The Soundtrack to Travel

Tripadvisor x UN Tourism Affiliate Members Corner
Cross-Sector Value in Tourism



2025

Tripadvisor

Music & Travel: the perfect duet

35%
listen to music when planning or researching their travel



92%
listen to music when traveling

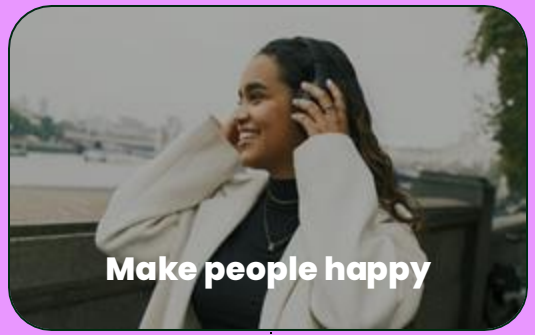
75%
listen to music on planes or trains

84%
listen to music when on a road trip

37%
listen to music when booking their trips

Source: Tripadvisor Travel Beats 2025
Source: SiriusXM

They...



Make people happy

Those with a positive outlook are **46%** more likely to stream music each day.

97% say that having a trip planned makes them happier.



Connect people & cultures

80% feel there is a connection between music and culture that affects society.

85% want to visit places where they can truly experience the local culture.



Are personalized experiences for self-expression

56% of global internet users listen to music because it helps them express their individuality or feel creative.

69% of travelers say fulfilling trips help them grow as people.

Source: GWI, 2024; U.S. Travel Association; American Express; Evaluation of the Influence of Music on Modern Culture & Society; Experience of Travel Report

Music inspires travel.



55%
planned to travel for music in 2025

75% of Gen Z
65% of Millennials

Source: Tripadvisor Spring Travel Beats Report 02/2025, N=2,745; AU, FR, JP, SG, UK, US

Music tourism has emerged as a major trend, leading to record-breaking travel figures

$13.8B

projected global music tourism market by 2032



66%

of US travelers say music festivals and concerts are their main motivation for pop-culture trips.



Heathrow Airport had its **busiest summer to date** in 2024, with **30.7 million passengers***, attributed to tourists attending concerts like Taylor Swift & Bruce Springsteen.



Source: Travel Alliance; Statistics and facts on music tourism in Europe
*June-September

And music experiences are **even more important to Gen Zs & Millennials**



Gen Zs

45%
view music related experiences as an important part of their travel budget, **45% higher than average**

39%
prioritize music experiences during travel, **39% more likely than the average**

Millennials

44%
view music related experiences as an important part of their travel budget, **41% higher than average**

40%
prioritize music experiences during travel, **43% more likely than the average**

Source: Tripadvisor Spring Travel Beats Report 02/2025, N=2,745; AU, FR, JP, SG, UK, US

Fans travel far and wide, proving that **no distance is too great to fuel their passion for music**



34%

of concert goers are willing to travel **over 100 miles for a show**

13%

of Gen Z concert goers are happy to travel **over 500 miles** to see their favorite artists perform live

Source: KIA Music Travel Study

They see music as a way to explore new places through concerts

+69%
increase in live concert bookings from 2023 to 2024*

TAYLOR SWIFT
THE ERAS TOUR

Each tour stop saw a **117% jump in travel demand** compared to the same dates the previous year.

68% YoY increase on the average nightly spend on hotels & accommodations during the Eras tour throughout 2023 and 2024





15%
YoY increase of international traffic to concert venues across Tripadvisor's platform

Source: Travel Alliance; Statistics and facts on music tourism in Europe
*across Tripadvisor Group Brands

They will travel the world for their favorite

music festivals



13%

of global travelers say the primary reason for travel over the next year is to attend a music festival

+22%

increase in global traffic to music festival pages across Tripadvisor, **growing 184% faster than the average category** across our site

Source: GWI 2024, Tripadvisor Internal Data

Proven by significant increases in demand & traffic during festival weekends



Stagecoach was the highest travel day of 2024, **90% above average.**

Coachella weekend was the 2nd most popular travel day to Palm Desert in 2024, **59% higher than average.**



The festival weekend saw an **89% increase in travel** to Vegas.



Opening day was Chicago's **3rd busiest travel day** of 2024, with demand **225% above average**.



Opening night boosted Miami travel demand by **110% over the yearly average**.

Source: Tripadvisor Internal Data

From Nashville's honky-tonks to Tokyo's jazz bars, travelers seek

music destinations





Glasgow	+730%
Nashville	+721%
Bristol UK	+708%
Toronto	+708%
Madrid	+622%
London	+504%
Hamburg	+480%
Atlanta	+466%
Las Vegas	+420%
Stuttgart	+399%

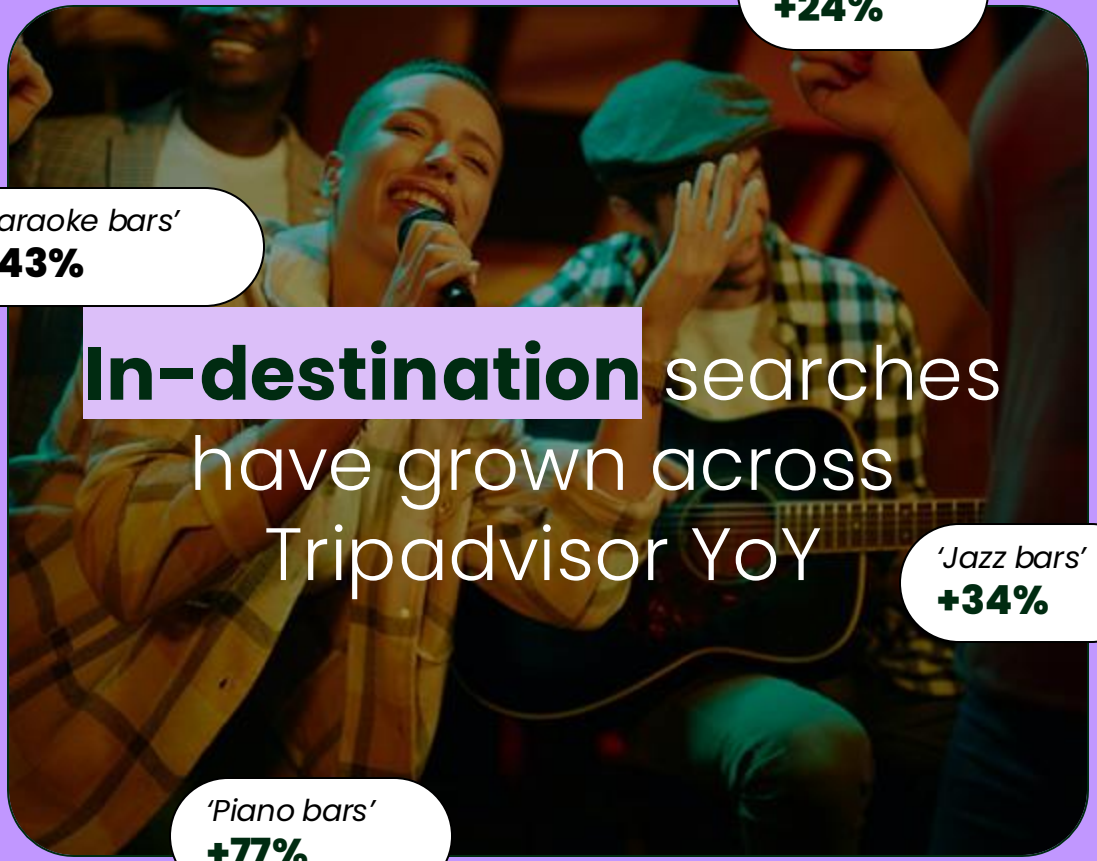
Cities that drive the highest share of traffic to music-related activities compared to the global average



Source: Tripadvisor Internal Data

‘Live music’
+24%

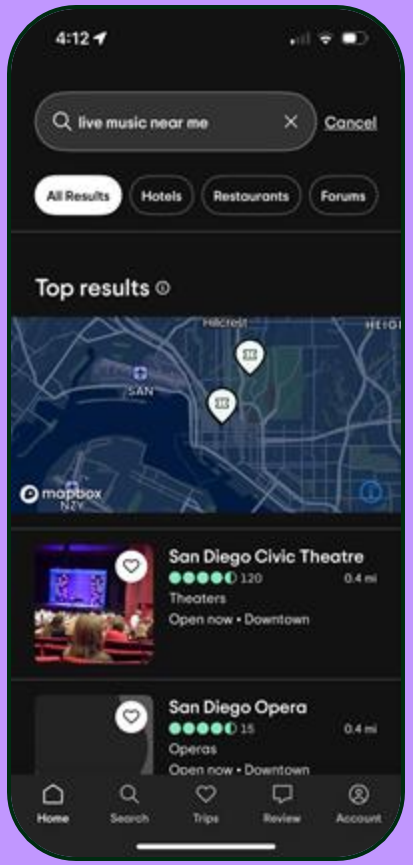
‘Karaoke bars’
+43%



In-destination searches have grown across Tripadvisor YoY

‘Jazz bars’
+34%

‘Piano bars’
+77%



Source: Tripadvisor Internal Data

Across our platform, they explore the most iconic venues the world has to offer

music attractions

music landmarks

Radio City Music Hall

Palais Garnier

Sphere

Casa Rossa

Royal Albert Hall

Grand Ole Opry

Sydney Opera House





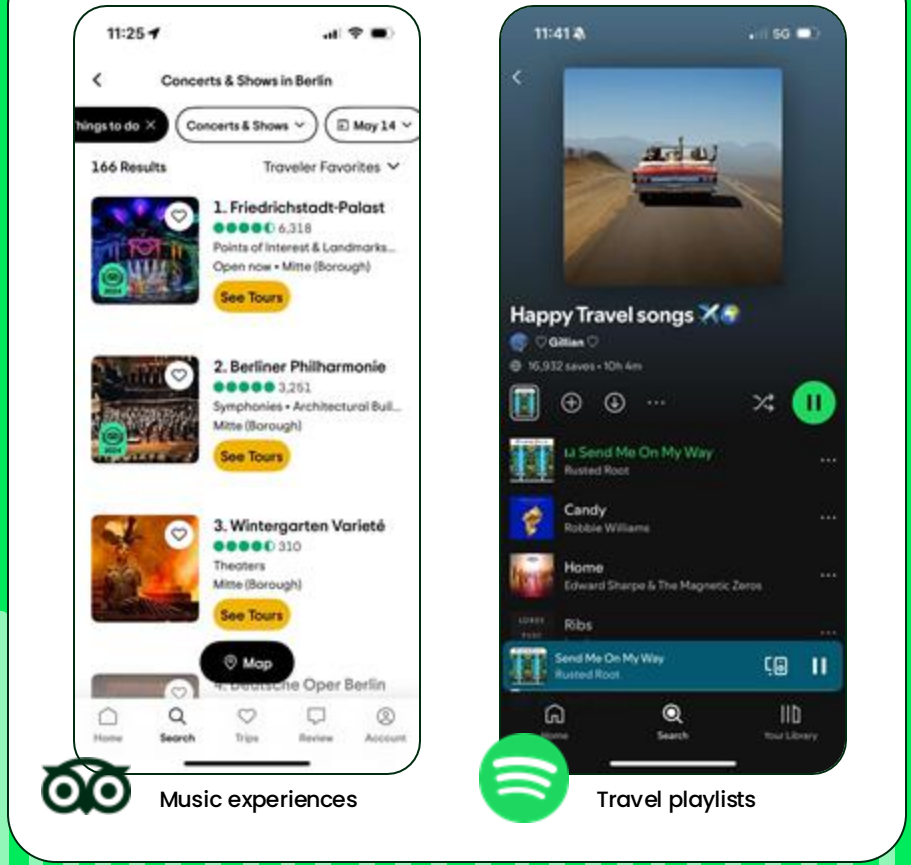




Source: Tripadvisor Internal Data

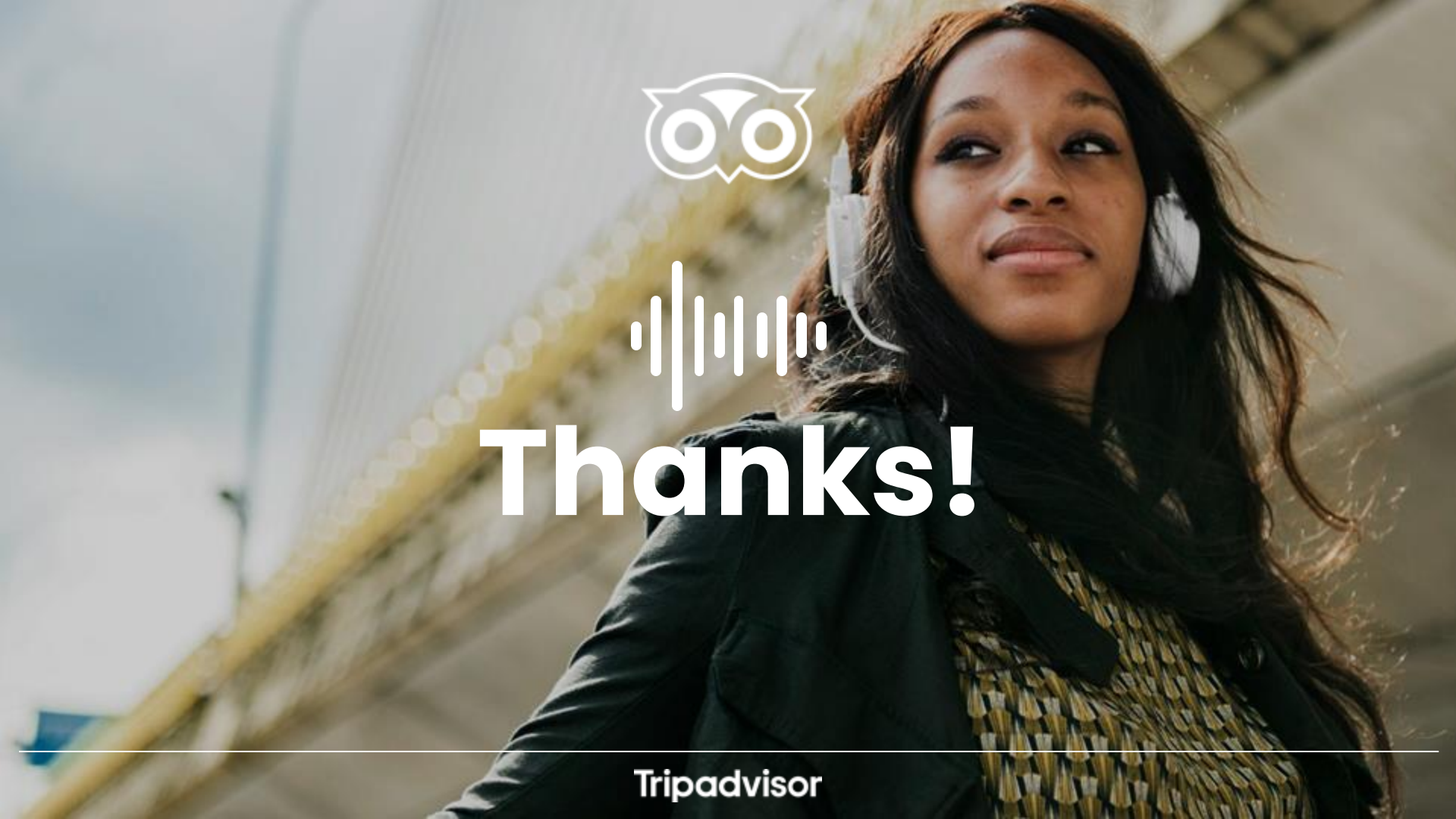
Music & travel are intertwined

With the growth of the music-related experiences, destinations can diversify their offer and attract more tourists - and Tripadvisor is here to help you!



Music experiences

Travel playlists


Thanks!
Tripadvisor