automated actions and messages.

## SMS marketing

Send personalized SMS & MMS messages to highly targeted audience segments.



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