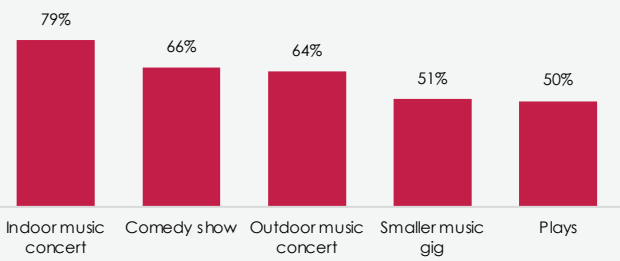


Live events

It was only last month Ed Sheeran played to 80,000 fans in Belfast, Belsonic kicked off its 2022 line-up this month and the newly refurbished Grand Opera House is welcoming back theatre lovers. Live events are definitely back after the pandemic! Our June 2022 survey was dedicated to all things Live Event related. Here's a snapshot of what our Northern Ireland Urbanites told us...

Top 5 most popular event types



Live event statements

- 56%** said they see live events as a way to support their favourite artists and venues with **46%** specifically looking out for events in Northern Ireland
- 36%** said they missed going to live music events during the pandemic with **48%** wishing there were more live events in Northern Ireland
- 34%** love live events because it's an opportunity to be with other people with **18%** saying it's a way to reconnect with friends & family.

Event ticket purchasing and gifting

- 24%** Buy tickets for live events 6+ months in advance with a further 19% doing so 3-6 months prior.
- 39%** say it depends on the type of event how long before it takes place before they buy tickets.
- 76%** Buy their live event tickets from ticket marketplaces such as Ticketmaster
- 40%** Think tickets to events make a great gift with 36% having bought tickets as a gift in the past

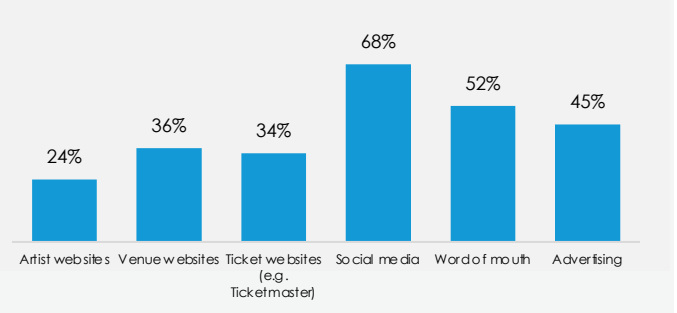
Live event sentiment

43% said they see live events as a way to experience joy and happiness whilst **23%** see it as a way to make lasting memories.

Live music events and gigs

- 86%** attended live music events prior to the pandemic with **21%** doing so 'all the time'
- 61%** attend live music events with their partner and **64%** attend with friends
- 74%** plan to / are attending a live music event in Northern Ireland this year

Live event information sources



EVENT BOOST FOR BELFAST

68% say Belfast events are great for the city and would encourage them to visit the city more

OUTDOOR IGNITES ACTION

80% have gone online to find out more about an event after seeing it advertised on an outdoor poster

OUTDOOR INFO SOURCE

67% look to outdoor advertising posters as a way to find out what live events are on in NI

For more insights and opinions visit: