



Live Events & Mobile Location Data

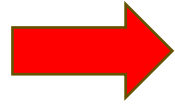
October 27, 2023

Concert travel is a passion...

Graham's Madonna/Canada trip (with no Madonna)

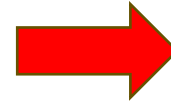
January 2023:

Madonna's Tour
Announced



February 2023:

Tickets and non-refundable travel to
Canada booked for
opening show July 15



July 2023:

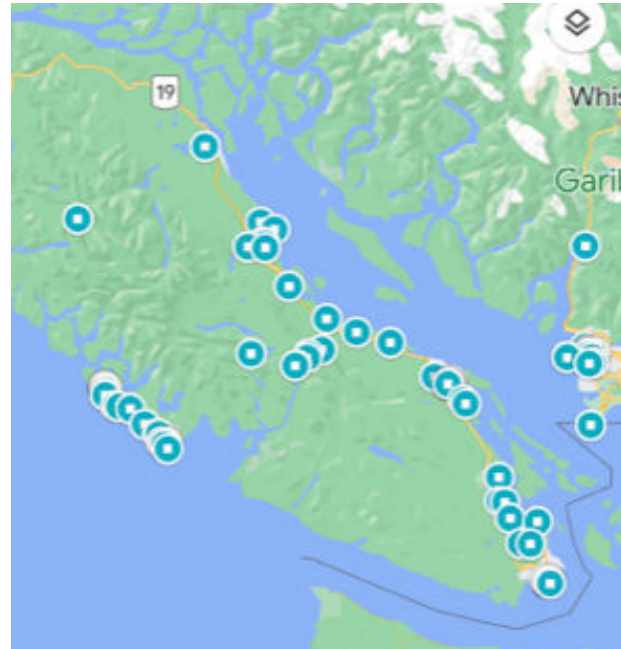
Madonna's tour postponed 5 days
before show for health reasons

THE CELEBRATION TOUR NORTH AMERICAN DATES:

Sat Jul 15 – Vancouver, BC – Rogers Arena

Tue Jul 18 – Seattle, WA – Climate Pledge Arena

Sat Jul 22 – Phoenix, AZ – Footprint Center



**THE CELEBRATION TOUR CONFIRMS
POSTPONEMENT OF NORTH AMERICA LEG**

July 10, 2023



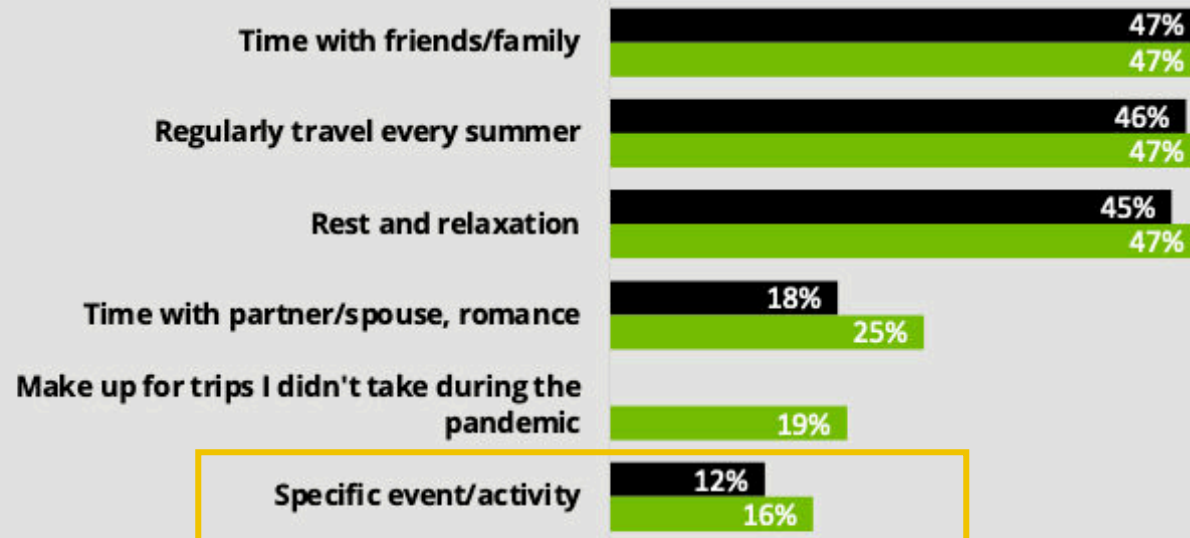
Event Travel Growing

Built-up pandemic demand is still shaping 2023 summer travel

Roughly one in five say they're taking summer trips to make up for getaways lost due to the pandemic.

● 2022 ● 2023

Top summer travel motivators



Unlikely to change most years, travel is often motivated by time with loved ones, tradition, and relaxation

However, 2023 saw a jump in motivations likely suppressed by the pandemic—like special events and romantic getaways

Live events can be a Trip Motivator

Leisure Trip Past 2 Years	% Participated On a Trip	% Trip Motivated (Net)	Avg. Trip Nights
Concert	31%	20%	2.1
Music festival	26%	16%	2.5
Professional sporting event	24%	15%	2.7
Live theater	16%	8%	2.6
Amateur/college sports event	11%	6%	2.2
LGBTQIA+ / Pride Festival	4%	2%	2.6
None of these	39%		

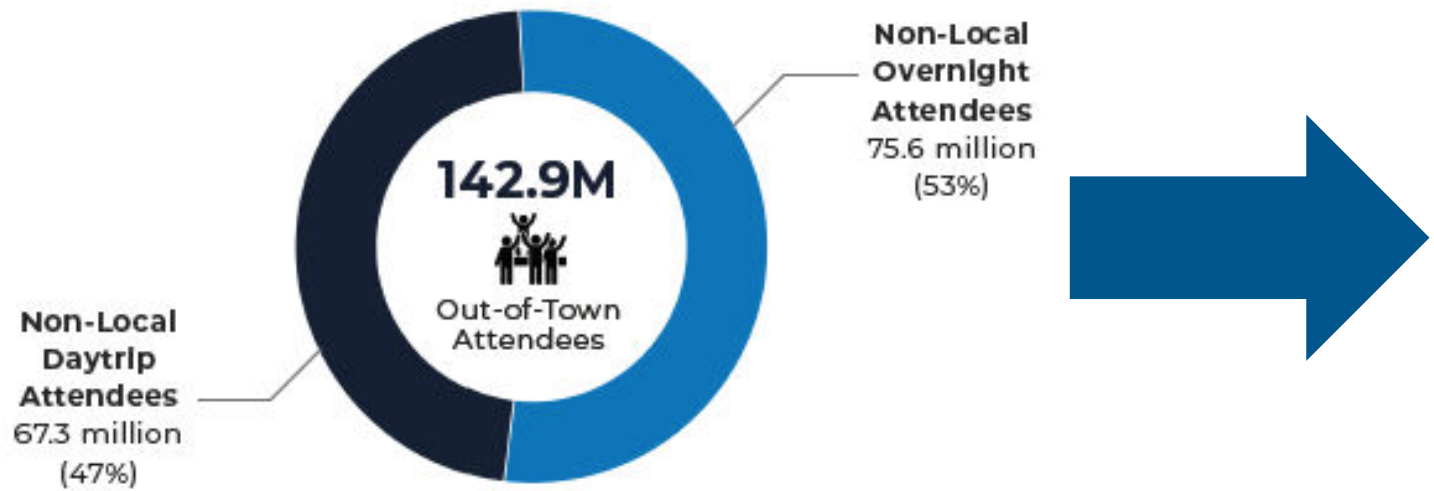
- 61% of domestic travelers attended a live event/festival on a leisure trip in the past 2 years.
 - Concerts had the highest net motivation for a leisure trip (20%).
 - Professional sporting events had the highest average trip nights (2.7).

Live Music Events have Economic Impact (2019)

Overall



Visitor



Source: Oxford Economics



“Swiftonomics” & “Beyonce Bump” were the songs of Summer 2023

U.S. hotel performance enchanted by Taylor Swift’s “The Eras Tour”

From Taylor Swift to the World Cup, travelers are paying big bucks to catch overseas games and shows

Beyoncé ‘Renaissance’ Tour Could Outearn Taylor Swift ‘Eras’ By \$500 Million

Yelp coins the ‘Beyoncé bump’ for the economic halo created by the pop star’s Renaissance Tour

Swiftonomics: Eras Tour Impact on Colorado

Beyoncé Renaissance Tour helps Silicon Valley small businesses feel economic boost

Taylor Swift is helping to revive an industry that still hasn’t recovered from the pandemic: ‘Bigger than the Super Bowl’

Taylor Swift Eras & Beyoncé Renaissance



	Taylor	Beyoncé
Tour Dates	146	56
Tour Dates in CA*	8	4
Countries Visited	22	12
Runtime	195 mins	150 mins
Songs Performed	46	35
Costume Changes	13	9
Backup Dancers	15	21
Lowest Ticket Price	\$49+	\$62+
Avg Resale Price	\$3,801	\$1,062



CA Tour Dates:

Taylor: Levi's Stadium (Jul 28-29), SoFi Stadium (Aug 3-5, 7-9)

Beyoncé: Levi's Stadium (Aug 30), SoFi Stadium (Sept 1-2, 4)

Taylor: Premiums on Hotel ADRs

Taylor Swift Shows by Market

Host Market	Occ	Occ Premium	ADR	ADR Premium	RevPAR	RevPAR Premium
Nashville	90.1%	33%	\$292	51%	\$263	101%
Philadelphia	79.9%	11%	\$237	43%	\$190	59%
Boston	86.9%	18%	\$295	28%	\$256	51%
Dallas/Fort Worth	82.0%	23%	\$147	20%	\$121	48%
Houston	77.6%	19%	\$138	18%	\$107	40%
Bergan/Passaic, NJ	88.2%	6%	\$198	29%	\$175	37%
Tampa	93.2%	12%	\$260	21%	\$242	36%
Atlanta	76.0%	5%	\$159	19%	\$120	26%
Phoenix	93.7%	3%	\$281	7%	\$264	10%
Las Vegas	91.3%	1%	\$254	-2%	\$232	-1%

Santa Clara & Taylor Swift: Hotel Performance Results

Still, Santa Clara hotels benefited from the Taylor Swift effect, with Friday and Saturday nights reaching the highest occupancy and ADR levels this year. In Santa Clara, hotel occupancy was 91% and 88%, respectively. The average rate for Friday and Saturday was above \$230, nearly a \$100 lift compared to average Friday and Saturday hotel rates from May through August in Santa Clara.

RevPAR rose from the base of \$93 to \$208 on the concert nights, representing a 124% increase. While the other events experienced higher performance levels, the Taylor Swift concert provided a more extensive lift in the immediate area than the other music events did.

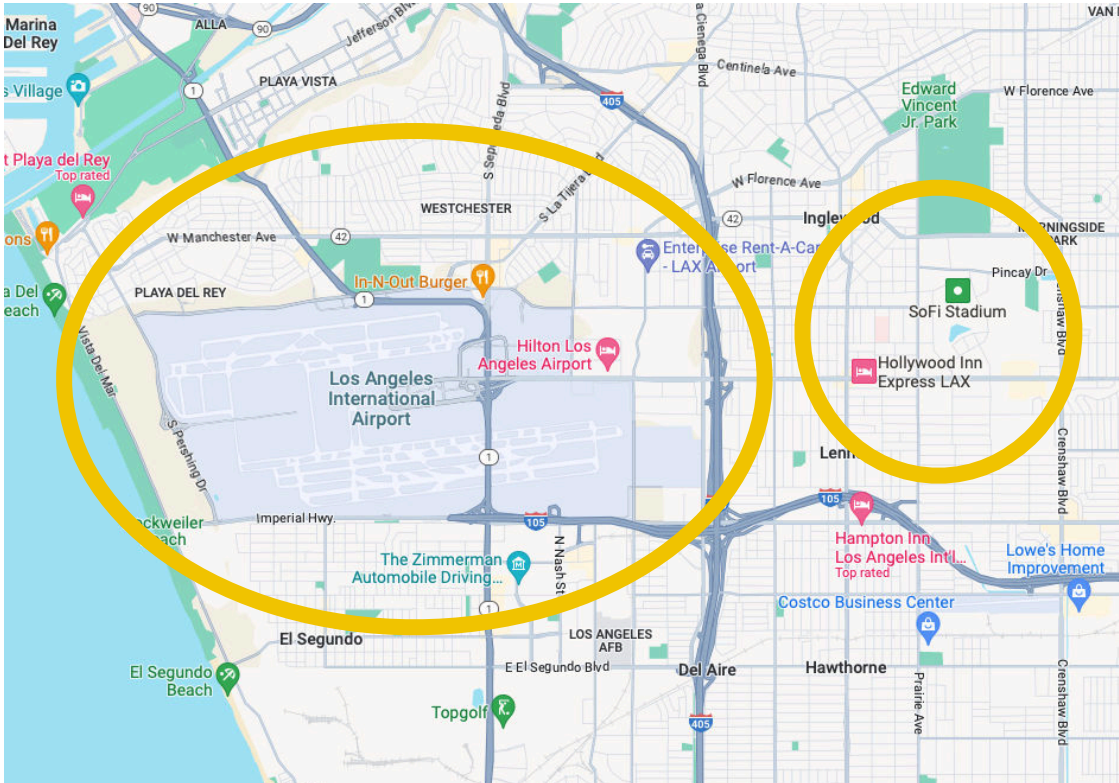
Taylor Swift & Beyoncé:

CA Hotel Performance Metrics – Los Angeles County

	<u>Los Angeles County</u>		<u>CA Gateway Cities</u> (Region Avg*)	<u>Total CA</u> (Region Avg*)
<u>Taylor Swift</u> SoFi Stadium	Weekend 8/4-5	YoY % Chg	YoY % Chg	YoY % Chg
Occ	92%	+11%	+4%	-1%
ADR	\$252	+16%	+2%	-1%
RevPAR	\$232	+29%	+6%	-1%
<hr/>				
<u>Beyoncé</u> SoFi Stadium	Weekend 9/1-2	YoY % Chg	YoY % Chg	YoY % Chg
Occ	83%	-1%	-3%	-2%
ADR	\$213	+3%	-3%	-2%
RevPAR	\$177	+2%	-6%	-4%

*Excludes LA County

SoFi Stadium / LA Airport Region: August Hotel Performance Metrics



August Hotel Performance (YoY % Chg)	LA Airport	LA County	Total CA
Occupancy	+5%	+9%	-1%
ADR	+15%	+8%	+1%
RevPAR	+20%	+17%	Flat

ADR & RevPAR % change for the LA Airport region was the highest of the nearly 80 regions, counties, and destinations tracked by Visit California/STR in the month of August.

There were 10+ major events at SoFi Stadium in August:

- 8 Concerts - Taylor Swift (6) and Metallica (2)
- 2 NFL Games - LA Rams

Mobile/Geo-Location Data

Uses/Benefits

- Understanding visitation patterns to Points-of-Interest (POIs) including regions, destinations, districts, parks, attractions, businesses, etc.
- Origin states/markets of visitors (down to zip code)
- Visitor journey (where else did visitors go)
- Work vs. residence locations
- Traffic patterns
- Characteristics of visitors (demographics, psychographics, etc.)

Limitations/Caveats

- Representative of mobile device users/app users- data is directional
- Not reliable as a volume estimate
- Visitor characteristics are based on modeling/census demographics
- Home and work location are based on algorithms – not a perfect methodology
- Geo-fencing of POIs can capture devices unintentionally
- No international devices/not representative

Methodology for Live Event Analysis

POI Selection:

A geo-fence determines what mobile devices are analyzed in a POI. A geo-fence for a venue may contain areas outside the venue itself like parking garages, offices, and support buildings. For SoFi Stadium, a custom geo-fence was created to exclude parking areas due to the fact a nearby venue hosted events on the same dates being analyzed. For other venues, syndicated POIs were used for analysis.

SoFi Custom: Stadium only



Filters:

Date Range:

For live event analysis we used a single day for each event, trying to compare similar days of week when possible.

Dwell Time:

A minimum of 90 minutes was used for most events. For a music festival, a longer dwell time was used.

Hours Range:

Allows you to filter the analysis on specific hours of the day. For live events, typically a 5-6 hour range around the event based on start and end time.

Residence or Work Distance:

Used to classify visitors based on how far they traveled from residence or work to the event. A 50-mile distance from residence was used to classify visitors.

Taylor Swift & Beyoncé:

Concert Attendee Visitation (Los Angeles)

Visitation

Taylor Swift
(SoFi Stadium / August 5, 2023)

% Visitor (50 miles+): 45%

% Out-of-State-Visitor: 15%

Beyoncé
(SoFi Stadium / September 2, 2023)

% Visitor (50 miles+): 30%

% Out-of-State-Visitor: 8%

Top Origin Markets

(% of out-of-state visitors)



Taylor Swift & Beyoncé:

Concert Attendee Demographics (Los Angeles)

Demographics*

Taylor Swift
(SoFi Stadium / August 5, 2023)

Beyoncé
(SoFi Stadium / September 2, 2023)

Household	Value	Index to CA	Value	Index to CA
Persons per HH	2.7	93	2.6	89
Median Income	\$104,421	122	\$89,893	105

Race/Ethnicity	%	Index to CA	%	Index to CA
Asian	14%	100	12%	88
Black	4%	75	13%	228
Hispanic	27%	70	32%	82
White	51%	134	39%	104

*Demographics reported here are modeled from public data sources including the U.S Census, NCHS, NCES, IRS and BEA. This report reflects the demographics of households living in the zip codes where the mobile device owners reside.

Taylor Swift & Beyoncé: Fan Personas (Los Angeles)

Taylor Fans skew

Overlapping Fans

Beyoncé Fans skew



**Booming
w/
Confidence**

TS Index: 156

**Flourishing
Families**

TS Index: 111

**Power
Elites**

TS Index: 246
BY Index: 174

**Suburban
Style**

TS Index: 117
BY Index: 150

**Singles &
Starters**

TS Index: 116
BY Index: 133

**Young City
Solos**

BY Index: 256

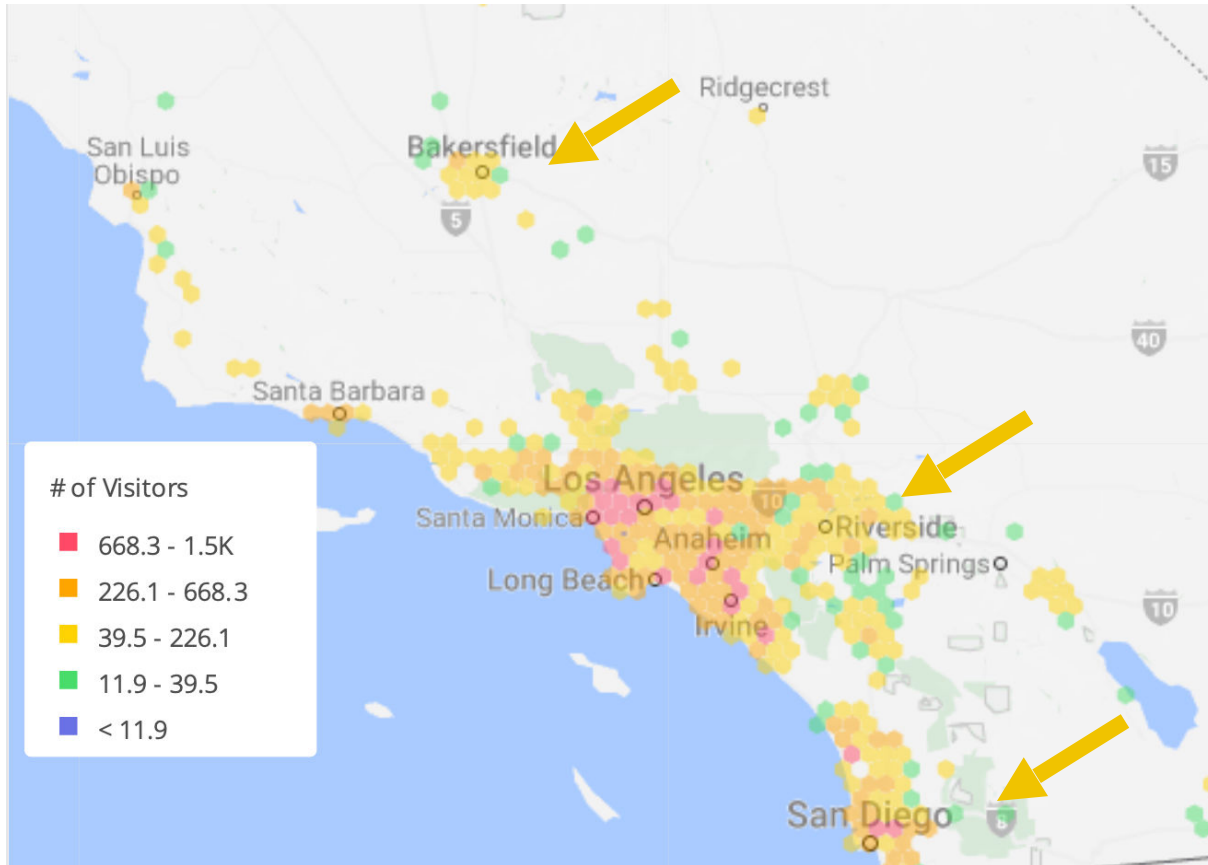
**Significant
Singles**

BY Index: 133

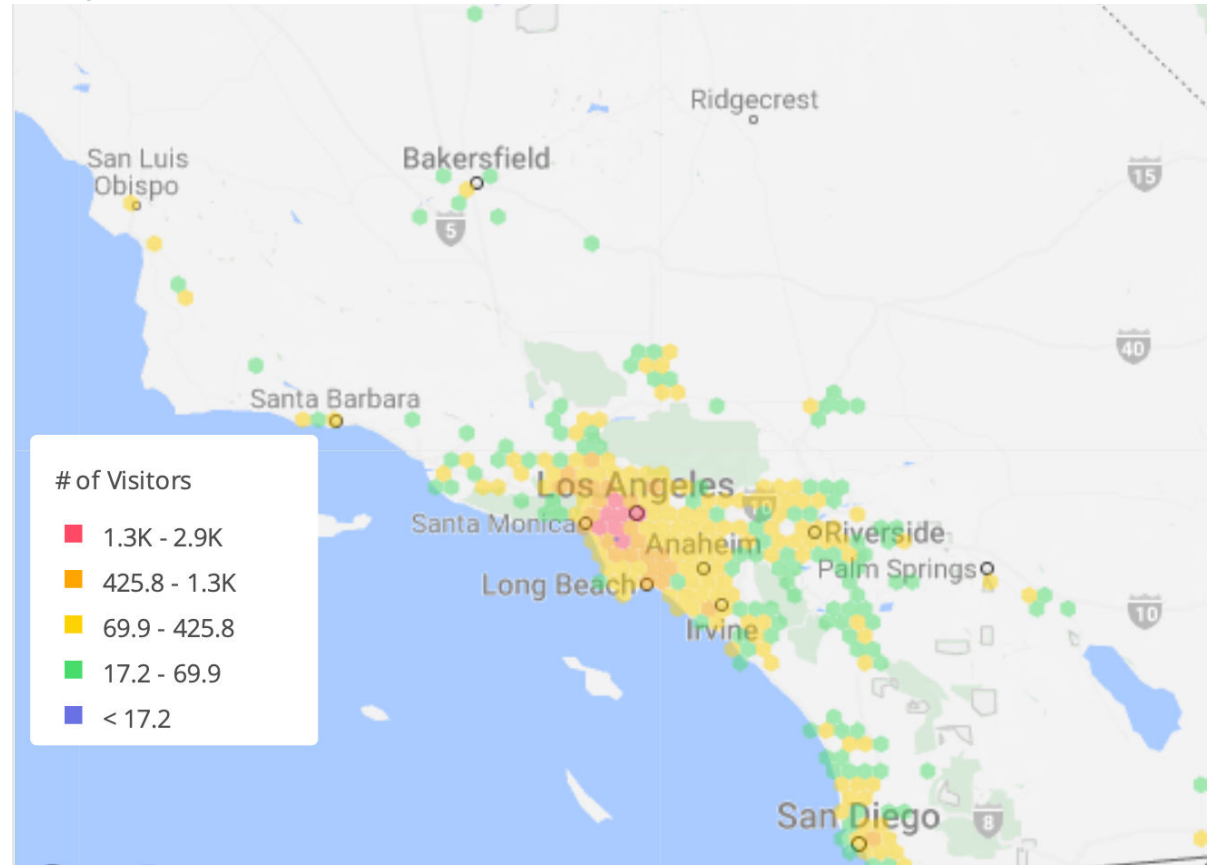
Taylor Swift & Beyoncé:

Home Location of Concert Attendees

Taylor Swift

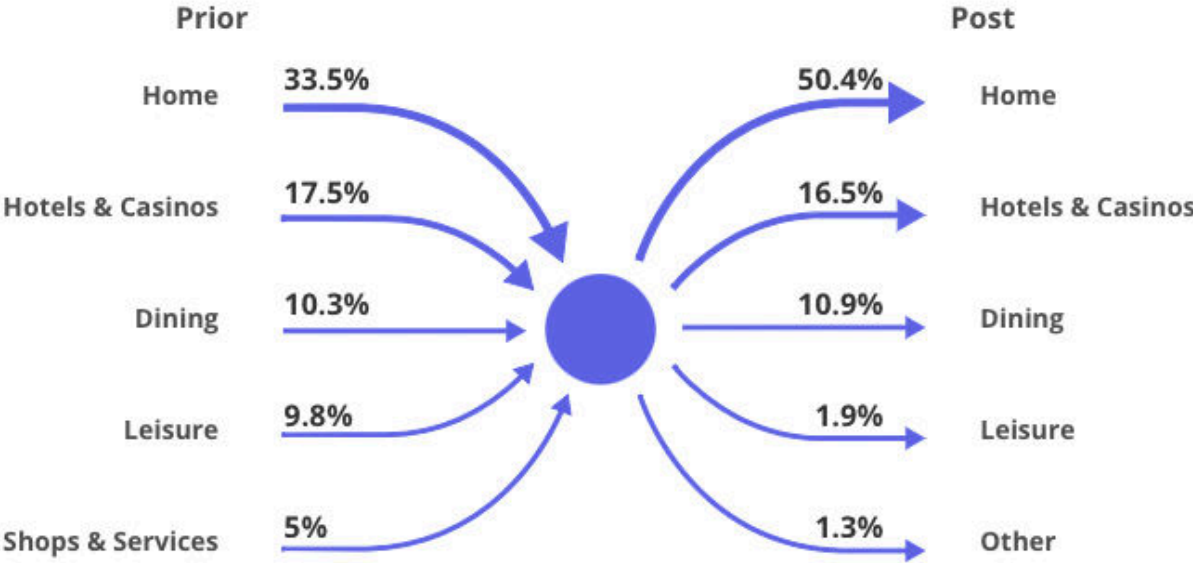


Beyoncé

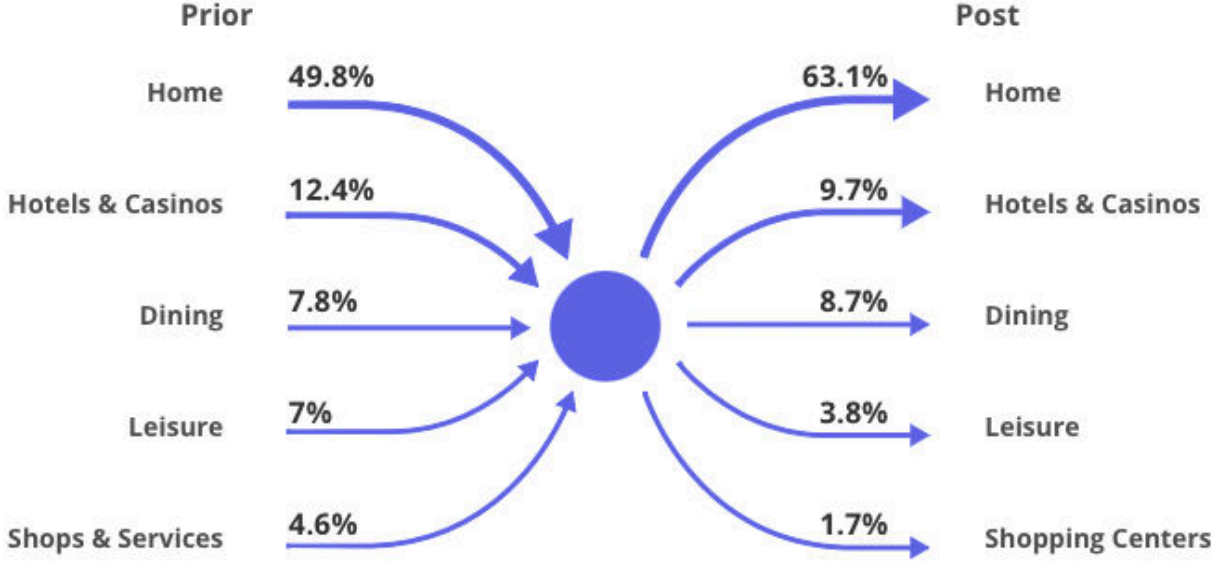


Taylor Swift & Beyoncé: Concert Attendee Journey

Taylor Swift



Beyoncé



Other Live Music Events:

Dead & Co. drive and festivals destination visitation

Visitation

Dead & Co.
(Oracle Park / July 15, 2023)

Coachella Music Festival
(Empire Polo Grounds / April 15, 2023)

% Visitor (50 miles+): 67%

% Visitor (50 miles+): 91%

% Out-of-State-Visitor: 36%

% Out-of-State-Visitor: 26%

Top Origin Markets

(% of out-of-state visitors)



Deadheads Drive Higher Hotel Demand Than Swifties in Bay Area

Concerts, Music Festivals Improve Summer Hospitality Performance in San Francisco

- CO-STAR NEWS RELEASE

Source: Placer.ai

Major Live Sports Events:

Even with a local team playing, Super Bowl drew visitors

Visitation

Super Bowl
(SoFi Stadium / February 13, 2022)

% Visitor (50 miles+): 60%
% Out-of-State-Visitor: 50%

MLB All-Star Game
(Dodger Stadium / July 19, 2022)

% Visitor (50 miles+): 35%
% Out-of-State-Visitor: 21%

Top Origin Markets (% of out-of-state visitors)



Major Live Sports Events:

These events attract higher income visitors

Demographics*

Super Bowl
(SoFi Stadium / February 13, 2022)

MLB All-Star Game
(Dodger Stadium / July 19, 2022)

Household	Value	Index to CA	Value	Index to CA
Persons per HH	2.5	85	2.7	94
Median Income	\$116,559	136	\$104,415	122

Race/Ethnicity	%	Index to CA	%	Index to CA
Asian	9%	69	13%	94
Black	6%	115	5%	90
Hispanic	15%	38	29%	76
White	66%	174	49%	129

*Demographics reported here are modeled from public data sources including the U.S Census, NCHS, NCES, IRS and BEA. This report reflects the demographics of households living in the zip codes where the mobile device owners reside.

Implications for Visit California

- Help to determine the relative importance of live events to the tourism industry.
 - Identify the types of live events most likely to attract out-of-state visitors to prioritize investments and marketing efforts.
 - Help understand the impact beyond the event itself.
 - Better target marketing (including partnerships/coops and owned/social programs) by leveraging demographics and origin market insights to understand the types of visitors attending live events.