

# CONCERT COST BREAKDOWN: Where Promoters Are Spending

With concert ticket prices soaring for major tours, promoters who work with smaller acts and independent venues have a great opportunity to attract fans who just want to see great acts without the big price tag. So what do you charge per ticket?

## FIRST, KEY

### by the Numbers:

Tickets for top tours in 2019 cost an avg of **\$96.17**

Tickets for top tours in 2024 cost an avg of **\$123.25**

Tickets for smaller band concerts have remained relatively stable but are trending upwards

### Takeaways:

- The cost of attending a major concert tour is making it unaffordable for many
- Audiences still love music and are willing to pay...to an extent
- Promoters are rethinking how they do business



*"If we continue to go in a direction where everything becomes increasingly more expensive, there will be a ripple effect that includes a potential rise in ticket prices." - Billboard*



## Where Does the Money Go?

Ticket prices cover more than just the music. A whole lot goes on behind the scenes, and everyone has to get paid. Costs vary depending on the artists and venue.

### ★ Artist/Band

- Crew
- Hotel
- Transportation
- Artists' needs
- Opening act



### ★ Venue

- Rental
- Lighting
- Sound
- Staging
- Parking attendants
- Security
- Clean-up

- ★ **Marketing/Advertising**
- ★ **Merchandise**
- ★ **Ticketing platform**
- ★ **Live Music Management Software**

*"A commonly quoted figure is that the promoter will take 15% of what's left [after fixed expenses], but it will depend on if the promoter really has to work to get the show to sell out." - The Guardian*

## What is Live Music Management Software?

*The best live music management software is more than another application, and it's infinitely better than spreadsheets, faxes and hand-written notes. It helps you:*

- Automate concert cost breakdown analysis and share avails
- Easily track rooms, holds, confirmations, on-sales, deals and payments
- Integrate systems and collaborate in one platform
- Deep insights into real-time financials
- Manage co-pro deals
- Get more time back while keeping better track of operations

## How Can Promoters Price Tickets?

*Now is the time to cut operational costs and understand your full financial picture (live music management software can help) so you can stay competitive with ticket prices.*

- Use live music management software to determine all costs, break-even, and what-if scenarios
- Decide on your minimum margin threshold
- Negotiate or re-negotiate terms with venue to reach desired margin
- Use live music management software to continually track data to fuel smart decisions