

Music Tourism Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Event (Concert, Festival, Others), By Age Group (18 And Less, 18 - 34 Years, 34 - 54 Years, 55+ Years), By Booking Mode (Direct Booking, Travel Agents, Online Travel Agencies), By Region & Competition, 2020-2030F

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Report description:

Market Overview

The global Music Tourism Market was valued at USD 6.91 billion in 2024 and is projected to reach USD 12.30 billion by 2030, growing at a CAGR of 10.14% during the forecast period. The music tourism sector has witnessed substantial growth in recent years, fueled by iconic events such as Taylor Swift's Eras Tour and globally renowned festivals like Coachella. In 2023, concert tourism bookings surged across Europe, and 2024 has seen heightened activity across Southeast Asia, notably in Thailand, Singapore, and Abu Dhabi, highlighting a global shift towards concert-driven tourism. A compelling example is BTS, whose influence alone contributed approximately 0.3% to South Korea's GDP, underscoring the significant economic potential of integrating music events into broader tourism strategies.

Experiential travel is emerging as a critical driver of music tourism, with 66% of concert package inquiries in 2024 coming from individuals aged 24 to 35. Taylor Swift's Eras Tour alone is projected to generate USD 2.2 billion in ticket sales from North America. Meanwhile, K-pop's global influence continues to draw millions of fans annually to South Korea. Festivals like Rock in Rio and hospitality initiatives by brands such as Marriott further emphasize the growing role of live music experiences in shaping modern travel behavior.

Market Drivers

Rising Popularity of Music Festivals and Concerts

Music festivals and major concerts have evolved into global cultural phenomena, attracting millions of attendees annually. These events offer more than performances; they provide immersive experiences that blend entertainment, culture, and community engagement. Iconic festivals such as Coachella (U.S.), Glastonbury (U.K.), and Tomorrowland (Belgium) have cultivated

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international followings, encouraging domestic and international travel. Fans often plan comprehensive trips around these events, contributing significantly to local economies through accommodation, dining, and exploration of nearby attractions. Many festivals are strategically situated in scenic or culturally significant locations, making the destination a core part of the overall experience. Tourism boards increasingly support or sponsor music festivals to boost visitor numbers and generate economic impact. The exclusivity and time-bound nature of these events create a sense of urgency and foster repeat attendance. With travelers seeking memorable, emotionally resonant experiences, music tourism is poised for continued expansion.

Key Market Challenges

Event Sustainability and Environmental Impact

Music tourism, especially involving large-scale festivals and concerts, poses significant environmental and logistical challenges. These events often generate considerable waste, increase energy demands, and contribute to pollution. Popular destinations can suffer from overtourism, leading to environmental degradation and straining local infrastructure. Remote festival sites frequently require extensive transportation logistics, further elevating carbon emissions. Additionally, litter, damage to natural landscapes, and pressure on urban resources are recurring concerns.

As travelers become more environmentally conscious, there is mounting pressure on event organizers to adopt sustainable practices such as waste minimization, renewable energy use, carbon offsetting, and responsible sourcing. However, implementing green initiatives can be financially and logistically challenging, particularly for smaller or independent events. Balancing the commercial growth of music tourism with environmentally responsible practices is critical to maintaining long-term viability and preserving destination appeal.

Key Market Trends

Growth of Destination Music Festivals

A major trend reshaping music tourism is the rise of destination music festivals—events strategically hosted in picturesque or culturally rich locations to attract global audiences. Festivals such as Ultra Music Festival (Miami), Sonar (Barcelona), and BaliSpirit Festival (Indonesia) integrate music with travel, lifestyle, and leisure, creating fully immersive experiences. Travelers often extend their stays to explore local culture, cuisine, and natural beauty beyond the festival itself.

Organizers increasingly differentiate their festivals by emphasizing unique settings and authentic local experiences, often incorporating regional artists, food vendors, and traditions. This trend is further supported by tourism boards and local governments eager to boost international exposure and economic activity. To cater to the growing premium segment, many festivals now offer all-inclusive travel packages, VIP experiences, and curated itineraries. As a result, destination music festivals are driving cross-border tourism and fostering a new niche that combines music, adventure, and cultural immersion—transforming how travelers engage with live music globally.

Key Market Players

- Coachella Valley Music and Arts Festival
- Glastonbury Festival
- Tomorrowland
- Lollapalooza
- AEG Presents
- Ticketmaster
- Live Nation Entertainment
- Royal Albert Hall
- Madison Square Garden
- Fuji Rock Festival

Report Scope:

In this report, the global Music Tourism Market has been segmented into the following categories, along with detailed analysis of key industry trends:

- Music Tourism Market, By Event:
 - o□Concert
 - o□Festival

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o Others

- Music Tourism Market, By Age Group:

o 18 and Less

o 18-34 Years

o 34-54 Years

o 55+ Years

- Music Tourism Market, By Booking Mode:

o Direct Booking

o Travel Agents

o Online Travel Agencies

- Music Tourism Market, By Region:

o North America

- United States

- Canada

- Mexico

o Europe

- France

- Germany

- Spain

- Italy

- United Kingdom

o Asia-Pacific

- China

- Japan

- India

- Vietnam

- South Korea

o Middle East & Africa

- South Africa

- Saudi Arabia

- UAE

- Turkey

- Kuwait

- Egypt

o South America

- Brazil

- Argentina

- Colombia

Competitive Landscape

Company Profiles: Detailed analysis of major companies operating in the global Music Tourism Market.

Available Customizations:

With the provided market data, TechSci Research offers customization options based on specific company requirements, including:

- Detailed analysis and profiling of additional market players (up to five).

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