

Events industry fuels travel boom, survey says

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Dhaka: The events industry is increasingly influencing travel decisions, a new survey from Arival shows.

Among 2,400 respondents across the United States, France, Germany, Spain, and the United Kingdom, events were cited as a “big factor” in choosing travel destinations, particularly among younger travellers.

Sport was the main driver for Americans and Europeans, while performing arts were more popular with those aged 55 and over.

Forty percent of Europeans aged 18-34 and 50pc of Americans in the same age group said events—from concerts to festivals—strongly influenced their destination choices.

Older millennials and Gen X in the US spend the most per event (\$380), while younger Europeans average €220.

Arival CEO Douglas Quinby said events are increasingly central to travel planning, noting a “fundamental shift” in decision-making where the concert or match often becomes the trip’s primary purpose.

Only 25pc of event-goers book tickets through travel websites, highlighting opportunities for better integration of events and travel bookings.

In the US, 2026 World Cup bookings are helping offset general travel declines, although some host cities report uneven uptake.

Meanwhile, live music continues to boost travel demand: a Live Nation survey found 70pc of respondents consider attending a gig “better than sex,” especially if it involves travel. With major acts such as Ariana Grande, Lady Gaga, Ed Sheeran, and The Weeknd scheduled for 2026 tours, the link between travel and live events looks set to strengthen.

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