

LI People ON THE MOVE

newsday.com/onthemove



Thomas J. Lennon of Hampton Bays has been hired as a paralegal at **Futerman, Lanza & Pasculli** in Smithtown. He was a legal assistant at Sheryll Law in Riverhead.



Robert C. Shea of Bellerose Village has been hired as an associate attorney at **Simonetti & Associates** in Westbury. He was an associate attorney at Cullen and Dykman in Uniondale.



Lori Maldavir of Northport has been hired as director of program outreach at the **Alzheimer's Association Long Island Chapter** in Melville. She was director at Day Haven Adult Care Services in Ronkonkoma.



Christie Warmuth of Babylon, an agency relations associate at **Long Island Cares Inc.** in Hauppauge, has been promoted to assistant manager of agency relations.



Alexandra Vecchio of East Hampton has been hired as an associate at **Egan & Golden** in Bridgehampton. She is a recent graduate of Albany Law School in Albany.



Joshua Beckham of St. Albans, Queens, has been hired as an associate at **Rivkin Radler** in Uniondale. He was a law clerk in the U.S. District Court, Eastern District of New York, in Brooklyn.

— DIANE DANIELS

Send submissions to
peopleonthemove@newsday.com

THE ISSUE: EXPERIENCES, CULTURE

Concerts help drive up travel service demand

MONEY FIX

Nerd Wallet

Jim Wang scored tickets for Taylor Swift's "Eras" tour in Pittsburgh, which he paid \$800 for. And since Swift's concert at Acrisure Stadium was about a four-hour drive from his home in Fulton, Maryland, he'd need overnight accommodations, too.

Wang is just one of a growing group of people willing to travel to see a concert. TodayTix Group, an online ticketing platform for theatrical and cultural events, conducted an online survey in February 2023 of more than 4,000 Americans who had attended at least one live event over the past 12 months. 38% of respondents were willing to travel within their state, as Wang did. And 17% were willing to travel out of state.

When shows like the "Eras" tour come to town, along with them comes a sudden — yet temporary — influx of travelers, and hotel rooms often sell out because of it. In Wang's case, all the hotels in Pittsburgh were sold out, and he was lucky to find an Airbnb about a mile and a half away.

The story of concerts selling out hotel rooms is not unique. On the nights Swift performed in Cincinnati this summer, Red Roof occupancy was 86% across the hotel chain's eight nearest properties, according to data provided to NerdWallet by Red Roof.

It's not just Swift. The Red Roof outpost in Arlington, Texas, saw 30% higher occupancy rates when Metallica performed in August versus the same weeknights in 2022. The company also said that music-related events such as Elvis Week, which was held in Memphis, Tennessee, in August, have been driving higher demand.

Many concertgoers are willing to travel so far that a plane flight is necessary. Expedia said it reported a 100% increase in searches for flights to Tampa during the week of Beyoncé's concert this past August versus the week prior, and a 550% week-over-week increase in flights to San Francisco for her concert later that month.

As demand rises, so do prices

That surge in demand is happen-



Demand for tickets to popular concert tours is drawing fans from out of town, giving a boost to travel services such as flights, hotels and rentals.

ing in tandem with a surge in ticket prices. Average prices for admission to movies, theaters and concerts in the United States increased 5.2% in August 2023 versus the same month in 2022. That's according to a NerdWallet analysis of the latest set of consumer price index data released in September by the U.S. Bureau of Labor Statistics. The 5.2% rise in ticket prices outpaces the overall U.S. inflation rate, which is 3.7% over the same period.

Enticing concertgoers

Major travel brands are capitalizing on the concert craze, offering concert-related incentives to their customers that either thank them for their loyalty or encourage them to spend even more money (or perhaps both).

Chase Sapphire has had a robust presence at major music festivals this year including San Francisco's Outside Lands and Maryland's Oceans Calling Festival. There, Chase Sapphire has offered perks such as access to an exclusive lounge (featuring complimentary food and drinks) for Chase Sapphire Reserve cardmembers. It also uses concerts as opportunities to encourage customers to spend their points — offering one-of-a-kind point redemptions such as a

private cruise around Lake Michigan with DJ Diesel during the Lollapalooza music festival in Chicago.

American Express has offered similar experiences to its most loyal customers who hold certain credit cards.

AmEx also has relationships with major event venues to offer cardholder-exclusive perks. For example, at New York's Barclays Center, cardholders have access to a dedicated entrance.

Cheaper international travel

The TodayTix survey found that 4% of Americans are even willing to book an international trip specifically for a performance.

Terika Haynes, who runs a travel agency called Dynamite Travel, has booked trips for three separate clients to see Beyoncé's "Renaissance" world tour. Her clients are all based in the United States, but they saw Beyoncé perform in Europe (specifically London, Paris and Brussels) because show tickets were cheaper. She says that the price of their airfare was essentially the price difference between tickets in the United States and in Europe.

"They were essentially able to get a two-for-one concert and a vacation for less than what they would have paid in the U.S.," she says.