

Music and Festival Tourism Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty, Niche & Experience Tourism (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-music-and-festival-tourism-market(https://www.mordorintelligence.com/industry-reports/global-music-and-festival-tourism-market)
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 112.84 billion
Projected Forecast (2031)	USD 112.84 billion
Growth Rate (CAGR)	4.37 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Music and Festival Tourism industry](images/chart_2.png)

! [Music and Festival Tourism Market Size](images/chart_3.png)

! [Music and Festival Tourism Market Share by Event Type Segment, 2025](images/chart_4.png)

! [Music and Festival Tourism Market Share by Booking Mode Segment, 2025](images/chart_5.png)

! [Music and Festival Tourism Market Growth Rate by Region](images/chart_6.png)

! [Music and Festival Tourism Market Concentration](images/chart_7.png)

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! [Mordor Intelligence on Facebook](images/chart_12.svg)

! [Mordor Intelligence on Pinterest](images/chart_14.svg)

! [Mordor Intelligence on Instagram](images/chart_15.svg)

! [ESOMAR](images/chart_17.png)

! [GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2022 - 2031 |
Market Size (2026) | USD 112.84 Billion |
Market Size (2031) | USD 139.72 Billion |
Growth Rate (2026 - 2031) | 4.37 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Music and Festival Tourism Market Analysis by Mordor IntelligenceThe Global Music And Festival Tourism Market size was valued at USD 110.81 billion in 2025 and is estimated to grow from USD 112.84 billion in 2026 to reach USD 139.72 billion by 2031, at a CAGR of 4.37% during the forecast period (2026-2031).

The Music festival tourism market is being shaped by a sustained consumer shift toward live experiences, which is making festivals a core reason for travel rather than an add-on to leisure trips. The Music festival tourism market is also benefiting from the spread of festival infrastructure into secondary cities, where public authorities and operators are using live events to widen tourism flows and extend visitor spending beyond traditional hubs. Domestic travel still provides the largest attendance base, while international visitors continue to support higher trip values through longer stays, air travel, and bundled purchases. Promoters are responding by integrating ticketing, accommodation, transport, and premium access into a single commercial offering, changing revenue capture across the Music festival tourism market. Competitive activity is becoming more uneven, with large promoter groups and digital ticketing platforms gaining scale, while smaller operators face tighter cost, licensing, and weather-related pressures.[1]UK Music, "Hometown Glory 2025," UK Music, ukmusic.org

Key Report Takeaways* By event type, Music Festival Tourism led with 34.8% share in 2025, while EDM Festivals are projected to grow at a 5.6% CAGR through 2031.
* By traveler type, Domestic travelers held 68.7% share in 2025, while International travelers are projected to expand at a 5.3% CAGR through 2031.
* By booking mode, Direct Booking accounted for 42.6% share in 2025, while Online Travel Agencies are projected to grow at a 5.1% CAGR through 2031.
* By spending category, Accommodation held 28.5% share in 2025, while Merchandise and VIP Experiences are projected to advance at a 5.8% CAGR through 2031.
* By geography, Europe led with 34.4% share in 2025, while Asia-Pacific is projected to expand at a 6.1% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Music and Festival Tourism Market*Drivers | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Rising Demand for Destination-Led Live Music Travel | +1.1% | Global, with the strongest intensity in North America, the United Kingdom, and emerging Asia-Pacific markets | Short term (≤ 2 years) |
Growth of Premium Festival Packages and VIP Travel Bundles | +0.8% | North America and Europe, with spillover into Australia and Southeast Asia | Medium term (2-4 years) |
Event Tourism Spending Spillover Into Lodging, Food, and Local Mobility | +0.9% | Global, with the strongest multiplier effects in secondary city host markets | Short term (≤ 2 years) |
Artist-Driven Fan Pilgrimage Behavior and Repeat Attendance | +0.7% | Global, with especially strong momentum in K-pop corridors and South America | Medium term (2-4 years) |
Festivalization of Secondary Cities and Non-Hub Destinations | +0.5% | Asia-Pacific, with spillover into the Middle East, Africa, and South America | Medium term (2-4 years) |
Expansion of Online Discovery, Booking, and Ticket Resale Ecosystems | +0.4% | Global, with the largest adoption gains in India, Southeast Asia | Short term (≤ 2 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Music festival tourism market has a two-tier structure, with a consolidating group of large promoter-venue ecosystems at the top and a fragmented base of independent operators below. More than 150 of the EU's largest festivals are operated by four groups, suggesting rising concentration in the formal large-event segment, even though the total global market remains broad. CTS Eventim crossed USD 3 billion in revenue in 2025 and sold 177.9 million tickets across 30 countries, which shows the scale that integrated ticketing and promotion platforms can now achieve.

Strategic competition in the Music festival tourism market is now centered on ecosystem control and distribution technology. Live Nation is pushing deeper into venue ownership and exclusive venue agreements, which improves its ability to control capacity, routing, and premium monetization across multiple regions. SeatGEEK is taking a different route, using integrations with Spotify and ChatGPT to insert ticket inventory earlier in the consumer journey and accelerate the discovery-to-purchase journey. CTS Eventim is also emphasizing technology, data, and AI while deepening its user profile reach and digital touchpoints. Together, these moves show that the Music festival tourism market is no longer shaped only by event programming, because data access, channel control, and venue-backed scale are now central sources of competitive advantage.

India has a relevant place in this competitive picture because the country combines rising live entertainment demand with strong digital booking behavior and a growing intercity event travel base. That creates room for global promoter strategies, but it also leaves space for domestic platforms and co-producers that understand local routing, city permissions, and consumer price thresholds. The presence of a fragmented independent layer means that local execution still matters, especially in newer city markets and format launches. At the same time, the growing weight of global promoter groups suggests that partnership-led entry and venue-linked expansion will become more common in the Music festival tourism market. Competitive intensity is therefore increasing, but the market still offers meaningful opportunities for regional specialists who can package discovery, ticketing, and destination travel in ways that fit local demand conditions.

Music and Festival Tourism Industry Leaders* Live Nation Entertainment Inc.

* Anschutz Entertainment Group

* CTS Eventim AG & Co. KGaA

* Ticketmaster Entertainment LLC

* Eventbrite, Inc.

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Music and Festival Tourism Market Report ScopeBy Event TypeConcert Tourism |

Music Festival Tourism |

Cultural & Traditional Music Festivals |

Electronic Dance Music (EDM) Festivals |

Others (Religious & Spiritual, Classical & Opera, Jazz & Blues Festivals etc.) |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
South America | Brazil |
| Peru |
| Chile |
| Argentina |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, and Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
| Rest of Europe |
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
| Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is the 2031 outlook for music-led travel demand?

The Music festival tourism market is projected to reach USD 139.7 billion by 2031 from USD 112.8 billion in 2026, growing at a 4.4% CAGR.

Which event format is driving revenue?

Music Festival Tourism led with 34.8% share in 2025, supported by multi-day formats that create longer stays and stronger local spending.

Which format is expanding the fastest through 2031?

EDM Festivals are projected to grow at a 5.6% CAGR, helped by youth demand, global brand replication, and public support in newer host destinations.

Why do domestic travelers matter so much in this space?

Domestic travelers held 68.7% share in 2025, giving festivals a stable attendance base and helping operators build scale before attracting more international demand.

What is the biggest spending bucket during festival trips?

Accommodation led with 28.5% share in 2025, reflecting the multi-night nature of destination festival travel and strong room-rate premiums during event periods.

Why is India becoming more relevant in music-led travel?

Music events are increasingly driving intercity travel in India, particularly among

ong younger audiences, with Gen Z travelers showing a growing propensity to spend on event-led trips and associated travel experiences.