



LEAD  
OFF

FOCUS ON THE TOP  
POLLSTAR DEBUTS ITS INAUGURAL  
CONCERT MARKET RANKINGS

By BOB ALLEN

In the first-ever presentation of the most prominent markets in the United States based on live entertainment box office success, *Pollstar* unveils its inaugural listing of Concert Market Rankings (see pages 9-16). It is a compilation of the top 100 markets in the nation populated by ticket sales figures from live events performed in venues of all types and sizes in each area. As with all the charts in *Pollstar*, rankings are determined by sales data reported by concert promoters, venues, booking agents and artist managers throughout the year.

The ranking of the top markets in the country comes from reported data at live event activity in an entire metropolitan area. Along with concert venues in the city proper, those in the surrounding suburbs and outlying cities that are part of the region are also figured into the market's overall box office tallies.

The 100 markets are ranked by the overall gross from tickets sales in each venue, using the 2021 chart year – Nov. 19, 2020, through Nov. 17, 2021 – as the period of eligibility for inclusion. Along with the gross and total number of tickets sold, the chart also lists the number of performances that produced the totals as well as an average ticket price from all reported shows.

Analysis of this first designation of top markets shows that only the top four – Las

Vegas, Los Angeles, New York and San Francisco/Oakland/San Jose – earned their ranking based on box-office grosses totaling \$100 million or more. At No. 1, Las Vegas logged \$197.2 million in sold-ticket earnings with an average ticket price of \$192.79 – the highest on the chart for both metrics. It's the only one of the top four markets with a ticket price average over \$100 and one of only three on the entire chart, including Atlanta (No. 6) that surpasses that mark by a mere 79 cents.

It is notable that the ticket price average in Las Vegas is close to twice that of any of the other markets near the top of the chart or, indeed, practically any of the markets in the rankings. The archives show top prices at Las Vegas events in 2021 often landing in the \$300 to \$500 range along with a considerable number over \$1,000 including one event with a high-ticket price of \$10,000 (a July 10 UFC bout at T-Mobile Arena with tickets starting at \$300).

Among other chart highlights, Los Angeles (No. 2) has the highest ticket total in the top 100 with over 1.56 million sold at 199 live events in the region, while New York (No. 3), the country's largest metropolitan market, had 881 live shows reported, the most of any other area during the 2021 chart year.

At No. 4, San Francisco/Oakland/San Jose – with a reported gross of \$105.5 million –

**VIVA SIN CITY:** Las Vegas tops *Pollstar's* new Concert Market Ranking chart thanks to data including a Nov. 6 show from The Rolling Stones at Allegiant Stadium. An aerial view shows the stadium under construction west of Mandalay Bay Resort and Casino on May 21, 2020. See page 10 for more on Vegas.

Ethan Miller / Getty Images

also had ticket sales over 1 million at local venues, as did Chicago (No. 5) with a total of just 11,172 tickets fewer than that of the Bay Area.

Atlanta, Dallas-Fort Worth, Denver, Nashville and Houston round out the top 10 that generated over \$946.4 million in grosses from live events. That's more than 48% of the entire list of top 100 markets that registered \$1.96 billion in concert grosses. And, for a wider perspective, the total gross from the top 100 U.S. markets accounted for 70.8% of all reported events worldwide. The global gross was over \$2.7 billion for the year.

Finally, the sold-ticket count in all 100 regions is more than 24.2 million from 8,833 performances reported in 2021. Of course, the chart year was not a typical year with the industry returning in fits and starts as it emerged from the global pandemic and the majority of touring data coming in Q3 and Q4. If the volume of tours continues to increase apace, it will invariably impact 2023's market rankings significantly – stay tuned! ✨



# Concert Market RANKINGS

RANK	MARKET	REPORTED GROSS	REPORTED TICKETS SOLD	REPORTED SHOWS	AVG. TICKET PRICE	DMA RANK	RANK	MARKET	REPORTED GROSS	REPORTED TICKETS SOLD	REPORTED SHOWS	AVG. TICKET PRICE	DMA RANK
1	Las Vegas	\$197,182,030	1,022,793	292	\$ 192.79	40	51	Missoula	\$ 6,416,049	123,549	49	\$ 51.93	161
2	Los Angeles	\$154,186,341	1,564,484	199	\$ 98.55	2	52	Kansas City	\$ 6,394,026	118,275	32	\$ 54.06	34
3	New York	\$116,254,330	1,402,782	881	\$ 82.87	1	53	Ft. Smith	\$ 6,155,586	118,911	19	\$ 51.77	95
4	San Francisco/Oakland/San Jose	\$105,505,880	1,079,209	214	\$ 97.76	6	54	Memphis	\$ 5,828,101	102,262	42	\$ 56.99	51
5	Chicago	\$ 86,042,731	1,068,037	458	\$ 80.56	3	55	Fresno-Visalia	\$ 5,541,401	73,126	15	\$ 75.78	55
6	Atlanta	\$ 76,176,409	755,776	268	\$ 100.79	7	56	Syracuse	\$ 5,508,543	107,007	68	\$ 51.48	87
7	Dallas-Ft. Worth	\$ 60,905,142	683,363	134	\$ 89.13	5	57	Santa Barbara-Santa Maria	\$ 5,452,643	82,586	32	\$ 66.02	121
8	Denver	\$ 56,340,791	706,176	152	\$ 79.78	16	58	Norfolk-Portsmouth-Newport	\$ 5,305,442	114,663	31	\$ 46.27	46
9	Nashville	\$ 48,115,489	628,295	383	\$ 76.58	29	59	Oklahoma City	\$ 5,205,592	107,983	39	\$ 48.21	44
10	Houston	\$ 45,734,158	546,409	141	\$ 83.70	8	60	El Paso	\$ 5,164,849	62,329	12	\$ 82.86	93
11	Philadelphia	\$ 44,849,510	588,615	282	\$ 76.19	4	61	Grand Rapids-Kalamazoo	\$ 4,944,432	94,903	77	\$ 52.10	41
12	Miami	\$ 42,252,064	427,700	70	\$ 98.79	18	62	Albuquerque	\$ 4,872,886	103,599	26	\$ 47.04	48
13	Detroit	\$ 41,720,069	574,252	86	\$ 72.65	15	63	Rochester	\$ 4,561,347	84,383	26	\$ 54.06	77
14	Washington	\$ 39,606,979	448,931	272	\$ 88.23	9	64	Springfield	\$ 4,430,979	89,433	46	\$ 49.55	74
15	Minneapolis-St. Paul	\$ 39,550,678	440,668	273	\$ 89.75	14	65	McAllen-Brownsville	\$ 4,321,953	41,458	7	\$ 104.25	85
16	Phoenix	\$ 37,372,226	486,807	140	\$ 76.77	11	66	Portland-Poland Spring	\$ 4,256,237	91,675	45	\$ 46.43	78
17	Sacramento-Stockton	\$ 37,090,748	438,615	84	\$ 84.56	20	67	Fargo	\$ 4,231,594	61,685	12	\$ 68.60	114
18	Tampa-St. Petersburg	\$ 36,848,355	414,481	142	\$ 88.90	13	68	Charleston	\$ 3,821,017	58,268	40	\$ 65.58	89
19	Seattle-Tacoma	\$ 36,758,387	557,454	243	\$ 65.94	12	69	South Bend-Elkhart	\$ 3,812,010	70,460	100	\$ 54.10	98
20	Charlotte	\$ 33,760,402	412,841	129	\$ 81.78	22	70	Baltimore	\$ 3,653,571	49,278	24	\$ 74.14	28
21	Hartford-New Haven	\$ 30,181,334	415,813	184	\$ 72.58	32	71	Wichita-Hutchinson	\$ 3,596,819	87,782	51	\$ 40.97	70
22	Boston	\$ 29,270,754	455,608	299	\$ 64.25	10	72	Cedar Rapids-Waterloo	\$ 3,446,740	71,868	64	\$ 47.96	92
23	Indianapolis	\$ 28,963,699	543,537	109	\$ 53.29	25	73	Lincoln-Hastings-Kearney	\$ 3,406,325	58,466	41	\$ 58.26	105
24	Pittsburgh	\$ 25,292,525	321,733	72	\$ 78.61	26	74	Sioux Falls-Mitchell	\$ 3,372,345	59,764	25	\$ 56.43	109
25	Orlando-Daytona Beach	\$ 23,992,393	299,578	56	\$ 80.09	17	75	Lexington	\$ 3,352,364	48,534	25	\$ 69.07	63
26	Jacksonville	\$ 22,566,159	356,784	174	\$ 63.25	43	76	Richmond	\$ 3,301,837	52,883	34	\$ 62.44	56
27	St. Louis	\$ 21,431,165	267,759	43	\$ 80.04	23	77	Bend	\$ 3,155,285	43,681	10	\$ 72.23	184
28	Portland	\$ 19,362,746	298,511	121	\$ 64.86	21	78	Madison	\$ 3,148,592	76,893	78	\$ 40.95	81
29	Raleigh-Durham	\$ 19,035,829	331,547	82	\$ 57.42	24	79	Columbia	\$ 2,869,085	52,143	17	\$ 55.02	76
30	San Diego	\$ 18,220,546	260,642	75	\$ 69.91	27	80	Boise	\$ 2,851,884	54,764	40	\$ 52.08	101
31	Cleveland	\$ 17,787,957	253,260	46	\$ 70.24	19	81	Little Rock	\$ 2,850,907	61,561	25	\$ 46.31	59
32	San Antonio	\$ 17,689,586	246,648	95	\$ 71.72	31	82	Reno	\$ 2,747,403	36,873	16	\$ 74.51	104
33	Omaha	\$ 17,125,528	244,214	179	\$ 70.13	32	83	Evansville	\$ 2,513,661	41,247	17	\$ 60.94	106
34	Milwaukee	\$ 16,538,612	218,204	29	\$ 75.79	77	84	Dayton	\$ 2,466,633	35,854	9	\$ 68.80	65
35	Harrisburg/York/Lancaster	\$ 16,536,639	217,991	24	\$ 75.86	42	85	Lubbock	\$ 2,359,336	48,237	14	\$ 48.91	145
36	Austin	\$ 13,657,813	242,007	99	\$ 56.44	38	86	Bakersfield	\$ 2,236,762	35,150	11	\$ 63.63	125
37	Buffalo	\$ 12,890,110	188,629	52	\$ 68.34	53	87	Ft. Wayne	\$ 2,224,545	51,702	88	\$ 43.03	111
38	Cincinnati	\$ 11,488,279	206,293	87	\$ 55.69	36	88	Davenport-Rock Island	\$ 2,175,938	36,059	10	\$ 60.34	103
39	Roanoke-Lynchburg	\$ 10,393,765	160,389	12	\$ 64.80	71	89	Greensboro-Winston Salem	\$ 2,119,884	44,077	44	\$ 48.10	47
40	Columbus	\$ 9,263,107	131,454	84	\$ 70.47	33	90	Billings-Hardin	\$ 2,087,669	39,666	42	\$ 52.63	167
41	Salt Lake City	\$ 9,075,899	174,799	58	\$ 51.92	30	91	Baton Rouge	\$ 2,002,858	29,995	13	\$ 66.77	94
42	Greenville-Spartanburg	\$ 8,411,611	160,772	118	\$ 52.32	35	92	Charleston-Huntington	\$ 1,892,492	29,505	11	\$ 64.14	75
43	Louisville	\$ 7,998,128	135,533	37	\$ 59.01	49	93	Providence-New Bedford	\$ 1,783,186	30,923	15	\$ 57.67	52
44	New Orleans	\$ 7,515,608	96,596	14	\$ 77.80	50	94	Toledo	\$ 1,775,188	32,587	13	\$ 54.48	80
45	Tulsa	\$ 7,011,284	134,097	35	\$ 52.29	61	95	Peoria	\$ 1,633,251	31,249	22	\$ 52.27	123
46	West Palm Beach-Fort Pierce	\$ 7,008,460	121,732	26	\$ 57.57	39	96	Bangor	\$ 1,618,834	23,983	3	\$ 67.50	155
47	Albany-Schenectady-Troy	\$ 6,758,751	121,687	36	\$ 55.54	60	97	Knoxville	\$ 1,601,067	30,947	18	\$ 51.74	62
48	Mobile-Pensacola	\$ 6,585,009	110,910	92	\$ 59.37	57	98	Corpus Christi	\$ 1,541,542	40,343	17	\$ 38.21	130
49	Birmingham	\$ 6,512,182	79,847	33	\$ 81.56	45	99	Tucson	\$ 1,466,031	37,595	50	\$ 39.00	64
50	Ft. Myers-Naples	\$ 6,418,101	99,053	44	\$ 64.79	54	100	Eugene	\$ 1,445,285	31,594	10	\$ 45.75	113

Pollstar's 2022 Concert Market Rankings include all reported boxoffice data for US venues for shows played from 11/19/2020 through 11/17/2021. Visit [Pollstar.com](http://Pollstar.com) for more information including access to more market information via [Pollstar Data Cloud](http://Pollstar Data Cloud).





2022 **PODSTAR**

# Concert Market RANKINGS

# 1

## LAS VEGAS

# Beats The Odds, Tops Market Ranking

By ERIC RENNER BROWN

REPORTED MARKET GROSS	\$197,182,030
REPORTED TICKET SALES	1,022,793
AVERAGE TICKET PRICE	\$192.79



**USHER'S PALACE:** Stars from Lady Gaga to Bruno Mars to Usher, pictured here at the grand opening of his Las Vegas residency at The Colosseum at Caesars Palace, July 16, 2021, have set up shop with long-term runs in Sin City.  
*Denise Truscello / Getty Images / Caesars Entertainment*



**N**o matter the question, Vegas is the answer – including which U.S. market was the highest-grossing for live entertainment in 2021.

Shows in the market grossed a gaudy \$197.2 million last year, according to *Pollstar* Boxoffice reports, buoyed by a high average ticket price (\$192.79) that far eclipsed other markets on the ranking (of the 10 highest-grossing markets, the one with the next-highest average ticket price was Atlanta, with a figure of \$100.79).

While Sin City is more vital than ever, its success is decades in the making.

"Las Vegas has always been synonymous with live entertainment, dating back to the 1950s, when visitors could catch growing stars like Liberace and Elvis in the casino lounges for as little as \$5," says H. Fletch Brunelle, Las Vegas Convention and Visitors Authority vice president of marketing. "The 'Entertainment Capital of the World' has endured and evolved thanks to the diversity of entertainment offerings reaching every demographic and price point. From large-scale production shows to comedy clubs and DJs, there really is something for everyone."

That diversity is borne out in the wide-ranging programming documented in Vegas' box office data. The market's top-grossing 2021 event wasn't one of the myriad stadium and arena shows it hosted, but rather Canelo Álvarez and Caleb Plant's Premier Boxing Champions bout on Nov. 6 – billed as "Road to Undisputed" – which drew a sellout crowd of 15,140 to the MGM Grand Garden Arena for a gross of \$18.1 million as the two boxers squared off to determine the sport's first undisputed super middleweight champion.

Opened in 1993 and the older of Vegas' two primary arenas – T-Mobile Arena, just a half-mile away, opened its doors in 2016 – the MGM Grand Garden was a hub for all sorts of other live entertainment, including comic Dave Chapelle, who grossed \$8 million across four July shows, and Grupo Firme, which moved 58,069 and grossed \$5.7 million over three September gigs. Phish's sold-out four-show Halloween run at the venue moved 62,851 tickets and grossed \$5.4 million, and other notable plays included J. Cole (\$1.4 million grossed, Oct. 16) and Harry Styles (\$1.7 million grossed, Sept. 4).

T-Mobile Arena also had a strong year, highlighted by a UFC event and two boxing bouts, which all cracked \$10 million grossed. George Strait, who brought in \$4.2 million across two shows at the arena in early 2020, returned for another pair of plays in August, hitting \$4.6 million grossed, while the iHeartRadio Music Festival in September brought in nearly \$5 million over two nights with a bill featuring Billie Eilish, Coldplay, Journey, Sam Hunt and more.

Of course, the market had a huge newcomer: Allegiant Stadium, which began hosting concerts after its initial programming scheduled for 2020 was postponed due to the coronavirus pandemic.

The stadium opened for music with shows by Illenium and Garth Brooks in July, and hosted Guns N' Roses on Aug. 27, with the iconic

hard-rockers grossing \$4.1 million from 36,096 tickets sold. Predictably, when The Rolling Stones' "No Filter Tour" rolled through town on Nov. 6, it blew that figure out of the water, grossing \$14.8 million from 42,600 tickets sold – the highest single-night gross by a wide margin of the band's 2021 trek.

"Las Vegas is home to upwards of 100 showrooms and theaters and, with the addition of new venues like the 65,000-seat Allegiant Stadium, the destination continues to expand its ability to host a diverse array of artists and experiences," Brunelle says. "World tours, festivals and new residencies have more options than ever when looking for a venue in Las Vegas."

The market's other notable newcomer was Resorts World Las Vegas, which opened its theater in 2021 and debuted residencies by Katy Perry and Carrie Underwood as the year came to a close. The venue enters a competitive market for residencies that also includes Dolby Live at Park MGM Las Vegas, which notched Vegas' top-grossing theater-level report in 2021 by way of two Bruno Mars shows that raked in \$3.7 million in July. Mars brought in \$19.1 million over 12 shows at the theater that fell within *Pollstar*'s chart year (Nov. 19, 2020 to Nov. 17, 2021), and added another \$6.8 million from four shows there in late December.

Lady Gaga's residency at the venue netted \$13.1 million across nine October shows, while Usher's run at The Colosseum at Caesars Palace grossed \$13 million from 14 shows in July and August. Gwen Stefani's eight fall shows at Zappos Theater at Planet Hollywood brought in \$4.1 million.

While Adele pushed back her run at the Colosseum for pandemic-related reasons – set to begin in January, the revered singer promised all dates would be rescheduled – that slice of the Vegas market still seems poised for a big year, with high-profile residencies plotted by Silk Sonic (Mars' collaboration with Anderson .Paak), Luke Bryan, Michael Bublé, Sting and Keith Urban.

At the club level, no Vegas show did better than Rise Against's Aug. 20 gig at The Chelsea at the Cosmopolitan, which grossed \$137,757 from 2,930 ticket sold, while other rooms like the city's Brooklyn Bowl and House of Blues outposts also had successful years.

In summing up Vegas' offerings – and how they helped the market top *Pollstar*'s ranking – Brunelle notes that of the city's pre-pandemic visitor base of approximately 42.5 million annually, roughly 51 percent attend a show when in town.

"It's one reason Vegas is such an attractive place to do business; you can get business done during the day and on any given night, catch the biggest names in entertainment," he says. "The thing that sets Vegas apart from other markets is the sheer volume and caliber of our amenities and experiences. There are 150,000 rooms available throughout the destination, ensuring accommodation options at every price point and style. Visitors also can catch a different headliner or production show each night all while also taking in the world-class dining, nightlife, and hospitality only Vegas has to offer." ✨