



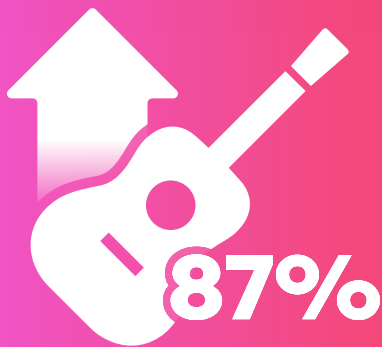
The Rise of Entertainment-Led Hospitality

Hospitality is becoming more experience-led, with consumers placing greater value on entertainment, social connection, and memorable experiences when deciding where to spend their time and money. As a result, live music is becoming a key driver of attendance, spend, loyalty, and cultural relevance across hospitality, while helping venues differentiate themselves in a competitive market.



Why This Matters Now

Consumers are no longer simply choosing venues based on convenience alone. For operators facing rising costs and increased competition for live music represents a significant opportunity to drive both commercial performance and long-term customer engagement.



of venues are increasing live music

Key Insights & Statistics

THE SHIFT

Live music is no longer a 'nice to have'. It is becoming a core driver of modern hospitality performance, with entertainment-led venues outperforming more transactional environments across spend, footfall, dwell time, and customer loyalty.

THE COMMERCIAL IMPACT

- +64% increase in spend per visit
- 24% of consumers spend more when live music is present
- 30% trade up to premium drinks
- +36% increase in footfall

FOOTFALL & FREQUENCY

- 38% more likely to visit venue with live music
- 63% of Gen Z would go out more often with live music

RETENTION & ENGAGEMENT

- 68% return after discovering an artist
- 70% engage with artists post-visit

THE SUPPLY PROBLEM

- 28% of musicians have scaled back ambitions to perform live music due to lack of venues
- 36% of musicians cannot find enough venues

THE OPPORTUNITY

- Venues could generate up to £107,000 extra in yearly revenue
- Venues see up to a 48% increase in repeat visits with live music
- Live music could generate up to £2.4bn yearly revenue for licensed venues