Evaluation of the mobility-related consequences of event strategies for large concerts

Bachelor‘s Thesis of Sabina Lloshi

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Millions of people attend live music events every year, contributing to local economies and cultural engagement. However, travel to these events is a major source of greenhouse gas emissions.

Studies show that audience transportation is the biggest contributor to emissions, accounting for up to 96% of a concert’s carbon footprint.

To mitigate the environmental impact, it is essential to evaluate different concert strategies and their mobility related consequences.

There are two different approaches to organizing live music events: the traditional touring model and the concert residency.

While a concert residency eliminates artist related emissions, it leads to a higher number of long distance flights, significantly increasing the carbon footprint per attendee.

For instance, Adele’s residency attracted a large international audience, with 40% traveling from abroad, whereas Taylor Swift’s tour model had mostly local attendees. As a result, the residency concert produced approximately 27% more carbon emissions per person than the traditional touring model.

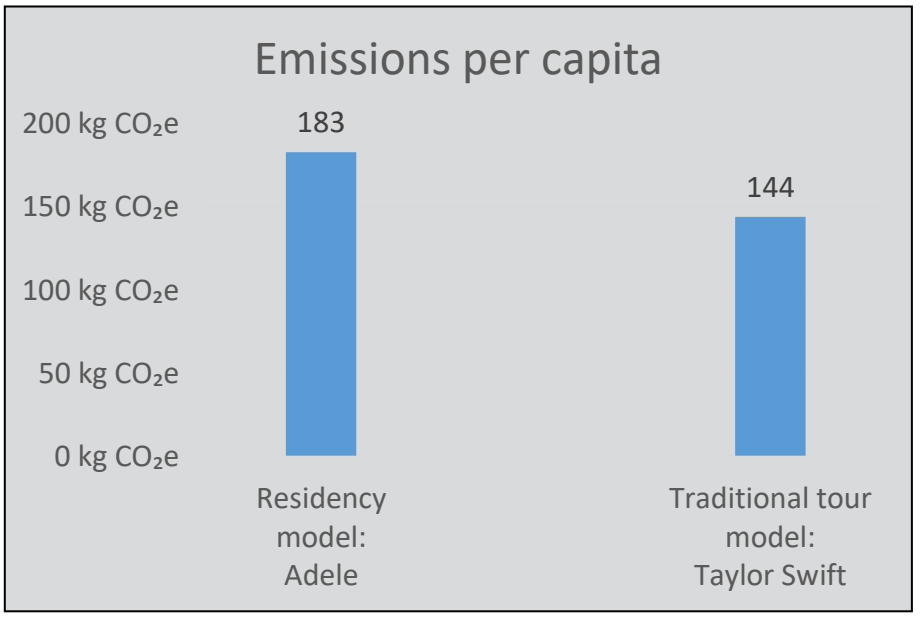

Illustration: OPEC Fund

Minimizing mobility related emissions requires strategic event planning. Key solutions include:

Promoting carpooling: higher occupancy rates significantly reduce emissions per attendee.

Providing public transport incentives, like free or discounted tickets, to promote eco-friendly travel.

Choosing venues with strong rail and public transport connections to limit car dependency.

By implementing these measures, the music industry can lower its impact, ensuring that live events remain both culturally enriching and environmentally responsible.