The Concert Travel Effect in Asia



Trip.com Group™ × LIVE NATION® ASIA

SUMMARY

Tour calendars are increasingly functioning as travel calendars. For many fans, a trip begins the moment an artist announces a show — the date is set, tickets secured, and travel plans quickly follow. The concert often becomes the primary reason to choose a destination, anchoring the entire travel experience.

The report highlights that artists and tours are driving new travel routes across Asia, with concerts transforming host cities into regional gathering points for fans. As fandom continues to shape travel decisions, concert-driven tourism is emerging as a significant and growing trend across the six markets studied.

METHODOLOGY

Concert-Driven Travel Survey 2026

Sample:

1,768 respondents across six markets.

Survey:

Quantitative consumer research conducted across Mainland China, Singapore, Hong Kong, Macao, Thailand and South Korea, in July 2026, using OnePoll and Live Nation Soundboard surveys.

Country/ Region:

Mainland China, Singapore, Hong Kong, Macao, Thailand and South Korea

Data sources:

Findings combine consumer survey research with first-party Trip.com Group travel booking data and Ticketmaster ticketing data, providing insights across both travel and live entertainment behaviour.

Scope:

The research explores concert-driven travel behaviour across APAC, with global data used where relevant to provide broader context and identify regional differences.



1. THE ARTIST IS BECOMING THE DESTINATION DRIVER

For many concert travelers, the artist determines where they go next. Regional tour stops give fans a reason to cross borders and discover a destination through the show.

65%

have travelled to another country or region for a concert

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7 in 10

say live music is one of the most exciting reasons to travel



>70%

say live music trips feel especially meaningful

The artist and travel distance
are the biggest factors shaping where fans will go for a concert

The artists fans love are playing a greater role in destination choice. The concert gives them a reason to visit somewhere new.





2. THE TICKET STARTS THE TRAVEL CLOCK

Once fans secure tickets, the rest of the trip moves quickly. Presales and onsales can create concentrated demand for flights and accommodations within days.

62% say securing concert tickets is the biggest driver when planning live music travel

52% prioritize finding accommodations close to the venue

51% prioritize finding affordable flights or transportation



1 in 3

have used Trip.com to book travel for their overseas music concerts

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>440%

increase in flight bookings to Bangkok within three days of Trip.com presales for the BTS WORLD TOUR ‘ARIRANG’

The ticket starts the travel-planning clock. Tour announcements, presales and onsales are becoming important dates on the concert traveler’s calendar.





3. DIFFERENT ARTISTS CREATE DIFFERENT TRAVEL PATTERNS

The distance fans travel varies by artist and fandom. First-party ticketing data shows that K-pop acts generate particularly strong cross-border demand, to South Korea, as well as within the region to Singapore and Thailand, reflecting the strength of their regional fanbases.

1 in 5

respondents in Thailand and Hong Kong have already travelled to South Korea for a concert before

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K-pop acts including BTS and BLACKPINK draw the highest share of overseas ticket demand in Singapore and Thailand, ranging from 20% to 38%



K-pop concerts attract nearly **twice the share** of overseas audiences in Bangkok compared to other concert acts

Mainland Chinese and Southeast Asian fans are the primary drivers of cross-border demand for K-pop concerts in Singapore and Thailand

Female fans represent the strongest source of cross-border concert demand for these shows

Concert travel is not one uniform behavior. The artist and fandom can significantly influence how far fans will go, which borders they cross and where regional demand concentrates.





4. TOUR STOPS CAN TURN CITIES INTO REGIONAL FAN HUBS

Major tour stops can turn cities into gathering places for fans from across the region, forming fan communities that fuel live music travel. Singapore, Bangkok and Hong Kong are emerging as both sources of concert travelers and key destinations within these changing travel routes.

Singapore and Thailand
draw strong international ticket demand for fandom-driven acts, particularly K-pop artists

Overseas audiences attending K-pop concerts in Bangkok come primarily from Hong Kong, Vietnam, the Philippines and Malaysia



309% and 200%

increase in flight bookings from Hong Kong and Singapore to Bangkok respectively, within three days of Trip presales for the BTS WORLD TOUR ‘ARIRANG’

Thailand also maintains a strong domestic audience, with local fans accounting for at least **8 in 10** concertgoers.

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2 in 3

fans see their fan community as core to the concert experience. Gen Zs, especially, feel that posting and sharing the trip on social media is a key part of the travel experience

Fandom is creating a dynamic regional travel map. A city can quickly become an important concert destination when an artist gives fans from surrounding countries a reason to gather there.





5. THE SHOW IS BECOMING THE ANCHOR FOR A BIGGER, MORE PREMIUM TRAVEL EXPERIENCE

The concert gives the trip its purpose. Fans then build out the journey through where they stay, what they explore and the experiences they share with friends, prioritizing convenience and comfort throughout the trip.

84% are interested in packages combining the show with travel products

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62% rank hotels as the most valued addition to a travel package, followed by flights at 53%, and attractions or activities at 34%

63% of concertgoers choose to stay in 5-star hotels when they travel



1 in 3 is more open to paying for VIP or premium experiences

4 days is the average duration that fans would ideally spend at a destination

Singapore respondents would ideally stay the longest, at an average of 4.8 days, followed by Hong Kong respondents at 4.1 days

Fans are building a wider travel experience around live music. The show brings them to the destination, while the rest of the trip gives them more ways to connect with the place and one another.




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