

Press Release

Federal Association presents the latest market data on the national events market

Hamburg, 1st of February 2018 – In recent years, sales in the German concert and events industry have moved into pole position among national entertainment markets. This is the result of a recently published consumer study on the events market, which was conducted by the GfK (Gesellschaft für Konsumforschung) on behalf of the Federal Association of the Events Industry (bdv) with the kind support of CTS EVENTIM. The study provides comprehensive data on events spending, advance booking behaviour, demographic trends, visit frequency and regional differences in the consumer behaviour of audiences.

During the period of investigation between 1 July 2016 and 30 June 2017, the events industry generated total sales of 4.999 billion euros. Sales have therefore increased 31% since the association's last study in 2013, which showed total sales of 3.822 billion euros. This economic sector has thus moved into first position among the revenue drivers in the German entertainment markets – just ahead of the book trade.

“Despite all the happiness about this development, we should note two less encouraging facts,” commented Prof. Jens Michow, president of the bdv, on the current results. “The study shows that despite the significant increase in sales, the total number of tickets sold declined from 120.6 million (2013) to 113.5 million in the period investigated. It also demonstrates that the sales growth is largely due to increased ticket prices and a higher visit frequency, and not increasing visitor numbers. Artists and event organisers must give this some thought.” The visit frequency, the number of visits to events each year, increased by 8% from 3.7 to 4 when comparing the two periods.

The most important thing to take into account is that the bdv studies always show industry sales and not the added value of the German events industry. These figures should also not obscure the fact that the main beneficiaries of the strong demand for live entertainment are not the organisers, but the artists,” said the head of the association. Their continually increasing earnings expectations together with the ever increasing production costs and rising operational costs are without doubt the main reason for the sales performance from events ticket sales.

The data in this study does though have significant value in terms of the overall economic importance of the sector. Music events are often reasons for day trips or holidays with overnight stays. After analysing current figures relating to the travel behaviour of Germans, almost 16 million music events were attended in the year within the scope of 10 million

short trips and holidays with overnight stays,” reported Michow. Even for day trips to events, besides ticket costs, considerable amounts were spent on additional expenses. The money spent by people travelling to music events totalled approximately 5 billion euros per year. As the production activities of the events industry also cause demand for goods and services from other sectors, the events organising activities indirectly contribute to the creation of more income and employment opportunities. “Music events are thus a strong location factor, which not only significantly boost the image of states, cities and communities, but also have a direct impact on the region’s growth and its urban development.”

The SAP Arena, the GEMA, PMS crew support, the EmslandArena, hofmann infocom and eps supported the bdv study as partners.

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bdv represents the most important economic sector (alongside the book trade) of the national cultural and creative industry. With 113.5 million tickets sold annually, the German events industry achieved total sales of 4.999 billion euros.

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