

UK LIVE MUSIC ATTENDANCE AND MUSIC TOURISM IN 2017

Live music in the UK is a tremendous success story. It is a key ingredient in what makes the UK music industry a world leader.

Our Measuring Music report, published in September 2017, revealed live music contributes around £1 billion in Gross Value Added (GVA) and employs 28,538 people. A total of 29.1 million people enjoyed live music events in 2017.

The sector has experienced year-on-year growth and has a profound impact on other parts of the economy. Music tourists at festivals and concerts generated £4 billion in spend in 2017.

The UK is home to a host of internationally acclaimed festivals and concerts, covering a diverse range of musical genres. From Glastonbury to The BBC Proms, from Creamfields to Reading and Leeds, the UK's live music industry is world-renowned in terms of its talent, quality and production.

According to Pollstar magazine, in 2017 The O2 in London was the most popular live music arena in the world. Two other UK arenas, Manchester Arena and SSE Hydro in Glasgow, also feature in the global top four. Live music is incredibly important to our world leading acts with Coldplay, Depeche Mode, Sir Paul McCartney, Ed Sheeran and the Rolling Stones all featuring in the top ten worldwide tours in 2017.

The increasing popularity of metropolitan music festivals such as Liverpool Sound City and Live at Leeds, represent positive developments for live music across the country.

Grassroots music venues play a vital role in supporting the industry's infrastructure and ensuring a healthy music industry across the country. They also nurture the music industry's talent pipeline. Many are struggling for survival however with an estimated 35 per cent of grassroots music venues closing in the last ten years.

Whilst some solutions have been put in place, such as the recent introduction of the agent of change principle across the UK to tackle planning disputes affecting music venues, other problems exist such as hikes in business rates and licensing issues.

UK Music publishes annual figures on the contribution to the UK economy of music tourism and live music attendance figures. We are currently in the process of updating our methodology for this work. We are doing this as a result of recent developments in the music industry. This includes changes to PRS for Music's invoicing system following the public performance licensing joint venture with PPL and new PRS live tariff structures. As a result, we are not publishing a full Wish You Were Here report in 2018.

In the meantime, we are able to provide data from across the music industry which shows the continued sustained growth of live music attendance and music tourism to the UK economy in 2017.

October 2018



UK LIVE MUSIC 2017 NATIONAL NUMBERS

29.1 MILLION

Total audience that attended live music events in the UK in 2017

25 MILLION

Total concert attendance in the UK in 2017

4 MILLION

Total festival attendance in the UK in 2017

18.2 MILLION

Local residents attended local music events in the UK in 2017

MUSIC TOURISM NATIONAL NUMBERS 2017

£4 BILLION

Total direct and indirect spend generated by music tourism in the UK

£2.5 BILLION

Amount spent directly by music tourists

10.9 MILLION

Music tourists in 2017

810,314

Overseas music tourists in 2017

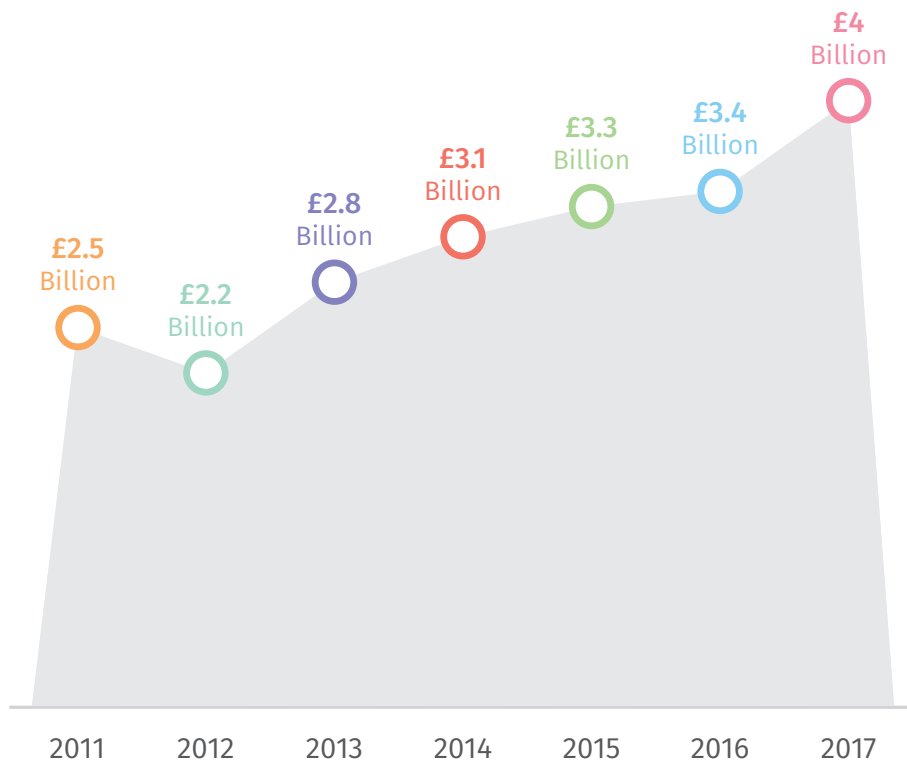
44,896

Full-time jobs sustained by music tourism in 2017

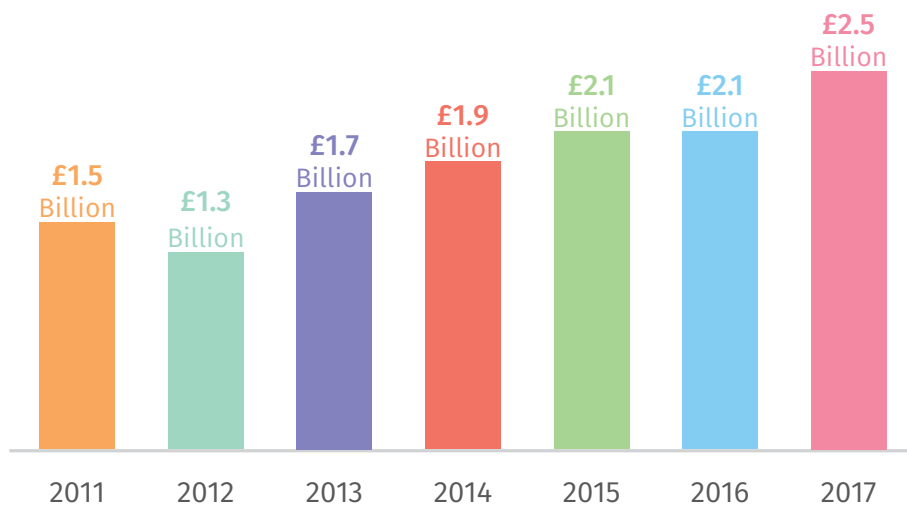
10.1 MILLION

Domestic number of music tourists

Total direct and indirect spend generated by music tourism in the UK

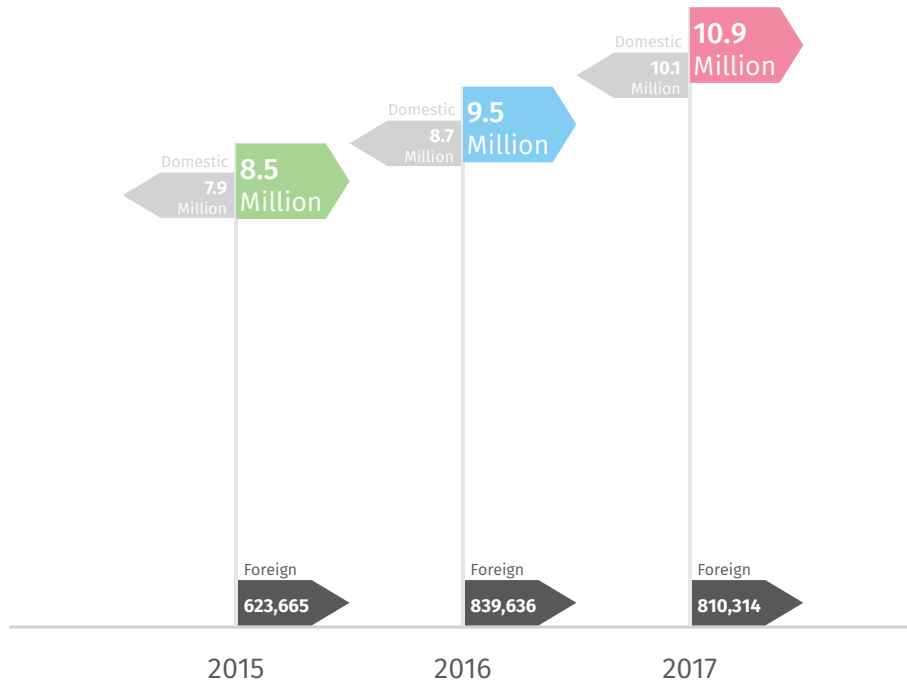


Amount spent directly by music tourists

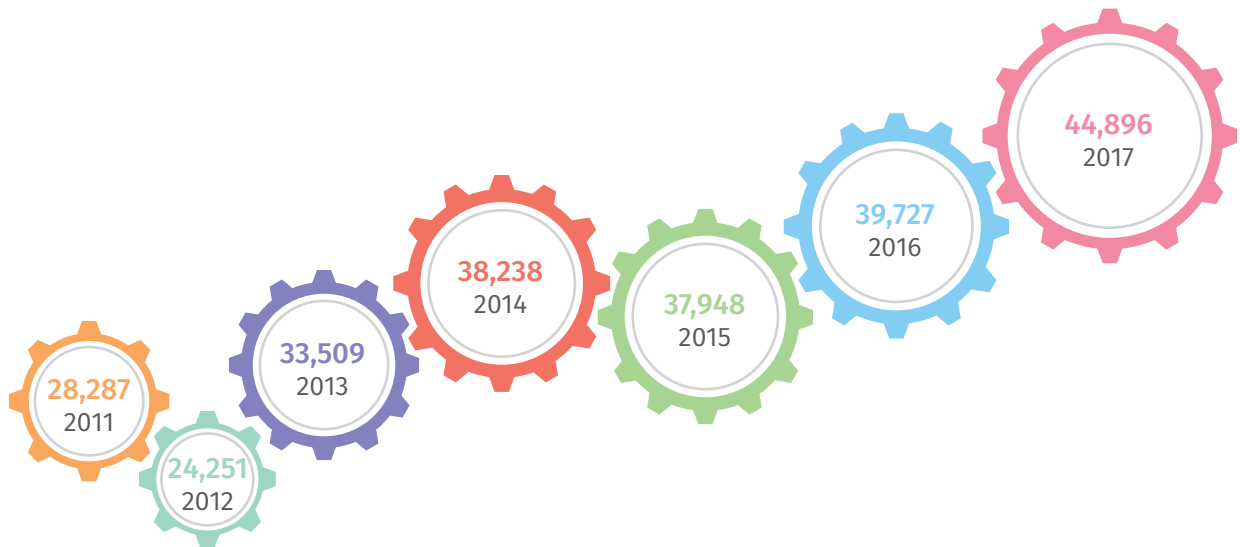


*NOTE: 2017 figures do not include invoicing data received after the first week of February 2018. Figures from previous years include invoicing data received up to the end of March of the following year. Other adjustments have been made to previously published data.

Number of music tourists

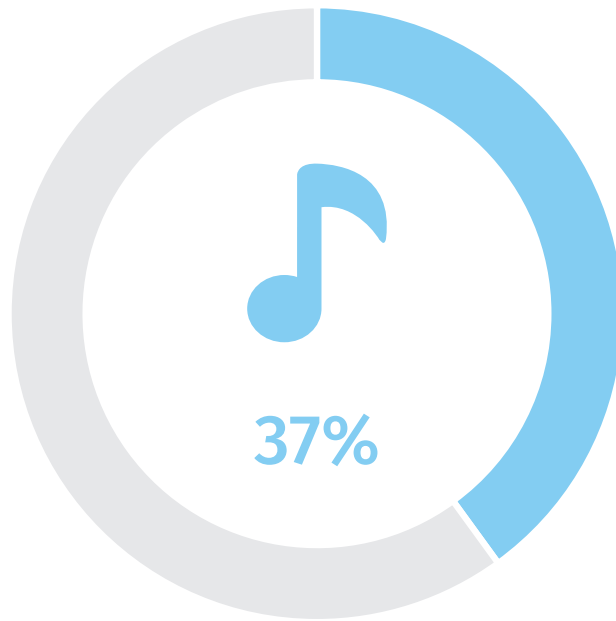


Number of full time jobs sustained by music tourism

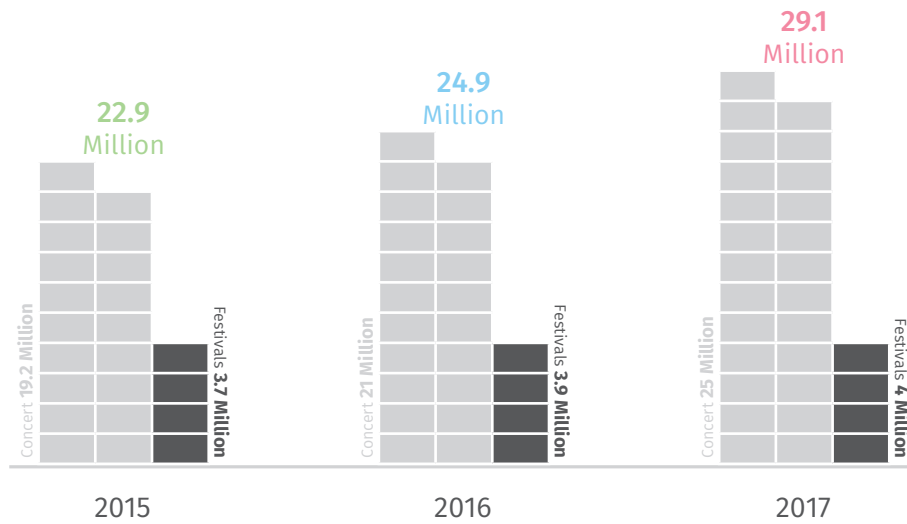


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Proportion of live music audiences that are music tourists in 2017



Total live music audience



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